

Title: Don't hit the pedestrians!

DATE: 26 May 2009

FOR RELEASE: Immediate

Following a successful display at two local schools last year, South Canterbury Road Safety Coordinator, Daniel Naude is working with ACC, local driving school Prodriver, and police to demonstrate the difference in stopping distance that speed makes.

Daniel Naude explains: "Many of the older students at the school have driving licences and either their own car, or access to their parents' car. We give them this demonstration under controlled conditions so they can see the difference keeping to the 50kph speed limit can make to the lives of pedestrians in built-up areas, and particularly near schools. Younger students will talk to their parents about the display and may help to make adults make a more conscious effort".

The demonstrations are for local school students of all ages who can watch a professional driver using a modern car to show the stopping distance required at 50kph, then again at 50kph **without** the modern ABS (Anti-lock Braking System) activated, to display the extra 2-3metres distance required. The smoking tyres and smell of burnt rubber were also evidence of the lack of ABS.

A third run was then completed at 59kph, again with no ABS, and on this occasion students at Geraldine High School could see the much greater stopping distance required (5-8 metres), including the demolition of two cutout figures in the road, representing a mother and child pedestrian.

Russell Hendry, an Injury Prevention Consultant with ACC, says that it important to keep speed down to reduce the likelihood of serious injury or death for pedestrians, particularly the elderly or the young. "A pedestrian struck at 60kph has a 70 percent chance of being killed, whereas at 30kph the chance is only 10 percent. The important point we are making is that all drivers need to keep their speed down, especially when pedestrians are about."

ENDS

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At 50kph with ABS



At 50kph without ABS, the rear of the car starts to slide



At 59kph without ABS, the “models” are demolished

Media note:

Further demonstrations will take place as follows:

Tuesday, 26 May, Waimate High School

Wednesday, 27 May, Craighead Diocesan School, Timaru

Friday, 29 May, Opihi College, Temuka

Monday, 15 June, Mackenzie College, Fairlie

Wednesday 17 June, Timaru Girls High School

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