

COUNTRY ROADS CAMPAIGN 2018

KEY MESSAGES

- Country roads account for over half of all fatalities on Scotland's roads (60%).
- In 2016 (latest figures available), 789 people were killed or seriously injured whilst driving on country roads, and two thirds of those people were men.
- Half of all drivers killed or seriously injured on country roads are aged 22-49.
- Loss of control is the biggest cause of deaths on country roads.
- Slow down and prepare for the unexpected on country roads.
- When you're driving on country roads, travel at a suitable speed for the conditions.
- No matter how well you know the route, prepare for the unexpected – slow down on country roads.
- The five biggest factors in deaths on country roads are:
 - Loss of control
 - Careless/reckless driving or being in a hurry
 - Failing to look properly
 - Failure to judge another person's path/speed
 - Travelling too fast for the conditions.
- Find out more on dontriskit.info/country-roads

References:

Transport Scotland 2016