



Speeding killed our son and affected over 200 people. I hope our ads stop this happening to your family.

Over the coming weeks you will see me and my family, and many others who've been hurt by my son's death, in a new road safety campaign.

It was difficult reliving the pain of losing my boy for this campaign. But it doesn't even come close to the relentless, gut-wrenching, heartbreaking grief I live with every waking hour, knowing I'll never see him again.

I can barely live with my own pain, let alone be there for his shattered mother and devastated little brother. But we are just three of more than 200 people whose lives have been affected by Luke's decision to speed. We are at the centre of a huge heartbreaking ripple enveloping grandparents, uncles, cousins, best friends, workmates, team-mates and others who loved and cared about Luke.

Our family and friends agreed to be in these ads because we desperately want the community to be aware of this tragic ripple effect caused by every death from speeding.

We would have done anything to make sure Luke didn't speed. But it's too late for us. Please, please make sure your sons and daughters hear our message. Don't let them think for a minute it can't happen to them. That's what we thought. And now our son has died.

I would just say to your son or daughter: "In the split second before you accelerate over the speed limit... picture your dad, mum, brother, girlfriend, mates... and the hundreds of other people you'll hurt."

"And if you won't slow down for your own sake... just do it for them. Please."

Speeding is the biggest killer on our roads. The message is simple.
Slow down.

Norm Robinson

Leanne Robinson

Jai Robinson