



18TH ROAD SAFETY CONFERENCE

March 9th 2026, Chambéry

Wrong-way driving: State of the Art measures and actions developed by the French concessionaires
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Hosted by



IN FRANCE, THE MOTORWAY NETWORK IS 5 TIMES SAFER THAN ANY OTHER ROAD INFRASTRUCTURE



But ghost drivers involved in 10% of fatal accidents

13 Deaths

10 Fatal accidents

1 150 Wrong-way driving detected each year

FACTORS COMMONLY FOUND IN WRONG-WAY DRIVING



Night driving



Elderly and disoriented people



Drivers under the influence of alcohol and/or drugs



U-turn at toll plazas, especially in open tolling systems

WRONG-WAY DRIVING: ORIGINS

59% at the toll plazas

12% at the interchanges

9% on the motorway lanes



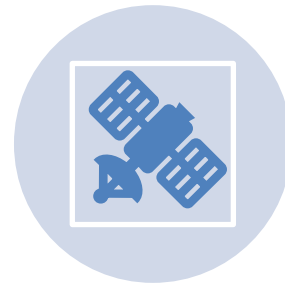
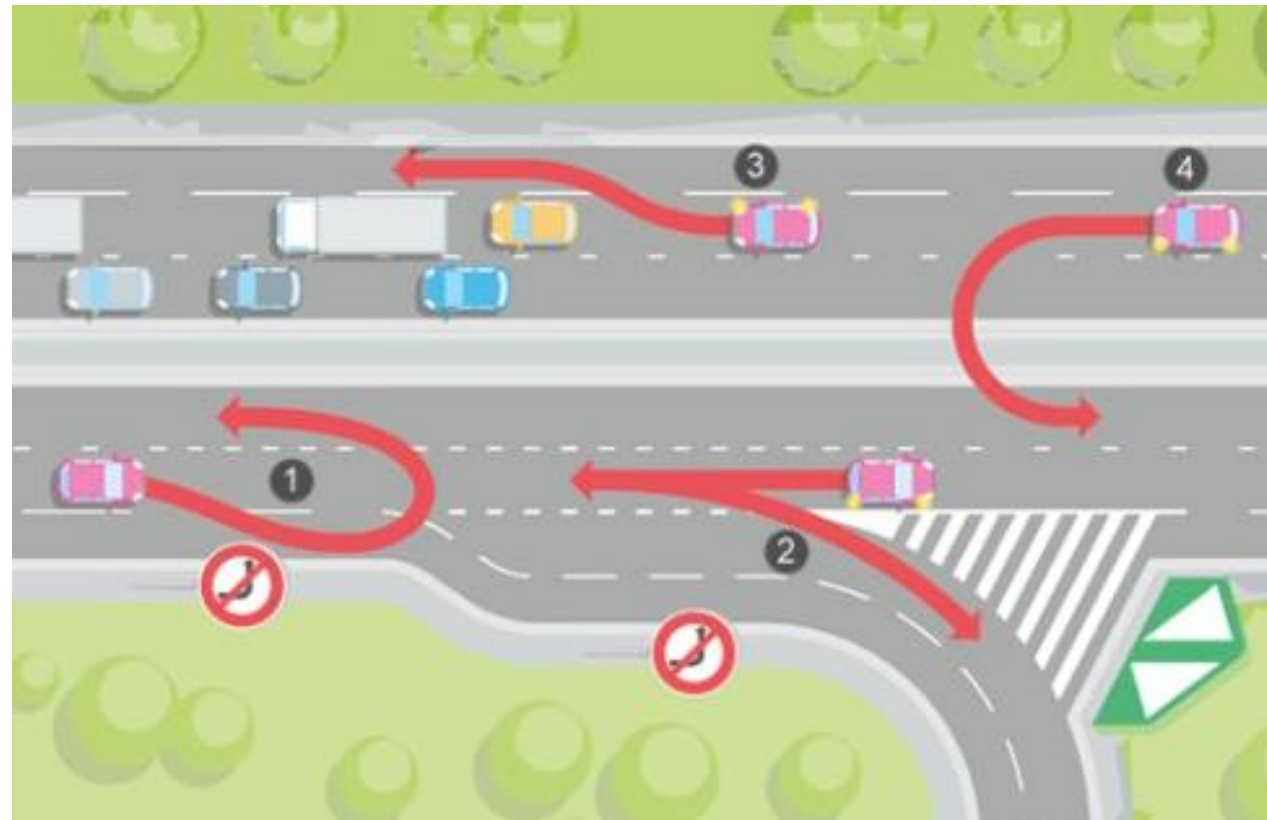
DETECTION :

