

## NHTSA Launches New Campaign to Remind Drivers Speeding Wrecks Lives

Addressing risky driver behavior such as speeding is one of five pillars in the National Roadway Safety Strategy

Language: **English**

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As part of the U.S. Department of Transportation's comprehensive safety [strategy](#) to prevent traffic deaths, the National Highway Traffic Safety Administration is launching a public education campaign across the country to address one of America's most dangerous driving behaviors. Tomorrow, the agency kicks off the [Speeding Wrecks Lives campaign](#) aimed at changing general attitudes toward speeding and reminding drivers of the deadly consequences.

The campaign, which will run July 20-August 14, is supported by an \$8 million national media buy featuring English and Spanish-language ads running on television, radio and digital platforms. The ads target drivers ages 18 to 44, who data show are most likely to be involved in speeding-related fatal crashes.

Please click [here](#) for the English ad and [here](#) for the Spanish ad.

According to NHTSA data, 11,258 people died in speeding-related crashes in 2020, and speeding was a contributing factor in 29% of all fatal crashes. Even with fewer cars on the road during the pandemic, 2020 saw a dramatic increase (17%) in speeding-related deaths compared to 2019. The data also showed additional concerning statistics in 2020:

- Local roads saw the most speeding, with 87% of all speeding-related traffic fatalities occurring on non-interstate roads.
- Speeding contributed to 37% of the fatal crashes in work zones.
- Speeding was a factor in more fatal crashes on wet roads than dry roads.
- Drinking and speeding is the deadliest combination. Of the drivers involved in fatal crashes, 37% were speeding and had a blood alcohol concentration of .08 or higher.

"Much like impaired driving, speeding can steal the lives of everyone using our roads: drivers, passengers, pedestrians and cyclists," said Dr. Steven Cliff, NHTSA's Administrator. "We cannot accept the status quo. Speed-related deaths aren't inevitable. They're preventable, and everyone has a role in addressing this crisis on our nation's roadways."

To help spread this message at the state level, NHTSA has developed a [toolkit of resources](#) for its partners, including a media work plan, sample press release and enforcement-themed assets.

Ending speeding-related deaths is a top priority for the Biden-Harris Administration. The Bipartisan Infrastructure Law, also known as the [Infrastructure Investment and Jobs Act](#), makes significant investments in highway safety. In January, Secretary Pete Buttigieg unveiled the [National Roadway Safety Strategy](#), which includes a special focus on safer speeds. The long-term plan aims to save lives by leveraging road design and other infrastructure interventions, and focusing on safer speed limit setting, education, and equitable traffic enforcement.

For more information, visit [NHTSA.gov/Speeding](https://www.nhtsa.gov/speeding). For additional campaign materials, visit [TrafficSafetyMarketing.gov](https://www.traffic-safety-marketing.gov).

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