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## **Officers Remind Residents to “Slow Down”**

### ***Nevada Highway Patrol to Crack Down on Speeding***

Reno, NV – In an effort to save lives, **Nevada Highway Patrol** is reminding motorists to s-l-o-w d-o-w-n. As part of *Joining Forces*, a statewide law enforcement program, agencies throughout Nevada will be working overtime from January 4, 2017 through January 18, 2017 enforcing speed limit laws.

According to the National Highway Traffic Safety Administration (NHTSA) drivers identified a few factors that caused them to drive faster. These included situational or trip-specific factors (such as being late for work), social pressure from other drivers, inattention to driving, and positive feelings about driving fast. Nevada Highway Patrol wants to remind you to focus on the road, watch the speed limit and arrive at your destination safely.

Most motorists, however, do not believe speeding is as risky as other behaviors, but according to NHTSA, the consequences of driving too fast include:

- Greater potential for loss of vehicle control
- Reduced effectiveness of occupant protection equipment
- Increased stopping distance when the driver perceives a danger
- Increased degree of crash severity leading to more debilitating injuries
- Unexpected economic and psychological implications of a speed-related crash

## **Our goal is Zero Fatalities for 2017**

For resources and laws pertaining to impaired driving and riding, please visit <http://www.zerofatalitiesnv.com/dont-drive-impaired>. Follow Zero Fatalities Nevada on [Facebook](#), [Twitter](#), [YouTube](#) and @ZeroFatalitiesNV on [Instagram](#).

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