



ASECAP

16th ROAD SAFETY CONFERENCE

- 5th of March 2024
- Madrid, Spain

Hosted by

seopan
Asociación de Empresas Constructoras
y Concesionarias de Infraestructuras

Count to ZERO with AmberOne A1 Motorway

- safety events
on the Motorway in Poland

PROBLEM – CHALLENGE – METHOD – ACHIEVMENT – EFFECT - FEEDBACK

**What's the main
problem?**

**Road accidents
with fatalities.**

Even though the number of road accidents in Poland is decreasing
and we have very few fatalities on the motorways
Poland still has the highest fatality rate per 100 accidents in Europe.



So the challenge is...

**Changing drivers'
habits.**

Road accidents are not the result of drivers' bad will,
but of their bad habits,
of which they are often unaware.



Our method?

**The first-hand
experience!**



We give drivers the opportunity
to experience directly the consequences of their bad habits
(under controlled conditions, of course).



**So, we encourage
drivers to...**

COUNT TO ZERO

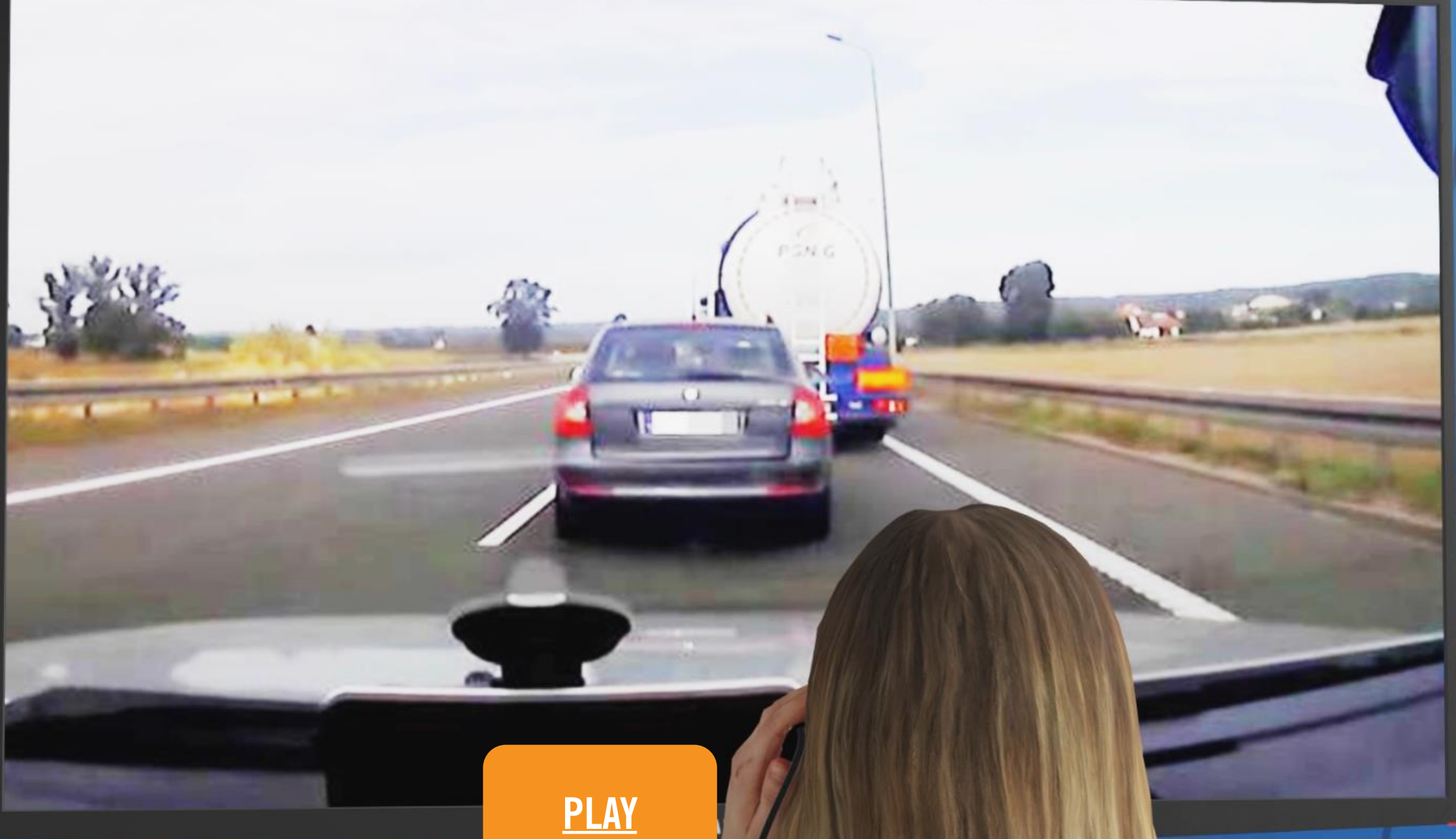
