**Safe Speed Talking Points for**

**Safety Stakeholders**

## What is the Safe Speed Campaign?

* The U.S. Department of Transportation’s Federal Motor Carrier Safety Administration (FMCSA) launched a new national outreach campaign focused on the importance of observing speed limits to reduce speed-related crashes among the commercial motor vehicle (CMV) audience.
* The campaign launched in tandem with FMCSA’s *Our Roads, Our Safety* Week, and the designated Safer Speeds Day.
	+ *Our Roads, Our Safety* Week is a national safety observance to raise awareness and share actionable information on improving roadway safety, directly supporting the [National Roadway Safety Strategy](https://www.transportation.gov/NRSS) and its Safe System Approach.[[1]](#footnote-1)
	+ Each day of the *Our Roads, Our Safety Week* campaign highlighted various pillars of the Safe System Approach, including Safer People, Safer Vehicles, Safer Speeds, and Safer Roads.
* The campaign will provide the CMV community—including drivers and industry stakeholders—with safety tips and other educational resources that focus on reminding drivers the importance of maintaining a safe speed.
* Through this campaign, we can help improve road safety and save lives.

## Key Messages and calls to action

* Speed related crashes claimed 11,258 lives on America’s roadways in 2020 – an average of nearly 31 people each day – and was a contributing factor in 29% of all traffic fatalities.[[2]](#footnote-2)
* In 2020, speeding of any kind was the most frequent driver-related factor in fatal crashes for CMV drivers (7.3%) as well as passenger vehicle drivers (18.8%).[[3]](#footnote-3)
* Speeding endangers not only the life of the speeder, but all the people on the road around them. It is everyone’s responsibility to help solve this problem.
* CMVs present unique driving challenges because their large size and weight mean slower acceleration and longer braking distances. Safely operating large trucks and buses while obeying traffic laws can save lives – unsafe driving behaviors can lead to crashes or even deaths on our roads.
	+ Large trucks and buses take much longer to stop because of their weight and size. Whether it’s highway travel or slowing for sharp turns, it’s important CMV drivers maintain a safe speed for themselves and others on the road.
	+ Driving over the speed limit endangers road users. Maintaining a safe speed helps CMV drivers control their large vehicles and carefully react to changing road conditions.
* It’s important for everyone sharing the road to be aware of the dangers of speeding and follow these tips:
	+ Prioritize safety and always maintain a safe speed.
	+ Always follow the speed limit. Speeding can lead to crashes and fatalities.
	+ Inspect your vehicle. Ensure you conduct pre-trip safety checks, particularly for tires and brakes. This helps you control speed and your vehicle throughout your trip.
	+ Check the weather. Hazardous conditions like rain, sleet, or snow can greatly increase the stopping distance for CMVs. Drive at an appropriate speed to avoid the risk of a crash.
	+ Review your route. Be aware of work zones, detours, mountainous terrain, and road conditions to anticipate when a slower speed may be necessary.
	+ Reduce speed on curves and ramps. The speed limits posted on curve warning signs are intended for passenger vehicles; CMVs should reduce speed even further. Approach curves and entrance/exit ramps at a safe speed to avoid rollovers.

## Road Safety is Our Priority

* Fatal crashes on America’s roadways are rising and speeding is a crucial contributing factor.
* In 2020 alone, more than 38,000 people died on the road—a 7% increase from the year prior[[4]](#footnote-4).
* Of large truck-related crashes in 2020, nearly 5,000 people died and more than 146,000 were injured[[5]](#footnote-5).
* FMCSA—the lead federal agency responsible for regulating and providing safety oversight of CMVs—is continuing its work and commitment to keeping large truck and bus drivers safe on our roads.
* Large truck and bus drivers are at the core of the CMV community and critical to keeping the American economy, and people, moving, which is why it is imperative that we ensure safety is top of mind for all road users.
* The Safe Speed Campaign is part of FMCSA’s [*Our Roads, Our Safety*](https://www.fmcsa.dot.gov/ourroads?utm_source=earnedtoolkit&utm_medium=talkingpoints&utm_campaign=cmv_safespeeds)program, which promotes road safety as everyone’s responsibility. The program educates all motorists on how to share the road safely with large trucks and buses.
1. <https://www.transportation.gov/NRSS/SafeSystem> [↑](#footnote-ref-1)
2. <https://www.nhtsa.gov/risky-driving/speeding#:~:text=Overview,faster%20doesn't%20mean%20safer> [↑](#footnote-ref-2)
3. <https://www.fmcsa.dot.gov/safety/data-and-statistics/large-truck-and-bus-crash-facts-2020#A1>, People Table 29 and People Table 33 [↑](#footnote-ref-3)
4. [NHTSA: Overview of Motor Vehicle Crashes in 2020](https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813266) [↑](#footnote-ref-4)
5. [NHTSA: Overview of Motor Vehicle Crashes in 2020](https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813266) [↑](#footnote-ref-5)