

Raising client awareness and providing information

Safety campaigns in France

Asecap Safety days

Athens, March 1st 2011



Network

8 795,3 km

total of tolled road network

Operated by 19 companies

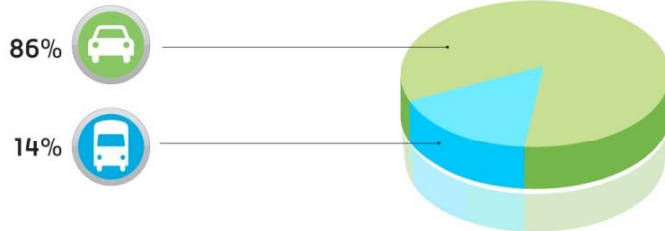


1.8 billion euros
annual investments



139.8 million euros
allocated to infrastructure maintenance
and safety

Breakdown of traffic



82.3 billion km travelled

Le réseau autoroutier concédé



ASSOCIATION PROFESSIONNELLE
AUTOROUTES ET OUVRAGES ROUTIERS

Understanding accidents

2010 safety report

Number of people killed	Number of fatal accidents	Number of accidents causing injury	Total number of accidents
153	134	1 153	20 765

- 56 % death since 2002

Main fatal accident causes

Sleepiness and drowsiness	1 accident out of 3
Alcohol, drugs and medication	1 accident out of 4
Excessive speeding (speed limit violation)	1 accident out of 8
Second-aggravating accident	1 accident out of 8
Pedestrians (drivers outside their vehicle or unrelated)	1 accident out of 8
Car in wrong direction or reversing	1 accident out of 15
Tires	1 accident out of 15
Killed while not wearing a seat belt	1 killed out of 3



**Motorway is 5 times safer
Than the other type of roads**

Raising client awareness through Safety campaigns



**LEVONS LE PIED
ÉCONOMISONS LA VIE
ET L'ÉNERGIE**

l'Autoroute FM 107.7
votre sécurité comme priorité

ALEX BY THE
SAVED
REAR SEAT
BELT.*

l'Autoroute FM 107.7
Your safety comes first*

**Votre gilet
de sauvetage
sur autoroute**

FM 107.7 les sociétés d'autoroutes
ON N'A JAMAIS FINI DE VOUS RENDRE SERVICE

**la vitesse
2 morts sur 8**

130 **130 km/h.
pas plus !**

FM 107.7 les sociétés d'autoroutes
ON N'A JAMAIS FINI DE VOUS RENDRE SERVICE

**IL PROTÈGE
VOTRE VIE
RESPECTEZ
LA SIENNE**

les sociétés d'autoroutes FM 107.7
ON N'A JAMAIS FINI DE VOUS RENDRE SERVICE

Raising client awareness by providing messages

- Dedicated motorway radio
Regular news on traffic condition,
Safety advices
- Variable message signs
safety Information in real time

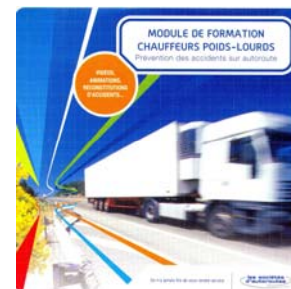


Raising client awareness

Training tool for a better driving on motorway

Because safety is a sharing responsibilities Asfa is partner with :

- the official bodies
- Companies (Michelin, Norauto...)
- Training organization (Pro de la route, driving schools...)



Drowsiness when driving : **Main cause of accident**

ASFA led the first large scale study ever conducted in this area using **40,000 drivers** under the scientific supervision of Doctors and experts from the Clinique du sommeil (Sleep Clinic) at the Bordeaux University Hospital with the following results :

- ➔ **28%** of motorists have had an incident due to drowsiness at least once in the past twelve months
- ➔ **3%** of motorists acknowledge they have had a near-collision in the last 12 months
- ➔ **4 %** those rates as applied to the 35 millions motorists using motorways each year mean that about **1.5 million motorists had a near-collision.**

It concerns :

- ➔ All types of vehicles
- ➔ All category of people (young & senior)
- ➔ All type of trips (85 % are during short trips)

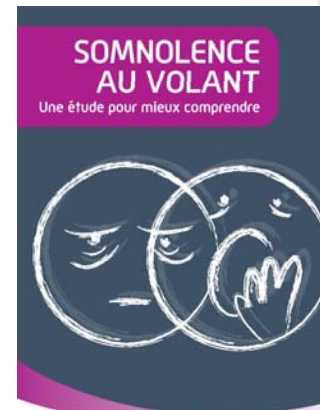


Drowsiness when driving

Priority safety action for 2011

Actions to encourage people to have a break

- ✓ A rest area every 14 km
- ✓ Dissemination of CDs given advices to better relax when needed
- ✓ Special safety events on the network dedicated to drowsiness
- ✓ Dedicated website www.pausez-vous.fr
- ✓ Free access to download « Zen » music



On n'a jamais fini de rendre service les sociétés d'autoroutes



les signes d'ALERTE

PAUSEZ-VOUS
La somnolence au volant est la première cause d'accident sur autoroute. Tous les conducteurs sont concernés même pour des trajets courts de moins de 2 heures.

Les signes d'alerte existent. Sachez les reconnaître et faire une pause sur une aire de votre agglomération.

Conseils pratiques

- Prévoyez de vous arrêter régulièrement, même à proximité de votre lieu d'arrivée
- Faites 15 minutes de pause au moins toutes les 2 heures
- Ne conduisez régulièrement de l'autr et n'arrêtez jamais
- Si possible, changez de conducteur régulièrement

les solutions

28% des conducteurs souffrent de somnolence

4% des conducteurs souffrent de fatigue, en même temps que pour ceux qui ne souffrent pas de somnolence

Le sac à coudre

- arrêter dans un endroit sûr et calme
- écouter le CD détente
- ne pas chercher à dormir à tout prix, se relaxer au maximum
- ne pas dormir plus de 15 minutes, il est difficile de sortir d'un sommeil plus long

Consignes pratiques

- Seizez les bons réflexes** : Cassez le rythme, faites le vide en appuyant doucement une dizaine de secondes sur les mains.
- Prenez le temps de vous étirer** : Étirez le cou, le dos, les bras, les jambes. Faites plus d'étirements si possible.
- Prenez de la fraîcheur** : Ouvrez les fenêtres, mettez la climatisation, baissez le siège.
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Drowsiness when driving

Priority safety action for 2011

Actions for sharing knowledge

- ✓ International conference in Paris on June 22, 2011
- ✓ Involvement in the national day dedicated to sleepiness / drowsiness in partnership with INSV (National Institute for drowsiness)
- ✓ Partnership with driving schools, professional training centers for HGV
- ✓ Proposal to launch a European study on drowsiness
- ✓



Drowsiness when driving

Priority safety action for 2011

Request strong actions from Public Authorities

- ✓ to introduce a law forbidding people to drive in a state of drowsiness in the road regulation
- ✓ to reinforce fines/penalties when drivers are falling asleep at the wheel
- ✓ to introduce drowsiness in the license driving training program for a better knowledge of the phenomenon
- ✓ to introduce drowsiness as accident cause in the national road accident statistical data base
- ✓ to reinforce the deployment of rumble strip
- ✓ to carry on the experiment on continuous marking (between the emergency shoulder and the right lane – to better protect road workers / **18 patrol employees killed on duty between 2002/2010**)

Thank you for your attention
More information : www.autoroutes.fr



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