



SUMMER ROAD SAFETY CAMPAIGN 2013/14

What's happening?

As part of a multi-agency drive to reduce deaths and injuries on our roads this summer, Police, supported by its road safety partners, are announcing:

1. a two-month reduced speed threshold of 4km/h
2. a nationwide trial of new coloured Police patrol vehicles
3. a national publicity campaign promoting safer journeys this summer.

No tolerance for speeding this summer

- From 1 December 2013 to 31 January 2014, Police will be strictly enforcing a reduced 4km/h speed threshold – the first time the period has been extended beyond a long holiday weekend. Anyone driving more than 4km/h over the posted speed limit is liable to be ticketed.
- For the same December/January period in 2012/2013, there were 416 serious injuries on our roads, including 57 deaths. Targeting those who put others at risk by speeding is the most effective way police can help bring that number down. But we need all road users to do their part too.
- When police combined high visibility tactics with a reduced speed threshold during Queen's Birthday Weekends in 2010 and 2011, the total number of fatality/injury crashes reduced by 25%, compared with the previous two years – an average of 30 people whose lives were saved.
- Police and its road safety partners have observed a greater reduction in speed-related road trauma over holiday periods than in non-holiday periods. In all holiday periods in 2008 (before Police implemented a reduced speed threshold) there were 48 speed-related fatal or serious injury crashes. In 2012, when police operated a reduced threshold in holiday periods, speed-related fatal and serious injury crashes dropped to just 16 - a decrease of 67%.
- Thousands of police officers will have no tolerance for speeding and other unsafe behaviour this summer. Speed not only increases the risk of a crash, but increases the trauma from crashes no matter what the cause.

Trial of coloured highway patrol vehicles (Holden VF Commodore SV6)

- This summer marks the start of a national trial of coloured, marked highway patrol cars (red and orange).
- Coloured cars are successfully used by police in a number of Australian states to raise awareness and generate discussion of road safety issues.
- Police has previously trialled a red car in Waikato District, which drew a hugely positive public response.

- The cars provide police with another high-visibility tactic to reduce speeding, drink driving and other unsafe behaviour that puts all road users at risk.
- 28 vehicles will be rolled out across the 12 Police districts over the next year, as existing cars come up for replacement.
- The orange car used in the launch is going to Nelson (Tasman District). The red car is going to Whangarei (Northland District). The next three are going to Eastern, Waikato and Canterbury Police Districts before Christmas.

National advertising campaign & increased Police visibility

- Police, ACC, the Ministry of Transport, the NZ Transport Agency, and the Energy Efficiency and Conservation Authority are supporting a national advertising and media campaign promoting a safer summer on our roads. This will feature billboard, radio and mobile phone advertising, and media events.
- Police will be a highly visible presence throughout the campaign, with a strong focus on removing speeding, drunk, drugged and dangerous drivers from our roads.
- Police will be stopping and impairment-testing as many drivers as we can this summer. If you're stopped, you can expect to be tested. We will also be focusing on restraints and high risk drivers.

What Kiwis say about speeding

- 93% would like police efforts to enforce road safety laws either increased (41%) or maintained at the current level (52%).
- 77% agree speed enforcement helps to reduce fatalities on the roads. *[Ministry of Transport Public Attitudes to Road Safety Survey 2012].*

More facts and figures

- Drink driving continues to be over-represented as a cause of road trauma. During the December 2012/January 2013 summer holiday period, 48 drivers with excess alcohol were killed - representing 26% of all fatalities for the period.
- For every 100 alcohol or drug-impaired drivers or riders killed in road crashes, 54 of their passengers and 27 sober road users die with them.
- People with a high blood alcohol level are far more likely to be injured or killed in a crash than those who are sober. As your level of blood alcohol increases, so does your risk of being involved in crash.
- Road deaths for the last three years: 2010: 375; 2011: 284; 2012: 308
- Road deaths year to date (as at 25 November 2013): 222
- Road deaths same time last year (25 November 2012): 264
- Fatal crashes year to date (as at 25 November 2013): 210
- Fatal crashes same time last year (as at 25 November 2012): 231
- Statistics updated daily: <http://www.transport.govt.nz/research/roadtoll/#daily>