

## Car Crash Science

ColourTech

Computerised Accelerator Safety Device  
CASD

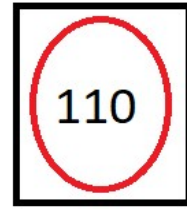
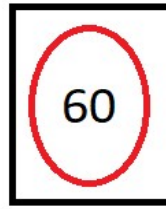
Background Picture

Names

Script:

Intro Music

Length: 10 seconds



Script:

Do you creep above the speed limit?

Do you not have time to slow down?

Are you always in a hurry?

Are you above the law?

Length: 10 seconds

Script:

Too many lives have been lost on  
Australian roads, 30% of these are  
due to speed related.

Why don't we do more to reduce  
this number?

Length:

Script:

ColourTech has designed a speed  
limiting device that is will restrict  
yours car speed to the limit on  
the road you are travelling on,  
keeping everyone safer on the roads

Length:

Scene of speeding car  
crashing

Script:

"noise of car speeding"

"load crash sounds"

Length:

Car Crash Scence

Script:

Too many times scences like these  
appear on the news, social media  
and sometimes right in front of  
our eyes

Length: 15 seconds

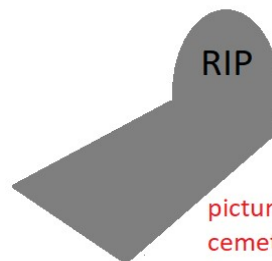
Hospital scene  
Coma patient  
surrounded by family

Script:

Why risk it all for the need to get  
somewhere a tiny bit faster?

Don't make your family have to go  
through this for a foolish decision.

Length: 15 seconds



picture of  
cemetery/funeral  
/cross on side of  
road

Script:

Speeding increases the risk  
of a crash being fatal!

Length:

slides of car crash scences

Script:

In the last 24 months 2431 people have being in crashes relating to speed.

In 2019 there were 4.7% more deaths then the previous year.

Length: 15 seconds

Script:

Research shows that a reduction in travel speed of just 5km/hr significantly reduces the combined reaction and breaking distance in the event of an emergency, reducing collision velocity and sometimes avoiding collision at all.

Length: 18 seconds

Modern car speedo,  
moving up and down

Script:

The computer acceleration safety device will aid drivers to stay within the speed limits.

Vehicles with a CASD device will be unable to accelerate more then 10km/10% over the limit

Length: 15 seconds

Script:

The CASD systems works with GPS mapping systems to know the speed limit where ever you are travelling and will update you as you go through different speed zones.

Length: 15 seconds

Script:
Roadworkers or emergency services
will place out CASD cones which
show the reduced speed restrictions
travelling between these cones till
trigger the CASD, slowing
the vehicle to the designated
speed.
Length: 15 seconds

Script:
Personal story of loss due to
crash caused by speed - urging
people to take on this technology
so others don't have to suffer
Length: 30 seconds

Script:
Our website will help your
determine if our device is
compatiable with your car.
Contact one of our installation
centresto get a quote for you vehicle
Length: 15 seconds

Script:
Together you and ColourTech,
can help make Australians roads
safer.
Install a ColourTech speed limiter
today.
Because it's not worth ending up
dead for a deadline.
Length: 15 seconds