

Dead? Or Dead Slow?

As these shocking statistics show, riders face a very real threat when they are riding on the road. The largest equestrian charity in the UK, The British Horse Society, has been using its Dead Slow campaign to educate drivers on how to safely pass horses on the road...

The
British
Horse
Society

We've had

2,510*

road incidents
reported to us

In total...

222



Horses have died



38

Riders were killed

When you see a horse on the road

- Slow down to 15 mph
- Be patient, don't sound your horn or rev your engine
- Pass wide (at least a car's width)
- Drive slowly away

1 in 5

incidents resulted in cars
colliding with horses

40%

of riders reported
road rage or abuse

81%

of incidents occurred
because cars passed
too closely to horses

To find out more visit
bhs.org.uk/deadslow

*From November 2010 - March 2017

The British Horse Society is a Registered
Charity Nos. 210504 and SC038516