

**While most Kiwis love to travel
in December & January
far too many never make it home.**



New Zealand Government



Ministry of **Transport**
TE MANATŪ WAKA



NZ **TRANSPORT** AGENCY
WAKA KOTAHI

**Find out what New Zealand Police and its road safety partners
will be doing to prevent deaths and injuries this summer.**

Road safety has come a long way. So have our police cars.

1975



These cars were colloquially known as "grey ghosts" because of their ability to blend into the roadway.

REWIND to an era where police were driving these HQ Holdens; we would all be shocked at the level of road trauma. In just two months from December 1975 to January 1976 there were 119 people killed and 1,356 people injured on New Zealand roads. To this day, survivors live on with debilitating injuries, while the loss of life will be mourned for generations.

2012



Current patrol cars are highly visible and are designed to be a deterrent to risky behavior on our roads.

AS A COUNTRY we have made significant strides in road safety since the lows of 1975.

The Government's Safer Journeys Strategy was launched in 2010. The strategy makes road safety everybody's responsibility and rallies all agencies to work towards "a safe system increasingly free of death and serious injury".

Last summer from December 2012 to January 2013 there were 57 deaths and 359 injuries on New Zealand roads. While this is a marked improvement, every death remains one too many.

2013



A national trial of coloured police cars will generate public discussion of road safety issues and provide a powerful visual reminder of the police presence on our roads as road safety agencies join forces to drive down deaths and injuries.

THIS SUMMER, NZ Police is using a range of tactics to save lives and prevent life-threatening injuries, with the support of ACC, NZ Transport Agency, the Ministry of Transport, and the Energy Efficiency Conservation Authority.

From 1 December 2013 to 31 January 2014 police will have no tolerance of speeding. Police will be highly visible on our roads, ensuring people drive under the speed limit and cracking down on drunk-driving and other risky behaviour.

We are calling on the public to do their bit too.

TODAY



A reduced speed threshold has been used successfully to reduce crashes by lowering speeds over holiday periods since 2010. This is the first time it has been used over an extended summer period.

IF WE ALL look after one another
on our roads this summer
how many lives could we save?

