



Media Release  
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## **Campaign reminds motorists to expect the unexpected on Selwyn roads**

Selwyn District Council is advising motorists to expect the unexpected while driving on rural roads.

A new road safety campaign reminds drivers to slow down on rural roads and be ready to brake – especially near corners or road works, and around wandering stock or farm machinery such as tractors.

Between 2010 and 2014, there were 164 crashes in Selwyn District where speed was a contributing factor, with 82 of these resulting in injuries. These included nine fatalities, 40 serious injuries and 69 minor injuries.

Eighty-five per cent of these crashes occurred on open roads, with the majority of motorists losing control when driving around a bend (65%), and 17% losing control on a straight road. In 74% of these crashes a single car was involved. Alcohol was also a contributing factor in 28% of these crashes.

Selwyn District Council's Road Safety Coordinator Ngaire Tinning says the faster motorists travel, the higher the risk of serious injury.

"It is very important that people are aware that travelling too fast isn't always travelling above the speed limit. Even if you have travelled the same route before, always expect that there could be things on the road that can cause an accident, such as wandering stock.

"Many accidents are caused by motorists driving too fast for the conditions. Being aware of your surroundings and slowing down before going around a bend allows you time to stop if you need to," says Mrs Tinning.

The 'Expect the Unexpected' campaign will run during October and November and includes an educational video, radio and newspaper advertising, and giveaways of pens and packs of tissues with messages to remind drivers to expect the unexpected on roads.

Ends

Image attached: *Large vehicles are one of many potential hazards motorists can encounter in Selwyn, which is why motorists need to drive with care on local roads*

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