**Monthly fleet focus, January 2025: Speed**

**Driver Safety Messages**

Short safety messages to send out to your drivers each week during the month

**Inappropriate or excessive speed contributed to 400 fatality collisions and 3,000 people being seriously injured in 2023.**

**Higher speed means much higher impact speed. A vehicle traveling at 80mph when the brakes are applied will still be doing 39mph at the point where an identical vehicle braking from 70mph would have stopped.**

**In the UK, speeding doesn’t save most drivers enough time to boil a kettle. That’s because we have junctions, traffic lights and roundabouts. Studies have shown that motorway journeys at 10mph above the limit save less than five minutes.**

**Getting caught driving at more than 40mph in a 30mph zone could result in 4-6 points on your licence and a fine equal to your weekly income.**