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

86% 🚗
14% 🚌

82.3 billion km travelled
## Understanding accidents

### 2010 safety report

<table>
<thead>
<tr>
<th>Number of people killed</th>
<th>Number of fatal accidents</th>
<th>Number of accidents causing injury</th>
<th>Total number of accidents</th>
</tr>
</thead>
<tbody>
<tr>
<td>153</td>
<td>134</td>
<td>1,153</td>
<td>20,765</td>
</tr>
</tbody>
</table>

- **56%** death since 2002

### Main fatal accident causes

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

- 1 accident out of 3
- 1 accident out of 4
- 1 accident out of 8
- 1 accident out of 8
- 1 accident out of 8
- 1 accident out of 15
- 1 accident out of 15
- 1 killed out of 3

**Motorway is 5 times safer**

**Than the other type of roads**
Raising client awareness through Safety campaigns
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 giving advice 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
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