

DOES 55 SAVE? EXPLORING THE FACTS

55 SAVES LIVES

NATIONAL MAXIMUM SPEED LAW (55 MPH)

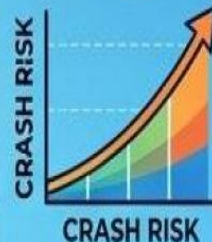
SAVING FUEL & MONEY

- PEAK EFFICIENCY SWEET SPOT
- OVER 55 MPH: FUEL ECONOMY DROPS 8% - 12% PER 10 MPH
- SLOWING 65 TO 55 MPH: IMPROVES 6-8 MPG



ROAD SAFETY & LIVES

- REDUCED ACCIDENT SEVERITY
- INCREASED REACTION TIME
- HISTORIC DATA: FATALITIES DROPPED 15%+ AFTER LAW ENACTED
- FATAL CRASH RISK DOUBLES FOR EVERY 10 MPH OVER 50 MPH



AVERAGE DRIVER SAVINGS

POTENTIAL SAVINGS:
ROUGHLY \$550
PER YEAR

INCLUDES GAS, TIRE WEAR,
& BRAKE REDUCTION

THE TRADE-OFF: TIME

- DRIVING 55 INCREASES TRAVEL TIME
- EXAMPLE: 100-MILE TRIP 12 MINUTES LONGER
Comparing 55 vs 65 mph

55 mph	~1 hr 49 min	Peak Efficiency
65 mph	~1 hr 32 min	10-15% More Fuel
75 mph	~1 hr 20 min	20-30% More Fuel