



Speeding increases insurance rates

When a police officer hands you a speeding ticket, there is more to it than the cost of the ticket and demerit points. Minor speeding tickets can increase your insurance rate and a major violation (more than 50 km/h over the speed limit) can mean a significant jump in costs.

Every company has a different policy but according to the Insurance Bureau of Canada drivers can expect:

Under the age of 25

- 25% increase for a period of 5 years for each moving violation. – 25% increase for a period of 5 years for each moving violation.

25 or over

- 10% increase for a period of 5 years with each moving violation.

In both cases

- major violations may affect the premiums by 100% annually for five years.

Although a minor speeding ticket may not seem like it costs much, if the \$80 ticket produces an annual insurance increase of \$300 for five years, that ticket ends up costing \$1,580.

Slow down. Stay safe. And keep your insurance rates low.



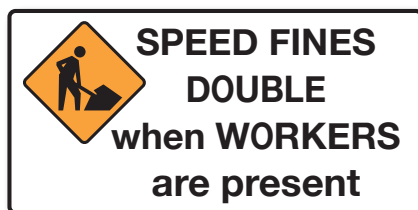
How are Automated Enforcement Locations Selected?

The Government of Alberta has established guidelines for the operation of automated enforcement programs. Some include:

- High collision locations
- High-speed, multi-lane roadways
- School and playground zones or areas
- Construction zones
- Areas where the public or community has expressed concerns related to speeding.

For further information visit:

<http://goo.gl/btF5ER>



www.edmonton.ca/saferoads

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Speeding Impacts Us All



Edmonton



Speeding Impacts Us All

The High Cost

Crashes in the Capital Region cost nearly \$1 billion annually.

In 2015, more than **25,000** preventable collisions occurred on Edmonton public roadways. More than **3,700** people were injured and **32** were killed.

Motor-vehicle collisions are expensive to Alberta taxpayers. According to a 2010 CRISP commissioned study, it is estimated that each fatal collision costs about \$180,000 and an injury collision costs almost \$40,000.

Collisions result in higher insurance premiums, increased wait times for emergency services, higher taxes, legal costs, lost productivity and travel delays. If we consider the pain and suffering of victims, or lives cut short, the cost of collisions is immeasurable.

Vision Zero

What is the acceptable annual number of fatalities and major injuries on Edmonton roads?
What is the acceptable number if they were your family members?

Zero.

Slowing down is proven to reduce injuries and death.

edmonton.ca/visionzero



Speeding

Increases

- your chance of losing control of the vehicle
- reaction time and stopping distance

Reduces your ability:

- to steer around obstructions or curves
- to stop for red lights and stop signs

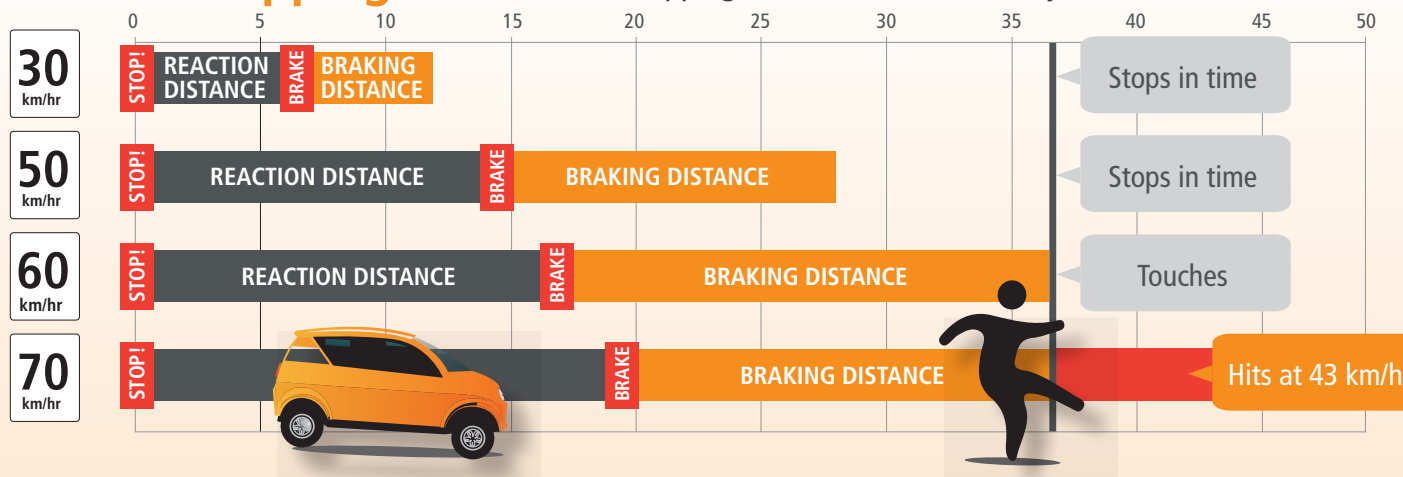
Reduces effectiveness of:

- seatbelts, airbags and side impact beams
- brakes, tires, steering and suspension
- roadside barriers, crash cushions and bridge rails



Speed Increases Stopping Distance

Even on dry pavement, the combination of reaction time and the braking distance means that your vehicle will travel a long way before stopping.



For pedestrians speed is particularly lethal.
If hit by a vehicle travelling at:

30 km/hr the survival rate is **95%**

50 km/hr the survival rate is **45%**

60 km/hr the survival rate is **10%***

VISION ZERO: zero traffic fatalities and major injuries