

# New Zealanders deserve safer roads

Safe Roads is working to prevent people from dying or being seriously injured on our rural roads. We'll work with you to make safety improvements that fit with the way you use the road. It's about making sure simple mistakes don't cost lives.

## Rumble strips

### Your wake-up call

These raised markings make a rumbling sound when you drive over them. This gives you a wake-up call if you stray across the line. Rumble strips can reduce fatal run-off-road crashes by up to 42 percent.\*

## Widening the centrelines

### Simple things can save lives

Widening the road centreline means more space between you and oncoming vehicles. This can reduce serious crashes by up to 20 percent.\*

## Flexible barriers

### Your safety net

Flexible road safety barriers catch you before you hit something harder. If you hit a flexible barrier, the steel cables flex, slowing down your vehicle and keeping it upright. They absorb the impact so you and the people with you, don't.

## Side and median barriers

### Providing protection

Barriers catch you before you hit something harder like a tree, power pole or oncoming vehicle. When fitted along the side and centre of the road, they can reduce the number of people killed by up to 90 percent.\*\*

## Motorcycle underlay rails

### Making it safer for motorcyclists

Motorcycle underlay rails redirect the rider along the barrier and away from the guardrail posts if they fall off their bike, reducing the chance of motorcyclists being seriously injured or killed if they crash.

## Widening the road shoulder

### Room to recover

A wide sealed road shoulder gives you room to recover if you lose control or need to move out of someone's way. This can reduce serious crashes by up to 35 percent.\*

\* High-Risk Rural Roads Guide, published September 2011, NZ Transport Agency. First Edition.

\*\*Johansson, R. (2009). Vision Zero - Implementing a policy for traffic safety.