

Did you know that in 2007, West Midlands Fire Service attended:

- 2262 road traffic collisions in the West Midlands Metropolitan area
- 980 road traffic collisions in Birmingham alone – an average of 2-3 per day

Did you know that:-

- You have a one in 200 chance of being killed in a road traffic collision
- On average, in 2006, 9 people were killed and more than 70 seriously injured in road traffic collisions in the UK every day
- 1 in 4 drivers killed on UK roads in 2006 were aged under 25.

Approximately half of all accidental deaths concerning children are due to Road Traffic Collisions.

**REMEMBER IT IS BETTER TO BE 5 MINUTES
LATE IN THIS LIFE THAN 50 YEARS
TOO EARLY IN THE NEXT.**

7/10ths of a second

In 95% of all Road Traffic Collisions, human error was a contributory factor



WEST MIDLANDS FIRE SERVICE

www.wmfs.net

At 60mph your life expectancy
may be 7/10ths of a second



1/10th of a second

- The front bumper and radiator grille collapse.

2/10th of a second

- The bonnet crumples as it rises, smashing into the windscreen.
- Spinning rear wheels leave the ground.
- The radiator disintegrates.
- The wings come into contact with the bus, forcing the rear parts to splay out over the front doors.
- In the same 2nd tenth of a second, the heavy structural members of the car begin to act as a brake on the terrific forward momentum of the vehicle, but the driver's body continues to move forward at the vehicle's original speed (60mph).
- This means a force of 20 times that of gravity.
- A body weighing 74kgs (eleven and a half stone) now weighs 1460 kgs (two hundred and thirty stone).
- His legs, ramrod straight, snap at the knee joints.

3/10th of a second

- The driver's body is now off the seat, torso upright, broken knees pressing against the dashboard.
- The plastic and steel frame of the steering wheel begins to bend under his terrible death grip.
- His head is now near the sun visor, his chest closing with the steering column.

4/10th of a second

- The car's front 60 cms have been completely demolished, but the rear end is still travelling at an estimated speed of 35 miles per hour (16 metres per second).

- The driver's body is still travelling at 60 miles per hour.
- The engine block crunches into the bus.
- The rear of the car, like a bucking bronco, rises two metres into the air.

5/10th of a second

- The driver's fear-frozen hands bend the steering column into an almost vertical position. The force of his momentum impales him on the steering column.
- Broken ribs puncture lungs and arteries. Blood spurts into the lungs.

6/10th of a second

- So great is the force of the impact that the driver's feet are severed as the brake and accelerator pedals cross.
- The chassis bends in the middle, shearing body bolts.
- The driver's head smashes into the windscreen.
- The rear of the car begins its downward fall, with spinning wheels digging into the ground when they land.

7/10th of a second

- The entire writhing body of the car is forced out of shape.
- Hinges tear, doors spring open.
- In one last convulsion the seat rams forward, pinning the driver against the steering column.
- Blood spurts from his mouth. Shock has frozen his heart.

THIS PERSON IS NOW
DEAD

KILL YOUR SPEED, NOT YOURSELF – OR WORSE, SOMEONE ELSE!