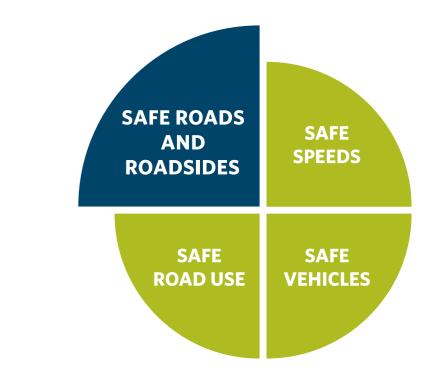
**State Highway 3 Ohaupo to Te Awamutu Safety Improvements** 



# How will we make rural roads and roadsides safer?

Head-on and run-off-road crashes account for 75 percent of fatal and serious injury crashes in New Zealand

#### Wire rope barriers

Wire rope barriers 'catch' vehicles before they run off the road and hit



something less forgiving like a tree or another vehicle. The wire cables flex on impact, slowing the vehicle and pushing it back into its lane.

> **Reduces head-on** crashes by 90%

Most deaths and serious injuries on New Zealand's rural roads occur on high speed undivided routes

### **Wide centreline**

Something as simple as widening the centreline on the road to increase the separation of traffic can reduce the likelihood of crashes. A wider centreline can effectively reduce accidents caused by fatigued and distracted drivers.

> **Reduces cross centreline** crashes by 40%

**40% of fatal and serious injury** crashes are from drivers losing control and running off the road

Audio tactile road markings (rumble strips)





Rumble strips are a cost effective way to reduce run-off-road and head-on crashes. Applied to centrelines and edge lines, the raised plastic ribs give distracted or fatigued drivers a 'wake-up' call if they stray across the line.

## **Reduces head-on and run**off-road crashes by 30%