63% Automatic Incident Detection

14% Motorway staff

14% Customer or external services (phone call)

ANTICIPATE FOR GREATER SAFETY



Observatory of ghost driving: in charge of analysing all events for motorways companies



Identify all the measures to be implemented to prevent these dangerous behaviours



Understanding human and technical factors that contribute to wrong-way driving



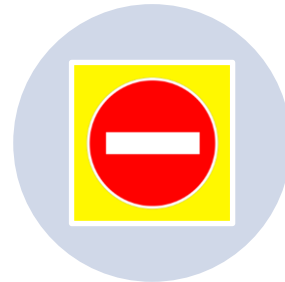
Prevention actions

ALREADY IMPLEMENTED BY THE MOTORWAY COMPANIES

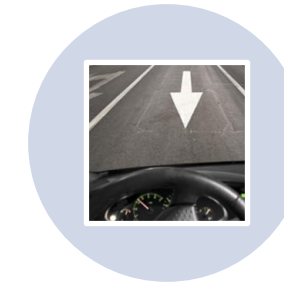
Since 2009: Observatory

- Detailed analysis of each event
- Helps define common operational and material measures to be implemented on motorway

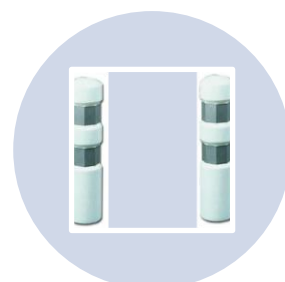
Improvements already in place on motorways



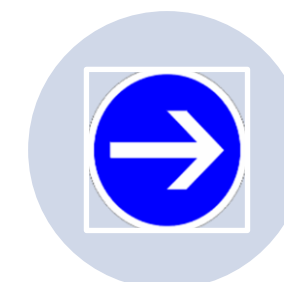
Doubling of “No Entry” signs at the exits of rest areas



Directional ground painted arrows on the ramps of rest/services areas and interchanges



Separation of traffic flows through the installation of markers



Improvement of vertical and horizontal signage

ACTION TO WARN DRIVERS

Since 2015

Announcement on variable message signs on motorways

**DANGER, WRONG-WAY DRIVING,
LISTEN 107.7**



A sound alert, like an “Amber Alert”
[alerte sonore contresens](#) 

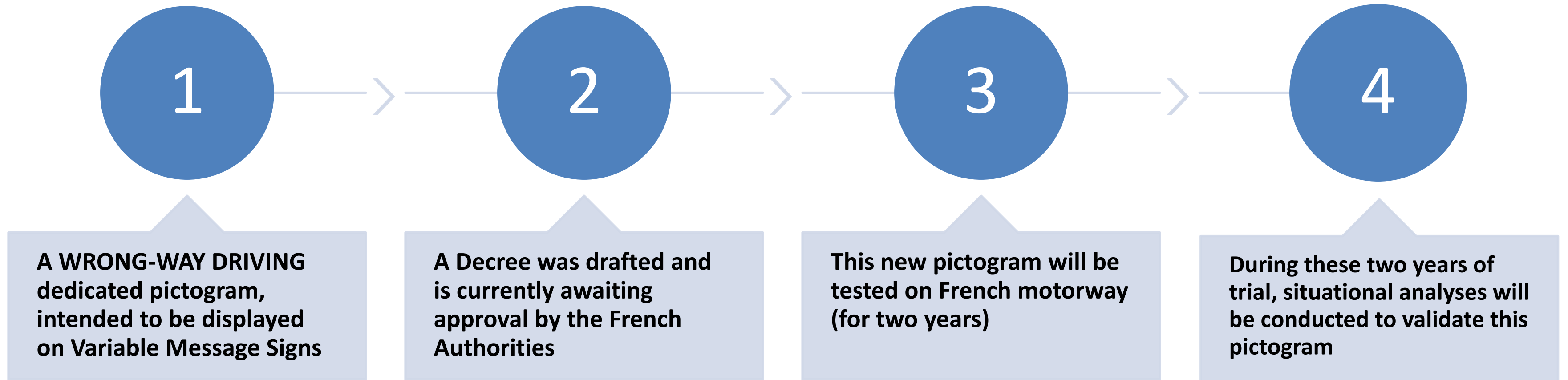
Identical safety advice broadcasted on 107.7 traffic radio

Stop at the next service or rest area

Reduce speed to increase safety distance and field of vision

Never overtake other vehicles ... Never !

GOING FURTHER BY STRENGTHENING MEASURES



NEW PICTOGRAM



THANK YOU

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