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# TO: NEWS PRODUCERS, ASSIGNMENT EDITORS AND AUTO REPORTERS

**\*\*EMBARGOED UNTIL 12:01 A.M. ET, THURSDAY, JANUARY 28, 2021\*\***

**MULTIVU VIDEO FEED: IS RAISING THE SPEED LIMIT WORTH THE RISK? NEW AAA AND IIHS CRASH TESTS REVEAL MODEST SPEED INCREASES CAN HAVE DEADLY CONSEQUENCES**

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| **SATELLITE FEEDS:** | |
| **Thursday, January 28th 2021** | |
| **10:30 AM – 11:00 AM ET** | |
| **SD COORDINATES** | **HD COORDINATES** |
| **Galaxy 17** | **Galaxy 17** |
| **Transponder 20 – Slot 4** | **Transponder 20 – Lower** |
| **KU-Band** | **KU-Band** |
| **Downlink Freq: 12103 Vertical** | **Downlink Freq: 12091 Vertical** |
| **Bandwidth 6 MHz** | **Bandwidth 18 MHz** |
| **Symbol Rate: 3.9787** | **Symbol Rate: 13.235** |
| **Data Rate: 5.5** | **Data Rate: 18.2954** |
| **FEC: 3/4** | **FEC: 3/4** |
|  | |
| **Thursday, January 28th 2021** | |
| **1:30 PM – 2:00 PM ET** | |
| **SD COORDINATES** | **HD COORDINATES** |
| **Galaxy 17** | **Galaxy 17** |
| **Transponder 20 – Slot 4** | **Transponder 20 – Lower** |
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**NEWS:** New AAA and IIHS crash tests reveal that modest speed increases can have deadly consequences

**FORMAT:** B-roll

**ADDITIONAL RESOURCES:** Video, hard copy requests, downloadable MPEG4, contact information and more available at:

<https://www.multivu.com/players/English/88445141-iihs-crash-test-results-b-roll-distribution>

**STORY SUMMARY:**

Drivers want to save time, and local transportation agencies want to improve traffic flow, but at what cost? With posted speed limits increasing on roadways around the country, a vehicle's ability to protect drivers in crashes is in doubt. Small speed increases can have huge effects on crash outcomes, as shown in new crash tests by the AAA Foundation for Traffic Safety, the Insurance Institute for Highway Safety (IIHS) and Humanetics. The safety organizations conducted crashes at three different impact speeds (40, 50 and 56 mph). They found the slightly higher speeds were enough to increase the driver's risk of severe injury or death.

Three 2010 Honda CR-V EX crossovers were used because they represented the average age (11.8 years) of a typical vehicle on U.S. roadways and earned the top rating in the IIHS moderate overlap front test. As the crash speed increased in the tests, researchers found more structural damage and greater forces on the dummy's entire body.

Drivers often travel faster than posted speed limits, but when officials raise limits to match travel speeds, people still go faster. Today, 41 states allow 70 mph or higher speeds on some roadways, including eight states that have maximum speeds of 80 mph or more. A 2019 IIHS study found that rising speed limits have cost nearly 37,000 lives over 25 years. AAA and IIHS urge policymakers to factor in this danger from higher speeds when considering speed limit changes.

**B-ROLL INCLUDES:**  Crash tests and other related footage, soundbites from David Harkey, president, Insurance Institute for Highway Safety

**SOURCE:** Insurance Institute for Highway Safety

## FOR STORY INFO, CONTACT: Joe Young +1 504 641 0491 FOR TECHNICAL INFORMATION, PLEASE EMAIL: [STREAMS@MULTIVU.COM](mailto:STREAMS@MULTIVU.COM)

## This information is being sent to you by: Insurance Institute for Highway Safety, 1005 N. Glebe Rd, Arlington, VA 22201