



Why Speed Matters

Most Washington drivers respect speed limits, but 30 percent of fatal crashes involve a speeding driver.

When speed increases, a motorist is less able to see and respond to other road users, increasing the risk of crash.

Pedestrians and bicyclists who are struck by a vehicle are more likely to suffer a fatality when drivers travel at higher speeds:



At 25 mph 9 out of 10 pedestrians survive



At 40 mph 5 out of 10 pedestrians survive



At 55 mph 1 out of 10 pedestrians survive

**TARGET
ZERO** 

KING COUNTY
TRAFFIC SAFETY COALITION

