

## **Abstract**

If you are an average reader, it might take you about four minutes to get to the bottom of this article. In that time, 10 people - 10 people who woke up this morning, just like you, with big plans for the day - will lose their lives on the world's roads. Four minutes, 10 deaths. Ten deaths that we know full well how to prevent. For me, that figure is not just a bland statistic.