**Extra Speed Enforcement and Awareness
Campaign Messaging**

1. **Look forward to a safe spring and summer by watching your speed.**
* Choosing to speed creates lasting effects:
	+ Crashes involving a fatality or life-changing injury.
	+ Citation or loss of license that impacts your life and family.
* Through April 21, preliminary numbers show speed-related deaths for this year are comparable with those of the past two years, but even one death is one too many.
	+ 26 in 2024
	+ 22 in 2023
	+ 29 in 2022
	+ 43 in 2021
	+ 22 in 2020
1. **Speeding continues to be a leading cause of death on Minnesota roads.**
* In 2023, 115 motorists died in speed-related crashes (preliminary).
* During the 100 deadliest days in the past five years (2019-2023), preliminary numbers show that 246 people lost their lives in speed-related crashes.
* Speed contributed to an average of 92 deaths per year from 2014-2018, but an average of 123 deaths per year from 2019-2023.
1. **Drive smart but if you don’t safely share the road with others, expect to be stopped.**
* Extra speed enforcement statewide runs May 1 through Sept. 2.
* Troopers, deputies and police officers are spending additional time stopping speeders.
* You can help us save lives and prevent life-changing injuries. Watching your speed and driving to road conditions:
	+ - Gives you more vehicle control.
		- Allows you to respond more quickly to changing conditions, such as bad weather, road construction, or in an area at night that isn’t well lit.
* Decreases the severity of the impact during a crash. Speeding is a costly choice.
	+ A citation may affect your bank account, driving record or insurance rates.
	+ The cost of a speeding ticket varies by county, but it will typically cost you more than $110 with court fees for traveling 10 mph over the limit. Fines double for those speeding 20 mph over the limit, and you can lose your license for six months for going 100 mph or more.