



Pass WIDE and SLOW

Press Release – Road Safety Week - Embargo May 4, 2026

Calling all drivers in New Zealand. When you see a pedestrian, cyclist or horse rider on the road, any vulnerable road user, please exercise patience by slowing down and giving space as you pass.

[The New Zealand Vulnerable Road User Charitable Trust](#), with the support of **New Zealand Police** is committed to reducing trauma, serious injury and death on our roads, and together are promoting a positive and life-saving message of **Pass WIDE and SLOW**.



“Vulnerable road users have no protection and are dependent on the choices made by the drivers around them. Everyone is a vulnerable road user at some point in their life and most people drive too. That being said, approach and pass a vulnerable person on the road how you would wish to be passed if you were on foot, two wheels or riding an animal,” says Trust Chair Julia McLean

In the first 5-months of 2026, 20 people have lost their life whilst walking or cycling on the road and one horse died as a result of being hit by a truck.

“These deaths are avoidable. Behind every fatality are countless injuries and near misses that are not captured in on road data. This is why the Pass Wide and Slow road safety message is an important way in which we can all play a part in reducing trauma on our roads,” says McLean



Canterbury Road Policing Manager Kelly Larsen says *a careful and prudent driver will take note of everything ahead of them, everything in their surrounding environment and they will drive accordingly. We want people to slow down, pass wide and make sure that our vulnerable road users get home safely.*

Vulnerable road users have a role to play in keeping themselves safe and one of the best things they can do is to wear high vis. Whether you're walking, cycling, scootering or riding a horse, we'd like to see you in high vis, with lights, so everyone can see you.”

Road Safety week is community led and aims to shine a spotlight on people and campaigns in the community that help to raise awareness about “...the terrible carnage on our roads,” It is promoted by Brake and sponsored by the New Zealand Transport Agency and Beca.



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