

# Slow down – before it's too late

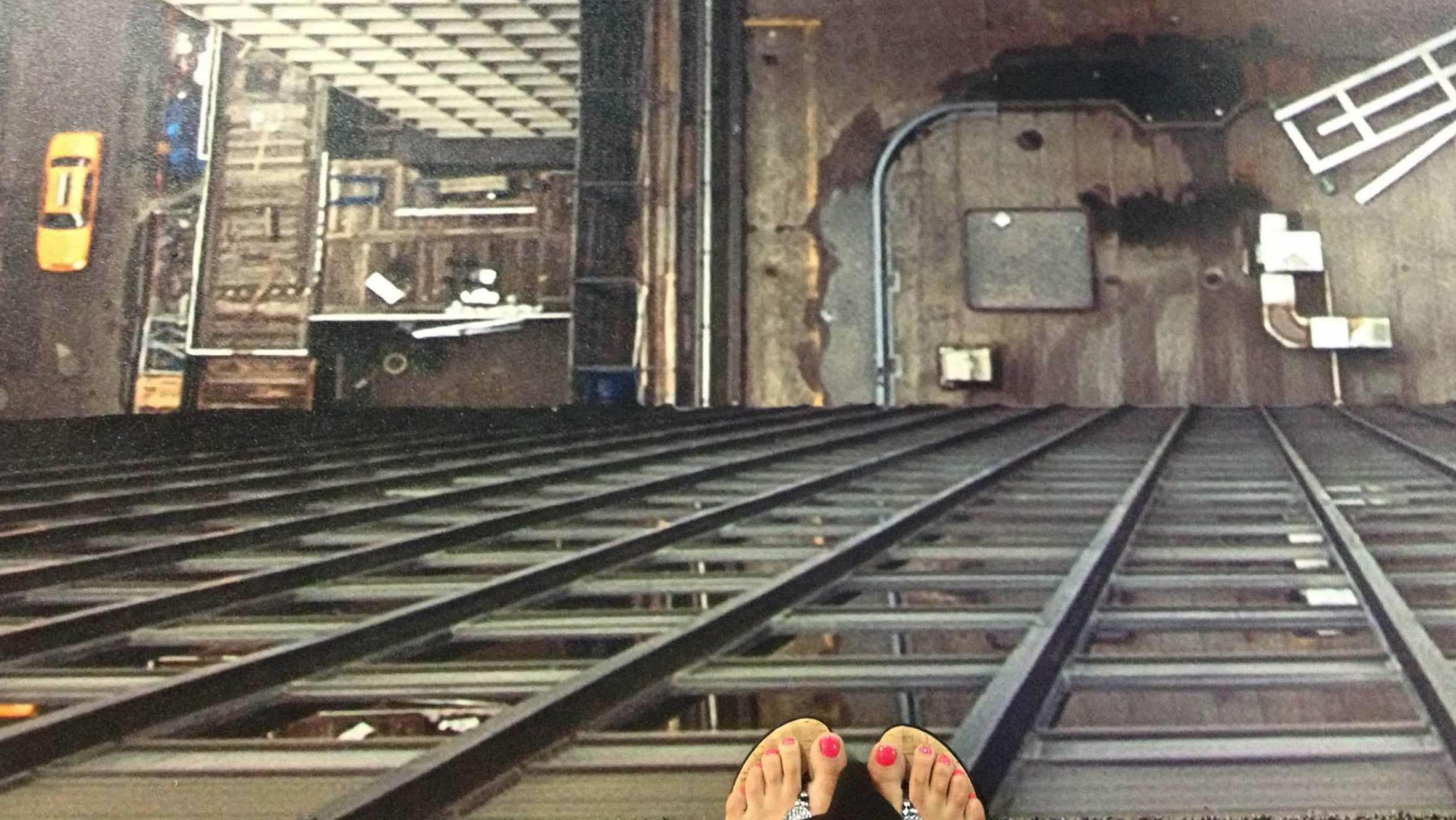
Liv K. Kofoed-Jensen, Danish Road Safety Council



72 %

tend to drive 90 km/h  
or more on roads with  
a 80 km/h speed limit







” *The human brain can't understand the danger of speed. We're afraid of mice and from falling down. But going too fast on a rural road where a car can pop out from a byway doesn't make us slow down – even though we know it can easily happen.*

*- Bente Klarlund,  
Scientist, Doctor and  
Professor,  
Copenhagen*

I'm only  
going a  
little bit too  
fast

I'm an  
excellent  
driver

I'm very  
familiar with  
this road

I've been  
driving like  
this for years  
– nothing has  
happened



A man in a white dress shirt and a striped tie is looking towards another man whose back is to the camera. The man in the plaid shirt is holding a white envelope. They are outdoors with trees and a white car in the background.

**Other people  
make mistakes  
Slow down**



$t=0.172$  s

$v1=80.0$  [km/h]

$v2=6.0$  [km/h]











- 84 municipalities participated
- Police enforcements
- Test: "Can you stop the car in time?"



## How did we do?

- 62 % have seen the film, 84 % have seen the poster
- 88 % think the campaign is good/very good
- 91 % think the campaign is relevant/very relevant
- 67 % says the campaign has made them drive according to the speed limit

Thank you!

