

# Make it company policy to obey posted speed limits.



Driving at higher speeds makes it easier to lose control of a vehicle, harder to recover control and robs a driver of critical reaction time. While exceeding speed limits gets less attention than other road safety issues, like drunk driving or texting while driving, it too is dangerous.

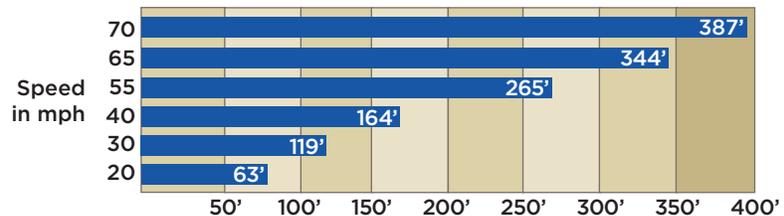
## Why your drivers should resist the urge to speed.

Here are some key reasons why drivers who choose to exceed posted speed limits are putting themselves and others in danger - and putting your business at risk:

- **Higher risk of collision.** The greater the speed, the greater the stopping distance (see chart below), the greater the chances of a crash. This translates to higher risk of more severe injuries and property damage as a result of an accident.
- **Speed's effect on vehicles and equipment.** At higher speeds, seatbelts, airbags, antilock brakes, traction control systems or other safety devices may not be effective enough to save a life.
- **Pocketbook issues for drivers.** Most states add extra penalties (points, fines) for speeding violations of more than 15 mph above the posted limit. For the speeding employee, this could affect future job prospects or cause increases in personal insurance costs.
- **Higher costs for your business.** It takes a greater amount of fuel to maintain elevated speeds, and more fuel means more money spent. Plus, because engines are increasingly inefficient at higher speeds, this can mean more wear and tear on your fleet's vehicles.
- **Reduced driver reaction time.** Speeding drivers rob themselves of time needed to diagnose proper steering and braking reactions to unexpected problems (e.g., sudden animal crossing, tire blowout). Speed also increases the chances for a rollover when swerving.

Operating a vehicle at high speeds robs a driver of critical reaction time.

Total Vehicle Stopping Distance<sup>1</sup>



Stopping distance in feet on dry pavement

<sup>1</sup> Safety in Numbers, National Highway Traffic Safety Administration (8/15), p. 1.



## Some steps you can take to make drivers slow down.

While many different factors contribute directly to a driver's choice to break the law by speeding, there are highly practical ways for firms to increase their fleet safety. Consider the following:

- **Create realistic timeframes according to the distance to be traveled.** When a driver feels pressure to arrive at a destination within a short timeframe, the prospect of undue stress from an employer can carry more weight than the potential for an accident.
- **Dispel the myths.** Some believe that driving a little faster can make a big difference in their arrival time. In reality, the increase in speed from 65 mph to 70 mph gains less than four seconds per mile, or about 15 minutes per 150 miles – hardly a coffee break's difference.
- **Provide feedback to drivers** so they know their efforts are translating to effective action. This motivation will help them continue to renew their commitment to avoid speeding over the long term.
- **Educate supervisors and drivers** on the benefits of obeying speed limits and adjusting to drive slower when weather, traffic or other factors demand it. Driving at an appropriate speed enables drivers to:
  - Have more reaction time
  - Gain stopping distance, and exert more control over the vehicle
  - Improve fuel economy
  - Decrease premature wear and tear
  - Reduce risk of rollover or other compounding problems during vehicle collisions

Most importantly, establish, enforce and revise your safety policies, as needed. Investing time to explain and educate why these policies are critical helps ensure that a greater number of drivers will understand and voluntarily obey your rules of the road.

## New technology for better fleet safety management.

As a business owner, you should consider technological aids to assist drivers and to enforce policy. There are telematics devices that can precisely read data from the engine to accurately match actual speed (instead of estimating it from GPS satellites). Speed alerts should be addressed quickly with coaching and refresher training. Continued or flagrant violations of speed policy may need an escalating response from your management team.



Increasing speed from 65 to 70 mph gains only about 15 minutes per 150 miles traveled.

Providing solutions to help our members manage risk.<sup>SM</sup>

For your risk management and safety needs, contact Nationwide Loss Control Services: 1-866-808-2101 or [LCS@nationwide.com](mailto:LCS@nationwide.com).