

## THE BIGGER THE PENALTY

Speeding drivers risk getting **two penalty points on their driving licence plus a fine of between €80 to €120**, if you opt to go to court and are convicted you risk **four penalty points and a fine of up to €800**.

**ANY DRIVER WHO GETS  
12 PENALTY POINTS  
AT ANY TIME INSIDE  
A THREE YEAR PERIOD  
FACES DISQUALIFICATION  
FROM DRIVING  
FOR SIX MONTHS.**

For more information on speed limits and stopping distances read the **Rules of the Road** at [www.rsa.ie](http://www.rsa.ie)

**GET THE POINT!  
NOT THE POINTS!**

## HARD AND FAST FACTS

**Pedestrians hit by a car...**

**at 30 km/h – 1 in 10 will die**



**at 50 km/h – 5 in 10 will die**



**at 60 km/h – 9 in 10 will die**



Source: Rules of the Road, 2007



**SPEEDSHAME**



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**THE FASTER  
THE SPEED  
THE BIGGER  
THE MESS**



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## THE BIGGER THE RISK OF DEATH

Speed is the **biggest** contributing factor to road deaths in the Republic of Ireland.

Between 1996 and 2004, **excessive speed** contributed to **29% of our road deaths**.

## THE BIGGER THE NUMBER OF DEATHS

Speed is **directly** killing an average of **107 people a year** in the Republic of Ireland.

## THE BIGGER THE MISERY

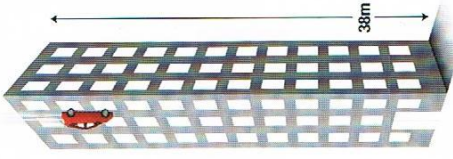
A speeding crash is over in a second but, for the victims, the **misery lasts a lifetime**.

Speeding is a selfish act which sentences innocent people to a **lifetime of pain**.

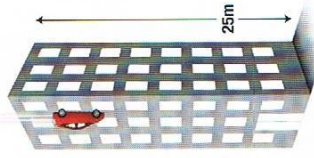
## THE BIGGER THE HIT COLLISION IMPACT MEASURED IN HEIGHT OF FALL FROM A TALL BUILDING

Source: RSA / OPW

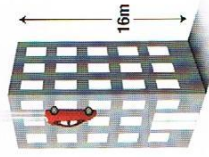
Crashing your car into an object at **95 km/h** is equivalent to a free fall from a 12 storey building.



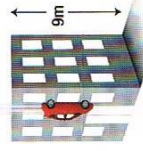
Crashing your car into an object at **80 km/h** is equivalent to a free fall from a 8 storey building.



Crashing your car into an object at **65 km/h** is equivalent to a free fall from a 5 storey building.

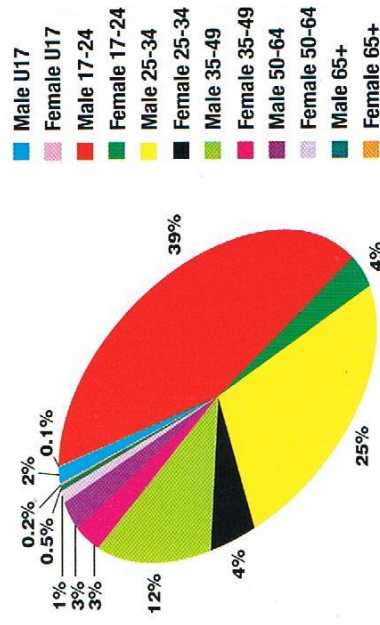


Crashing your car into an object at **50 km/h** is equivalent to a free fall from a 3 storey building.



## WHO IS TO BLAME? DRIVERS

Drivers responsible for fatal/serious injury collisions by age/gender (Republic of Ireland 1996-2004)



6% age unknown  
Source: NPA/RSA Data

**EVERY DRIVER IS AT RISK!**

**THE FASTER THE SPEED, THE BIGGER THE MESS**