



The state of **SPEEDING**



INDIA

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SECTION 1:

The state of speeding
in India

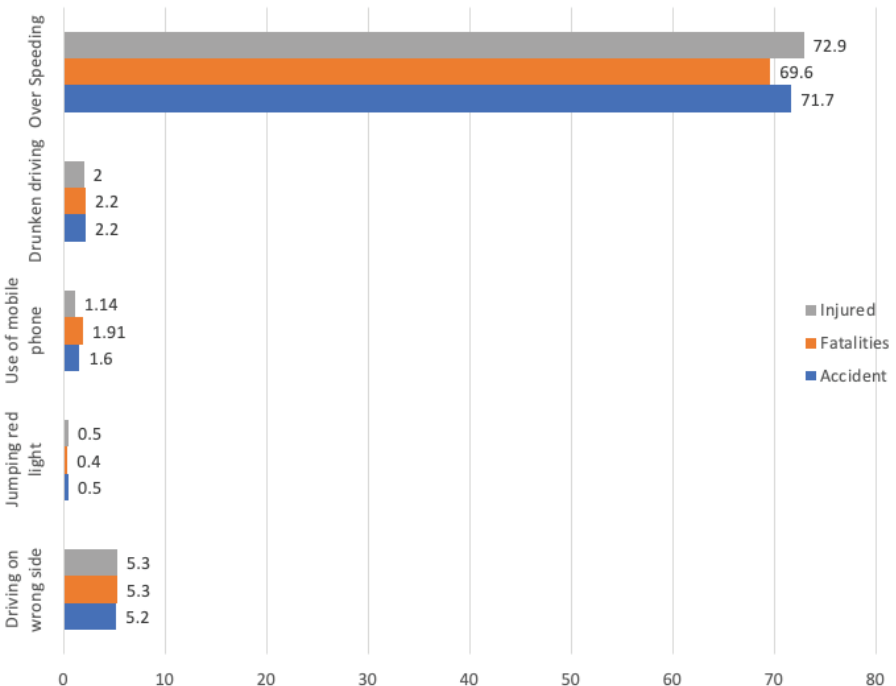


Road Accidents in India Report - Government of India, Ministry of Road Transport & Highways: According to the Official figure, **4,12,432** road accidents have been reported in the country, **claiming 1,53,972 lives** and causing injuries to **3,84,448** persons.



Under the category of Traffic Rule Violations, **over speeding is a major killer, accounting for 69.6 percent of the persons killed.**

Road Accidents by type of Traffic Rules Violation



However, the report also shows concerning data in these categories:



- Every year, approximately **1.5 lakh people dies on India roads**, which translate, on an average, into 1130 accidents and 422 deaths every day or **47 accidents and 18 deaths every hour**.
- Amongst the States, **Tamil Nadu** recorded the **highest number of road accidents** on National Highways, whereas the number of **persons killed in road accident** was the **highest in Uttar Pradesh**.
- At least **one out of 10 people killed** on roads across the world is from **India**, according to the World Health Organization.
- Unfortunately, the **worst affected age group** in Road accidents is **18-45 years**, which accounts for about **67 percent** of total accidental deaths.

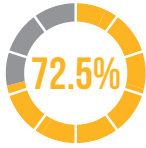


SECTION 2:

Drivers' impressions of speeding



Survey Data: What do people in India think about speeding in their neighborhoods?



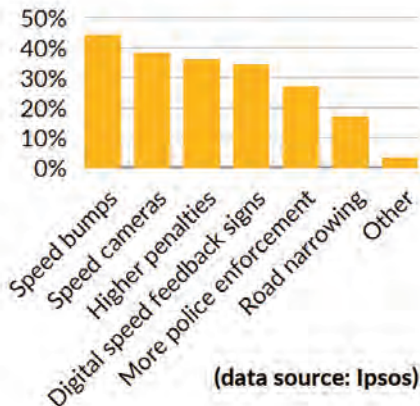
72.5% of respondents think that speed limits in their neighborhood are not always observed by drivers.



60.9% of respondents say they don't observe posted speed limits while driving.



When asked about methods to slow speeders down, residents considered speed bumps, **digital speed feedback signs, and speed cameras** most effective.



(data source: Ipsos)



SECTION 3:

Creating an effective speed reduction plan





Step 1: Collect your data

BEFORE YOU BEGIN:

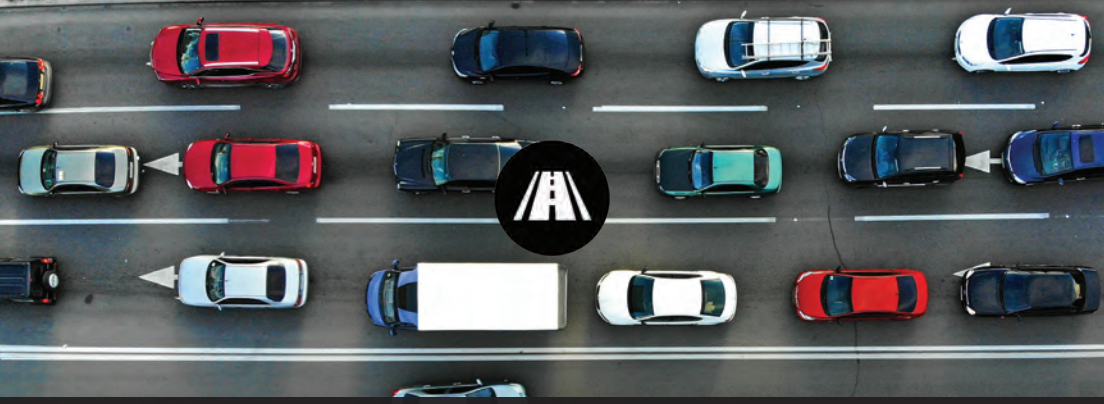
Can you identify **if, where, and when** speeding is happening?

