

# THE REAL PENALTY FOR SPEEDING

"I was running late."



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# CONTROL YOURSELF. CONTROL YOUR SPEED.



Get caught speeding and a hefty fine could be the least of your worries.

The real penalty could be a child's life on your conscience. Or a disfigured face. Or a broken limb. Or, if you drive for a living, the loss of your livelihood.

**Speeding. There's no excuse. Control your speed or you might live to regret it.**

- Allow enough time for your journey. You **WILL** be late if you are involved in a collision.
- Check your speedometer regularly. Just because other drivers may be speeding, doesn't mean you have to.
- Always check your speed after leaving a motorway. If you've been driving at high speeds, 50mph can often feel like 30.
- Use your gears properly. In a 30mph zone, third gear is high enough.
- The speed limit is not a target. Drive carefully to suit the road and weather conditions.