with AmberOne A1 Motorway



PLAY

**Now, let's take a closer look
at our GIGA INSTALLATION!**





PLAY

According to the statistics
there are 4 most common causes of road accidents.

That's why the installation has
4 walls and 4 games.



1 st common cause of road accidents:

**Excessive speed
and speed not adopted to road conditions.**

1st challenge

Check yourself
with a reflexometer!

1st conclusion

Well... can you really react
as quickly as you thought?



1st advice

FOOT OFF THE GAS!

The average driver's reaction time is 1.3 seconds, i.e. another 50 m. At high speed, any delay in reaction time by 1 second increases braking distance by 40 m.

SPEED

Speed 140 km/h = braking distance 70 m



2nd common cause of road accidents:

**Too short distance
between moving vehicles.**

2nd challenge

How's your sense of distance?

2nd conclusion

So... it looks like it's not as easy as it seems to determine the position of moving objects!



2nd advice

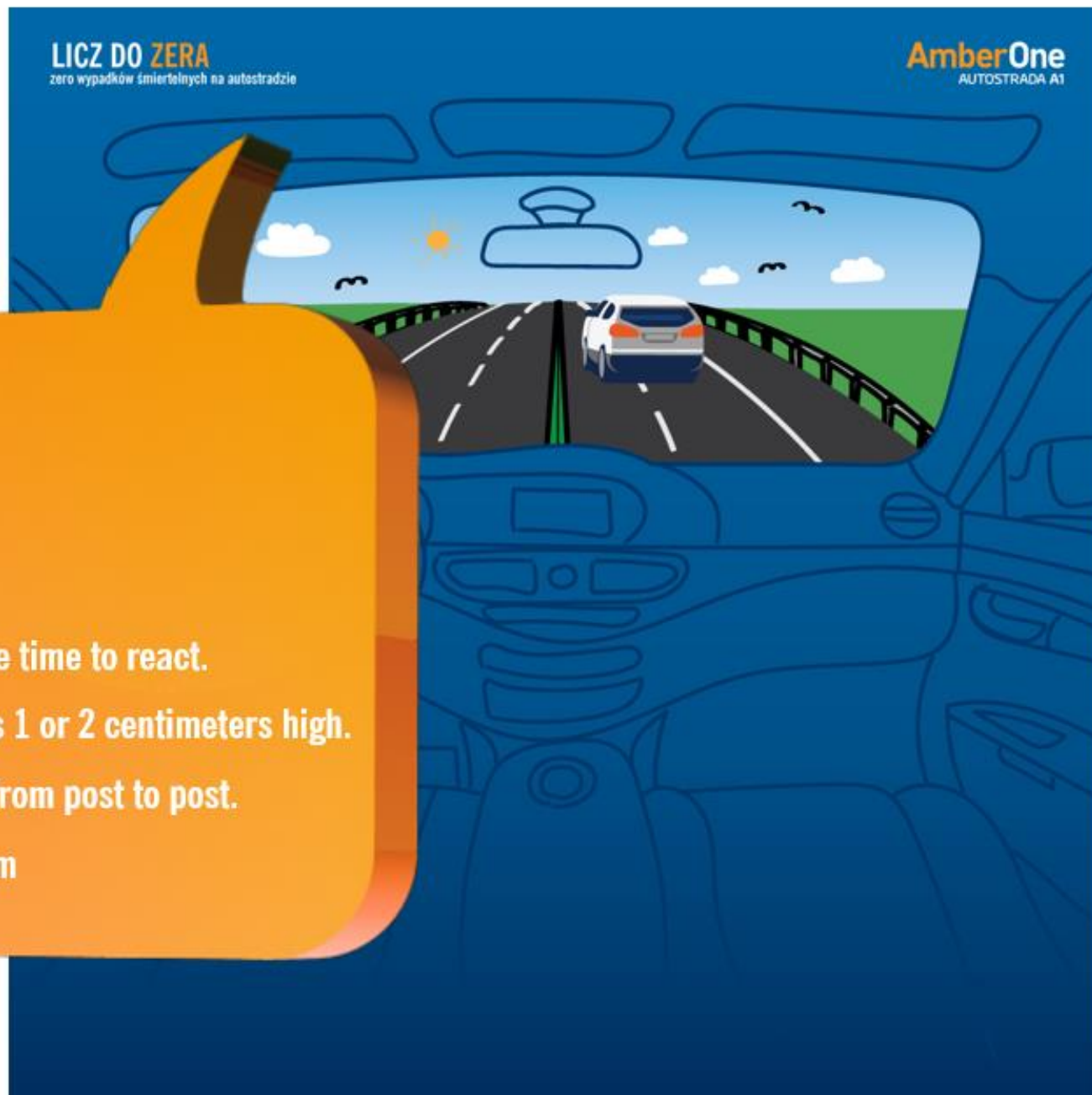
KEEP A SAFE DISTANCE!

