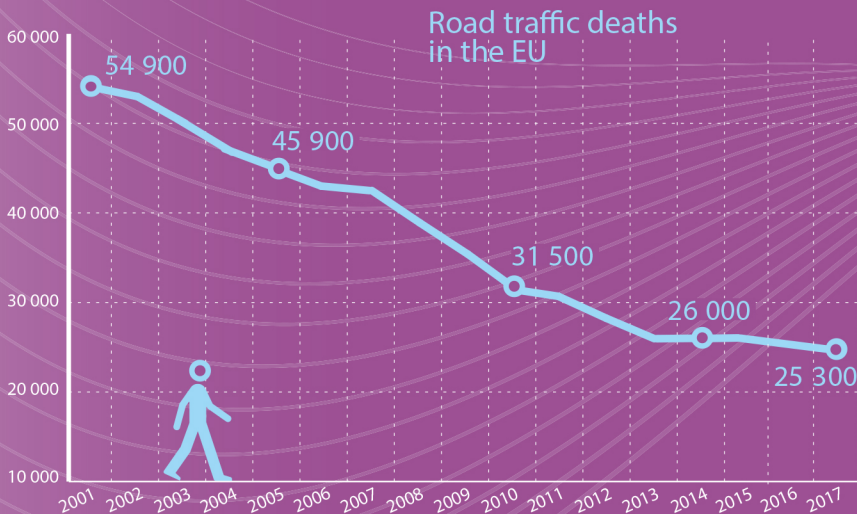


Working together for SAFE ROADS in the EU

THE EU HAS THE SAFEST ROADS IN THE WORLD YET 70 PEOPLE ARE STILL DYING EVERY DAY.
THE EU AIMS TO HALVE THE NUMBER OF FATALITIES BETWEEN 2010 AND 2020.



70 DEATHS
PER DAY
EQUIVALENT TO
1
LARGE COACH



25 300 DEATHS
PER YEAR
EQUIVALENT TO
1
TOWN



SINGLE TRANSPORT AREA FOR GLOBAL LEADERSHIP

THE 3 PILLARS FOR SAFE ROADS

VEHICLES

FACTS

- The majority of road accidents are linked to human errors
- 10-30% of accidents are caused by distraction

ACTIONS

- New vehicle safety technology to avoid crashes and protect pedestrians and cyclists
- Strategy for safe and efficient driverless mobility

PEOPLE

FACTS

- About 25% of all road fatalities in Europe are alcohol-related
- Speed is a main factor for around 30% of fatal accidents

ACTIONS

- Cracking down on traffic offences
- Better enforcement across borders
- Improved training for truck and bus drivers
- Working with over 3500 organisations to increase road safety awareness through the European Road Safety Charter

INFRASTRUCTURE

FACTS

- The majority of fatal accidents occur on inter-urban roads, only 8% on motorways
- Pedestrians make up 11% of fatalities in non-urban areas

ACTIONS

- Updating rules on infrastructure safety
- Upgrading over 1300 km of road tunnels by 2019
- Introducing network-wide risk mapping