

Press release

Lives can be saved

Nearly half of the fatal collisions that occur on country roads can be prevented with improved road safety.

Figures* from the Norwegian Institute of Transport Economics show that by simply implementing a few safety solutions from SafeRoad, 46 % of the fatalities on Norwegian country roads can be prevented. SafeRoad Group is a leading supplier of traffic safety solutions in Europe. Our vision is zero fatalities and zero permanent injuries in traffic.

- In 2008, almost 39,000 people died in traffic in the EU. Many roads lack simple but highly effective measures that would improve the safety considerably. Each life that is lost is one too many, says Senior Vice President Communication of SafeRoad, Elisabeth M. Støle.

Great potential

The fact that safety solutions such as arm coves and streetlights are poor or missing entirely in places can have fatal consequences. Safety measures such as these could have saved lives in almost half of all the fatal accidents that occur on country roads.

Rune Elvik from the Norwegian Institute of Transport Economics says the figures confirm that many safety measures are not used enough, and that traffic safety therefore is not as good as it could be.

- Using these measures more systematically on dangerous roads would save thousands of lives and billions of Norwegian kroner every year, says Elvik.

Urgent request

SafeRoad has 1,600 employees in 9 countries, working within the business areas of Infrastructure, Road signs and Road marking. The Senior Vice President Communication now urgently requests that more money is spent on traffic safety.

- Road traffic is currently one of the biggest threats to the safety of people in Europe. The potential to save lives is great if we prioritise it. We are ready, says Elisabeth M. Støle.

**The study is based on the typical single carriageways of Norway, which are used by approx. 10,000 vehicles per day. On these roads, head on collisions comprise approx. 40% of all traffic incidents, driving off the road 30%, collisions on bends 20%, collisions in the dark 30% and collisions due to queues make up 10% of all incidents. The categories overlap, e.g. some head on collisions occur in the dark.*

For more information, please contact

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About SafeRoad

SafeRoad Group is a leading supplier of traffic safety solutions. The group has 1,600 employees in 9 countries and a turnover that last year totalled EUR 330 million. The group has several divisions, including Infrastructure, Road Signs and Road Marking. Please visit www.saferoad.com