Before you decide how to address speeding concerns, you need to determine if, where, and when cars are speeding on your roads.



Mid-street speed tracking and
cloud data access

Conduct detailed traffic studies and get granular analytics and speed data with Traffic Logix mid-street data solutions.



Mid-street data solutions:

Collect, monitor, and analyze up-to-the-minute mid-street traffic data.

Once you have
your data:



If speeding is **not** a concern on your streets, take no action. Keep your traffic collectors to use for future concerns.

If speeding is **determined to be a problem** on your streets, there are **many ways** to encourage drivers to **change their behavior**.



At **Traffic Logix**, we provide a **variety of solution packages** to meet your multifaceted traffic calming challenges and concerns.

Step 2: A layered approach to speed reduction

Single layer: Awareness

Research has shown that when drivers simply see their speed displayed, most of them will slow down and maintain safer speeds, even miles down the road.



Radar Speed Sign

Traffic Logix offers a vast range of awareness signs to slow cars and protect your streets. These include standard speed display signs, “slow down” driver responsive signs, interactive custom message signs, and variable message boards.



A well-known Japanese car manufacturer in India installed **Traffic Logix SafePace signs** at its manufacturing plants to **address speeding concerns**.

Ten radar signs were placed at the plant in Tapukara and Greater Noida for **speed testing** and **traffic control**, and to **promote safer driving**. The signs effectively **slowed down motorists and discouraged overspeeding**. They plan to expand the speed awareness program by **adding more SafePace signs** throughout the plant. testing vehicles.



Does just one layer work?

What difference did we make in India in the last year?

Over 500 new radar speed signs were installed on local streets across India.

With more **Traffic Logix radar speed signs installed**, speeding problems on local streets have been mitigated.



One Year Comparison:

% of vehicles captured travelling at over **60 km/h** on residential streets.

26.73%

24.53% ✓

% of vehicles captured travelling at over **100 km/h** on residential streets

0.79%

0.66% ✓



All Traffic Logix radar signs collect data, which can be utilized to evaluate whether a one-dimension approach to raise awareness is effective in reducing traffic speeding on your roads.

By merging and scrutinizing this data, we can assess whether a single-layered awareness approach is sufficient to calm traffic on your roads.

Are Radar Signs always enough?

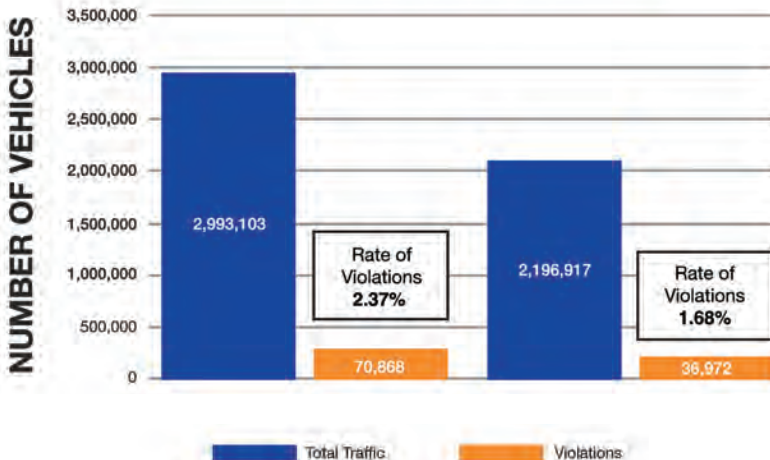


Although **Radar Signs** are typically **effective** way to slow speeders, there are many instances when they aren't sufficient in protecting local streets.

The City of Kolkata **reduces rate of speed violations** by over **28%** with speed cameras and radar speed signs.

PERCENTAGE OF VIOLATIONS OUT OF TOTAL TRAFFIC
Cumulative data, three locations

28.9% REDUCTION
IN RATE OF VIOLATIONS





Dual layer: Awareness + Enforcement.

Speed cameras in India discreetly capture images from multiple lanes with pinpoint accuracy.

When combined with speed awareness signs, this comprehensive solution allows warnings to be issued by law enforcement or private communities, enhancing targeted enforcement efforts to address speeding effectively.



Radar Speed Sign



Speed Camera

Our awareness cameras can be legally used on any roads while our automated speed enforcement cameras offer end-to-end ticketing where automated speed enforcement is allowed.


One of India's **newest and busiest airports** faced a challenge of **over-speeding vehicles** on its busiest roads.

To address this, they installed **SafePace Evolution signs and Guardian speed cameras**. The signs display **real-time speeds to alert drivers**, while the **cameras capture over-speeding vehicles and issue challans**.

Since implementation, driving behavior improved, making the airport **safer for everyone**. The airport **plans to expand** this solution to other areas due to its **success and reliability**.



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Drivers, pedestrians, and cyclists deserve safe streets. Choose the **ideal solution package** that addresses your **unique needs** to provide the appropriate level of protection and **maintain safety on your streets.**

Let's get in touch



+91 124 2885900



info@trafficlogix.in

2731 GP, 2nd Floor, Sector 57 Main Golf Course
Extn Road Gurgaon – 122003, INDIA



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www.trafficlogix.in

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