



## Obey the Sign or Pay the Fine Talking Points

We invite you to use the following talking points to help easily share the importance of taking personal responsibility while traveling by obeying all posted speed limits and driving according to road conditions. If you would like any additional information, please email us at [dottrafficgrp@nd.gov](mailto:dottrafficgrp@nd.gov).

Speeding isn't just aggressive driving, it's deadly driving. Obey the Sign or Pay the Fine. (*Vision Zero ND - Speed & Aggressive Driving*)

In North Dakota, speeding and/or aggressive driving was a factor in 29% of fatal crashes in 2019. (*Vision Zero ND - Speed & Aggressive Driving*)

Nearly 200 people have died in speed/aggressive driving-involved crashes in North Dakota over the past five years (2015-2019). Know the road conditions and adjust your speed accordingly. (*NDDOT Crash Summary*)

Nearly every 2 hours, one speed/aggressive driving-involved crash occurred in North Dakota in 2019. Stop speeding before it stops you. (*NDDOT Crash Summary*)

Speeding and/or aggressive driving has been a factor in 29% of fatal crashes in North Dakota in 2019. Slow down and arrive alive. (*NDDOT Crash Summary*)

About every 14 days, one speed/aggressive driving-involved vehicle fatality occurred in North Dakota in 2019. Plan ahead and allow extra time so everyone can make it to their destination safely. (*NDDOT Crash Summary*)

All too often, drivers make the wrong choice by trying to pass slower traffic or drive too fast for road conditions. Think ahead. The stopping distance at 20 mph is about 60 feet. At 65 mph, you may travel 450 feet or more before stopping. (*Vision Zero ND - Speed & Aggressive Driving*)

Every driver and vehicle occupant in North Dakota need to take personal responsibility for their actions while travelling in order to help the state achieve the zero goal. (*Vision Zero ND - Speed & Aggressive Driving*)