



17TH ROAD SAFETY CONFERENCE



11 march 2025



cascais, portugal

hosted by:





WRONG-WAY DRIVING ON THE FRENCH MOTORWAY NETWORK

HOSTED BY:



IN FRANCE, THE MOTORWAY NETWORK IS 5 TIMES SAFER THAN OTHER ROAD INFRASTRUCTURES

Wrong-way driving on the Motorway Network (2023)

10
Deaths

7
Fatal
accidents

1200
Wrong-way driving
detected each year



FACTORS FAVOURING WRONG-WAY DRIVING

- **Night driving**
- **Elderly and disoriented people**
- **Drivers under the influence of alcohol and/or drugs**
- **Ignorance of danger**
- **Toll plazas, especially in open tolling systems**

ORIGIN OF WRONG-WAY DRIVING

- 58 % at the toll plazas
- 11 % at the interchanges
- 8 % on the motorway lanes

ORIGIN OF DETECTION OF WRONG-WAY DRIVING

- 59 % Automatic Incident Detection
- 15 % from personnel working on the motorway
- 8 % from a Customer or external services (phone call)

BETTER SAFE ... THAN SORRY

- **The observatory** : in charge of analysing all events for motorways companies
- **Understanding the human and technical factors** that contribute to wrong-way driving
- **Identify all the measures to be implemented** to prevent these dangerous behaviours
- **Prevention actions**

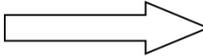
MOTORWAY COMPANIES' ACTIONS

Since 2009, the observatory has allowed for a detailed analysis of each event and has proposed common operational and equipment measures on French motorways

Improvements already in place on motorways



 Doubling of “No Entry” signs at the exits of rest areas

 Directional ground painted arrows on the ramps of rest/services areas and interchanges



Separation of traffic flows through the installation of markers

 Improvement of vertical and horizontal signage



MOTORWAY COMPANIES' ACTIONS

In 2015, harmonisation of messages and broadcasting of an audible alert on the motorway radio 107.7

- Announcement on variable message signs on motorways : **DANGER, WRONG-WAY DRIVING, LISTEN 107.7**



- A sound alert, like an “Amber Alert”: [alerte sonore « contresens »](#)



- **107.7 radio, identical safety advice : What do you have to do ?**

- Stop at the next service or rest area
- Reduce speed to increase safety distance and field of vision
- Never overtake other vehicles... Never

And for everyone, a broadcast on the Internet : [webserie ASFA](#)



STRENGTHEN THE MEASURES ALREADY IN PLACE ON MOTORWAYS

Motorway companies wanted to go further by creating a WRONG-WAY DRIVING pictogram, intended to be displayed on variable message signs on French motorway

Replace the “old “pictogram for a **NEW ONE** with a vehicle driving in the wrong-way direction

- **Feasibility and understanding studies** show the new pictogram that is more understandable
- As soon as the decree is signed by the French Ministry, this **new pictogram will be tested on French motorway** (for two years)
- During these two years of experimentation, **situational analyses will be conducted to validate this pictogram**



Thank you for your attention

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TSECAP