

U. S. Department of Transportation news:



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U. S. BEGINS NEW CAMPAIGN TO BOLSTER 55 MPH SPEED LIMIT

The U. S. Department of Transportation has initiated a new media campaign to encourage drivers to comply with the national 55 mph speed limit.

Copies of a new 30 second television public service announcement were mailed this week to 725 television stations throughout the United States, in an attempt to catch the attention of American motorists during the summer vacation period, when more than the usual number of cars are on the road.

"This television spot is only one of a number of materials we will be releasing as part of the national public information campaign," Secretary of Transportation Brock Adams said in announcing the campaign. "Slower speeds rank second only to seat belts as a means of saving lives on the nation's highways."

The television spot notes that, since 1974, highway fatalities have been reduced by more than 36,000 persons, and that the 55 mph speed limit -- which became effective that year -- has been the biggest single factor affecting those reductions.

- more -

Adams pointed out, however, that traffic fatalities have begun creeping higher during the past three years, from 44,525 in 1975 to 47,671 in 1977.

Adams urged news media to use the department's information materials as they are released. "Americans deserve to know that the 55 mph speed limit has been an effective deterrent to highway deaths and injuries, as well as a simple method of increasing automobile fuel efficiency," he said. "But these benefits will continue only as long as we continue to comply with the speed limit law."

The television announcement is part of an all media campaign produced by the Advertising Council under the auspices of the U.S. Department of Transportation.

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Public Service Television from the United States Department of Transportation.

These :30 announcements available on 16 mm film



VO: At 55 miles per hour



you save gasoline (DING!)



which is real money these days.



At 55 you



save yourself troubles you really don't need.



But 55 miles per hour saves you more than that. 55 saves lives!



Since 1974, 55 has been the single biggest factor in reducing highway deaths



by more than 36,000 people.



One of them could be you!



55 saves lives.
(:05 audio time available for local tag, if desired.)



A Public Service Campaign of the Advertising Council

Volunteer Advertising Agency: SSC&B, Inc.
Volunteer Campaign Coordinator: M. C. Tobias, Reynolds Metals Company



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