If the distance is too short, you don't have time to react.

You see vehicles at a distance of 100m as 1 or 2 centimeters high.

A distance of 100 meters is the same as from post to post.

Speed 140 km/h = safe distance of 100 m



3rd common cause of road accidents:

**Disturbance by using
electronic devices while driving.**

3rd challenge

Don't get distracted...
(if you really can).

3rd conclusion

Hmm... You really thought
it's possible to look in two
different directions at once?



3rd advice

KEEP YOUR EYES ON THE ROAD!

Dialing a phone number takes about 13 seconds.

At high speed, this inattention lasts for 500 m.

Speed 140 km/h = 39 m/s

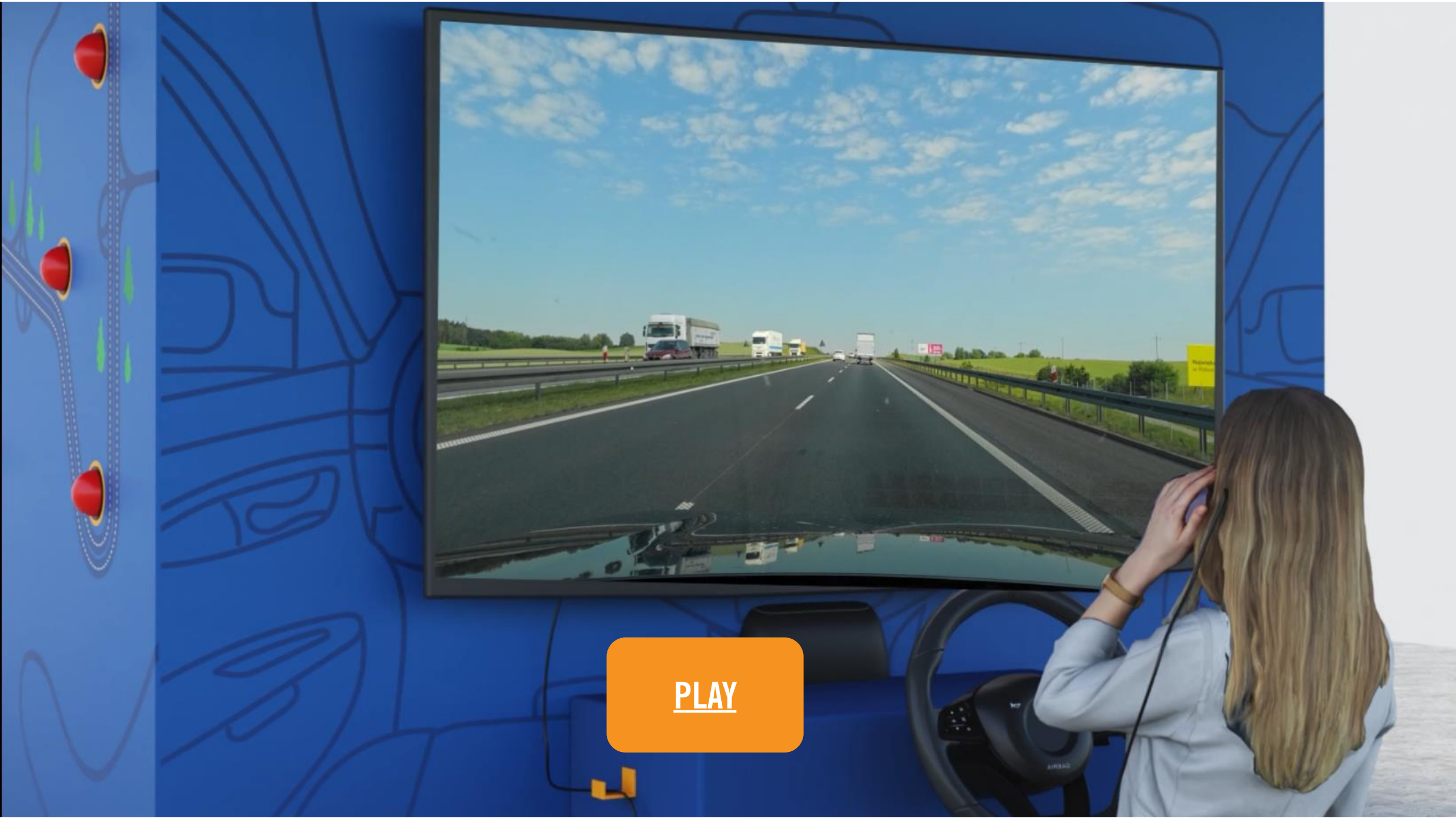


4th common cause of road accidents:

**Fatigue behind the wheel,
drowsiness and microsleep as a consequence.**

4th challenge

Try to make a sudden driving maneuver in a split second...



PLAY

4th advice

PLAN BREAKS IN YOUR TRAVEL!

Driving a car for a long time at night causes mistakes comparable to driving under the influence of alcohol.

2 hours of night driving = 0.5 ‰ alcohol



**Of course, during the events
we took the opportunity to ask drivers
about this and that...**

**We looked for feedback
and we've got it!**





"Okay, I've got it – I don't read text messages anymore"

"I would never have thought that 100 meters of distance is so much, in theory you know that, but you don't think about it while on the road"





"You can't count these cars
while reading a text message
aloud!"

"That text message number
makes you think"



**"Everyone always thinks that of course they are the best drivers
and nothing will ever happen to them, and here you can gain
some distance from your own behaviour"**



**"That little car
is only 100 m away from me?
Impossible!"**



**We also conducted a short
survey among 1000 drivers.**

**Be honest and admit:
what are your bad habits
on the motorway?**



49%

of drivers risk
SPEEDING

35%

of drivers risk

TOO SHORT DISTANCE

between vehicles

36%

of drivers risk
DISTRACTION
with electronic devices

38%

of drivers risk

FATIGUE

AND DROWSINESS

What about you?
How do you risk your health and life?



Thank you
for your attention

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