



MIDDLESEX COUNTY COMPREHENSIVE TRAFFIC SAFETY PROGRAM

SPEED KILLS!

IT'S MORE THAN JUST BREAKING THE LAW.

WHEN YOU SPEED, YOU RISK:

- losing control of your vehicle
- losing your life and ending others'
- protective equipment, like airbags and seat belts, becoming less effective
- paying for property damage, car damage, and medical costs for you and others after a speed-related crash

**1 out of 3 crashes are
speed-related.**

(nhtsa.gov, 2018)



**1 out of 4 vehicular fatalities
are speed-related.**

(nhtsa.gov, 2018)





The Slow Down in Our Town initiative is the 1st of its kind in NJ.

Middlesex County partners with local law enforcement, residents, and businesses to discourage dangerous speeding in their municipality.

Radar speed notification signs and lawn signs are added in problem areas to raise driver awareness.

Help us spread the word: Speeding will not be tolerated in Middlesex County!

Want to participate in Slow Down in Our Town in your municipality? Contact your police department's Traffic Safety Officer.



www.middlesexcountynj.gov

