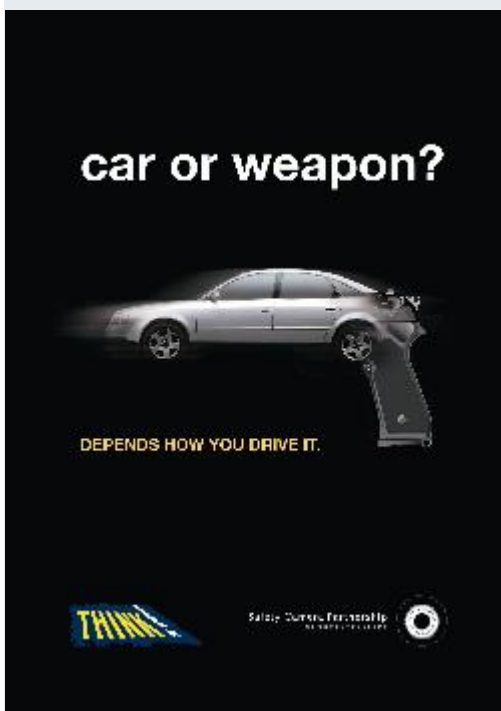




Car or weapon? Depends how you drive it...

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The Gloucestershire Safety Camera Partnership is launching a new speed campaign, which aims to demonstrate how a few miles an hour over the speed limit could make a big difference.

Using an image of a car morphing into a handgun, the campaign poses the question ‘car or weapon?’ and urges drivers to realise that the distinction between the two is firmly their responsibility.

Gemma Doyle, Communications Manager for the Partnership said, “Speeding is not a harmless thrill, and a couple of miles per hour over the speed limit does matter. Crucially, it could mean the difference between life and death”.

Findings from the Department for Transport show that for a pedestrian hit at 30mph, there’s an 80% chance of survival, but hit at 40mph, there’s only a 20% chance of survival.

Gemma continued, “Many motorists are hypocritical when it comes to speeding. Often, they are prepared to exceed the speed limit or drive at an inappropriate speed themselves, but then complain bitterly about speeding traffic outside their own house, or in their town or village”.

“Each and every driver needs to realise that the speed limit is an absolute maximum, it isn’t a target, and it doesn’t mean it’s safe to drive at that speed irrespective of conditions. Driving just over the speed limit will lead to a longer stopping distance that could have tragic consequences.”

In Gloucestershire between 2005 and 2007, approximately a third of all collisions resulting in casualties were attributed to speed, and this increases to 37% in collisions that result in fatal injury.

The campaign will be heard on the radio, and will be seen in and around the county on bus backs and on petrol pump nozzles from 30th June.

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