

Discovery Insure Driving safety this Easter

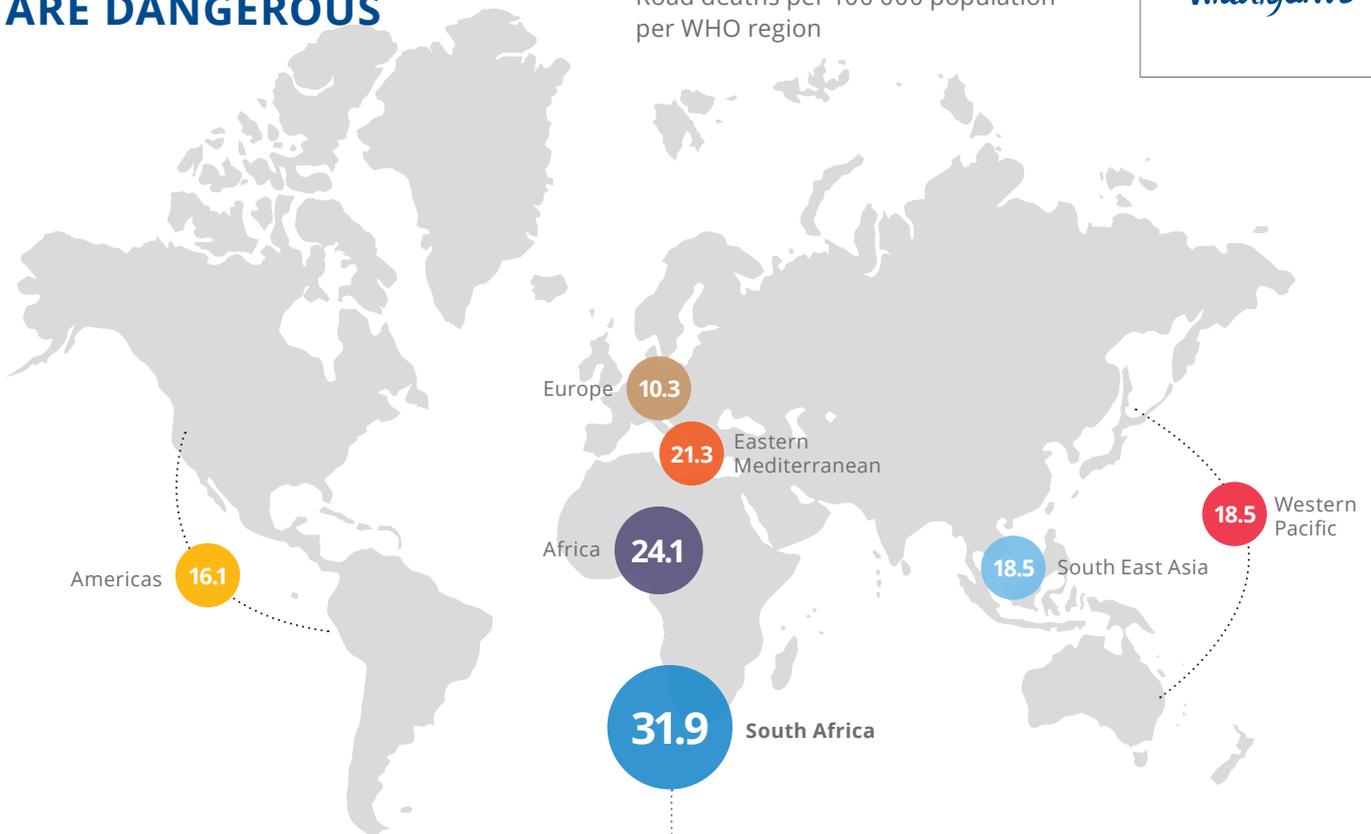


Motor insurance
for good drivers

Vitalitydrive

SOUTH AFRICAN ROADS ARE DANGEROUS

Road deaths per 100 000 population
per WHO region



We have one of the
**highest road accident
fatality** rates



On average, **over 200
road deaths** occur **over
Easter every year**

HOLIDAY MAKERS ARE MORE AT RISK



Less patient,
in more of
a hurry

Speeding increases
by **26%**



Stay out late
more often

Late night driving
increases by **5.5%**



Increasing their risk of being in an
accident by as much as **30%**

December 2014 long distance (holiday) trips vs. all November 2014 trips

HELPING YOU GET THERE SAFELY

TIP
01

Avoid leaving on a Friday

The roads are busier



Over 15%
more driving happens on a

FRIDAY
THAN ANY OTHER DAY

People drive worse on Fridays

15% to 20%



in speeding, harsh acceleration,
braking and cornering events



TIP
02

Drive better



Smooth
acceleration,
braking and
cornering



Within the
speed limit



Reduce late
night driving

Better drivers reduce their
risk of being in an accident
by more than half

TIP
03

Do a vehicle safety check before leaving



Our clients who complete a
check reduce their accident
risk by as much as **15%**

TIP
04

Avoid driving late at night



You are up to **10 times
more likely** to be in an
accident late at night

DRIVING WITHIN THE SPEED LIMIT AND STOPPING REGULARLY IS SAFER

The distance from Johannesburg
to Durban is about **565km**



Driving within the speed limit and
stopping every two hours for at
least 15 minutes will get you there in about
5 hours.

Driving at an average speed of
125km/h without stopping
will get you there about an
hour faster, but **doubles
your risk of being in
an accident** – ignoring the
effects of driver fatigue.

Sources:

Discovery Insure driving data; World Health Organisation; Road Traffic Management Corporation

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