[Voice over]

Imagine living in a place where everyone arrives alive every time. Where people

feel safe to walk, or bus, or bike, where Kiwis are friendly – even when they get behind the wheel a place, where we don't think of road deaths and some sort of toll that we're willing to pay.

This is our vision for our roads streets and footpaths in New Zealand but we're not

there yet. Across New Zealand more than one person is killed every day and

another is injured every hour in road crashes.

They are all kinds of people their passengers, or pedestrians, or drivers, or riders –half of them are killed by someone else's mistake.

Two out of three of the crashes are caused by simple errors not deliberate risk-taking.

Our plan adopts a world-leading approach to road safety that sees no loss of life on the road as acceptable. It calls on all of us to follow the rules and make good choices

when we travel but accepts that people make mistakes and crashes will happen. It says we can prevent deaths and injuries from these crashes if we build a safe forgiving road system including improving the safety of our roads for everyone and setting speeds that are safe for the roads.

Improving the safety of our cars, trucks and motorbikes. Improving the safety of people who are driving for work. Helping road users make good choices and follow rules. Looking at how we can all work together to make this happen. This approach will allow us to create a road system that keeps people moving but protects us at every turn with a well mapped plan and a shared commitment from all of us.

We know we can make a difference. Road Safety goes beyond saving lives to improving lifestyles too. It allows us to plan for how we all move around and helps people who are safe to ride their bikes and let their children walk to school. It can reduce the stress we feel when we travel and the worry we feel when our children and whānau out on the roads our road safety vision is part of making New Zealand our towns and our cities places we love to live in, not just travel through.