



#ProjectEDWARD

ASECAP members promote a European Day without A Road Death

ASECAP members have strongly supported the Edward project, contributing actively to the European Day Without A Road Death that was held on Wednesday 19th of September 2018.

In an effort to promote a European Day Without A Road Death, ASECAP road operators provided common safety messages in their VMSs (Variable Message Signs) in the ASECAP Road network of over 52.000 Kms, in addition to local campaigns.

ASECAP members implement strong initiatives to increase safety and keep reducing deaths and serious injuries on Europe's roads, not just on 19 September, but every day!

ASECAP concession companies invest more than 7 billion euros annually to improve, enlarge and upgrade their safe intelligent motorway network facing also a yearly cost of 5 billion euros in operation and road maintenance. Thus, by using the toll concession system, governments save every year more than 12 billion euros that can be allocated to any other social priorities.

ASECAP members with over 50.000 working staff, act daily on their networks and provide safe management, close monitoring of the traffic flows, active real traffic information, constant maintenance, efficient accident response and frequent warning campaigns.

As a result, the period 2001 to 2016 the fatality rate has decreased by 64% on the ASECAP toll motorway network.

REMEMBER:

Careful driving makes every day a day without Road Death!

Indicative pictures from the ASECAP Members' VMSs across roads network:

