When you’re on the road, take the time to slow down
Are you always in a rush?

Rushing to work...
Rushing home...
Rushing off on vacation?

Do you find yourself increasingly picking up the pace, racing against time?

Driving faster to save time may seem logical to you, but the facts say otherwise.

Do you find yourself driving over the speed limit more often... to make up for lost time?
Did you know?

Barely a few extra minutes!

Under ideal conditions, such as on a dry straight roadway, a street with no traffic or a trip with few stops and no construction zones...

<table>
<thead>
<tr>
<th>Over a distance of</th>
<th>Driving at 70 km/h in a 50 km/h zone saves you barely 4 minutes.</th>
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<tbody>
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<td>10 kilometres</td>
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<th>Over a distance of</th>
<th>Driving at 90 km/h in a 70 km/h zone saves you barely 3 minutes.</th>
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<td>15 kilometres</td>
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<th>Over a distance of</th>
<th>Driving at 110 km/h in a 90 km/h zone saves you barely 2 minutes.</th>
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<td>20 kilometres</td>
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Driving a few km/h over the speed limit increases your accident risk: it’s a fact!

Is it really worth taking risks to save a few short minutes?

In addition to the risk

**Maximum 50 km/h**

These are the zones with the highest number of accidents with injuries.

Travelling at 10 km/h over the posted speed limit increases your accident risk by 4.

**Maximum 90 km/h**

These are the zones with the highest number of fatal accidents.

Travelling at 20 km/h over the posted speed limit increases your accident risk by 6.
Take the time to slow down
The more you slow down...

... the better the traction in turns.
Decreasing your speed helps your vehicle hug the road and reduces the risk of skidding.

... the wider your field of vision.
You are better able to process information that appears on the road.

A few km/h slower can sometimes mean the difference between life and death.

... the shorter your stopping distance.
You see a pedestrian on the road. During the reaction time, you step on the brake and travel a certain distance before your vehicle comes to a complete stop. This is called the stopping distance.

For example
Under ideal conditions, such as a dry roadway in good condition or a straight flat road...

- If you are travelling at 50 km/h and you see a pedestrian 32 m away from your vehicle:
  - your reaction time is 1.3 seconds;
  - before stepping on the brake, you will already have travelled 18.1 m;
  - after hitting the brakes, you will cover an additional 13.1 m before your vehicle comes to a complete stop.

Between the moment you see the pedestrian and the moment your vehicle comes to a complete stop, you will have travelled a total of 31.2 m.
At that speed, it would be possible for you to avoid hitting the pedestrian.

- If you are travelling at 60 km/h and you see a pedestrian 32 m away from your vehicle:
  - your reaction time is 1.3 seconds;
  - before stepping on the brake, you will already have travelled 21.7 m;
  - after hitting the brakes, you will cover an additional 18.9 m before your vehicle comes to a complete stop.

Between the moment you see the pedestrian and the moment your vehicle comes to a complete stop, you will have travelled a total of 40.6 m.
At that speed, it would be impossible for you to avoid hitting the pedestrian.

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Your vehicle cannot stop instantaneously or make a 90° turn. The more you slow down, the greater the number of possible trajectories become available to avoid obstacles, cyclists or pedestrians.

... the easier it is for you to carry out certain emergency driving manoeuvres.

... the greater the decrease in the violence of an impact.

For you and your passengers, an impact at:

- 50 km/h is equivalent to falling from a 4-storey building.
- 75 km/h is equivalent to falling from an 8-storey building.
- 100 km/h is equivalent to falling from a 14-storey building.

... the greater the safety of the passengers riding in your vehicle.

If your speed is making your passengers uncomfortable, slow down. Doing so will reduce the risk of accident. For your safety and that of others, listen to your passengers.

... the better your gas mileage.

When you drive at 120 km/h instead of 100 km/h, you increase your fuel consumption by 20%. Slowing down helps you save money and reduce pollution.
For more information
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Montréal area: 514 873-7620
Elsewhere: 1 800 361-7620
(Québec, Canada, USA)

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