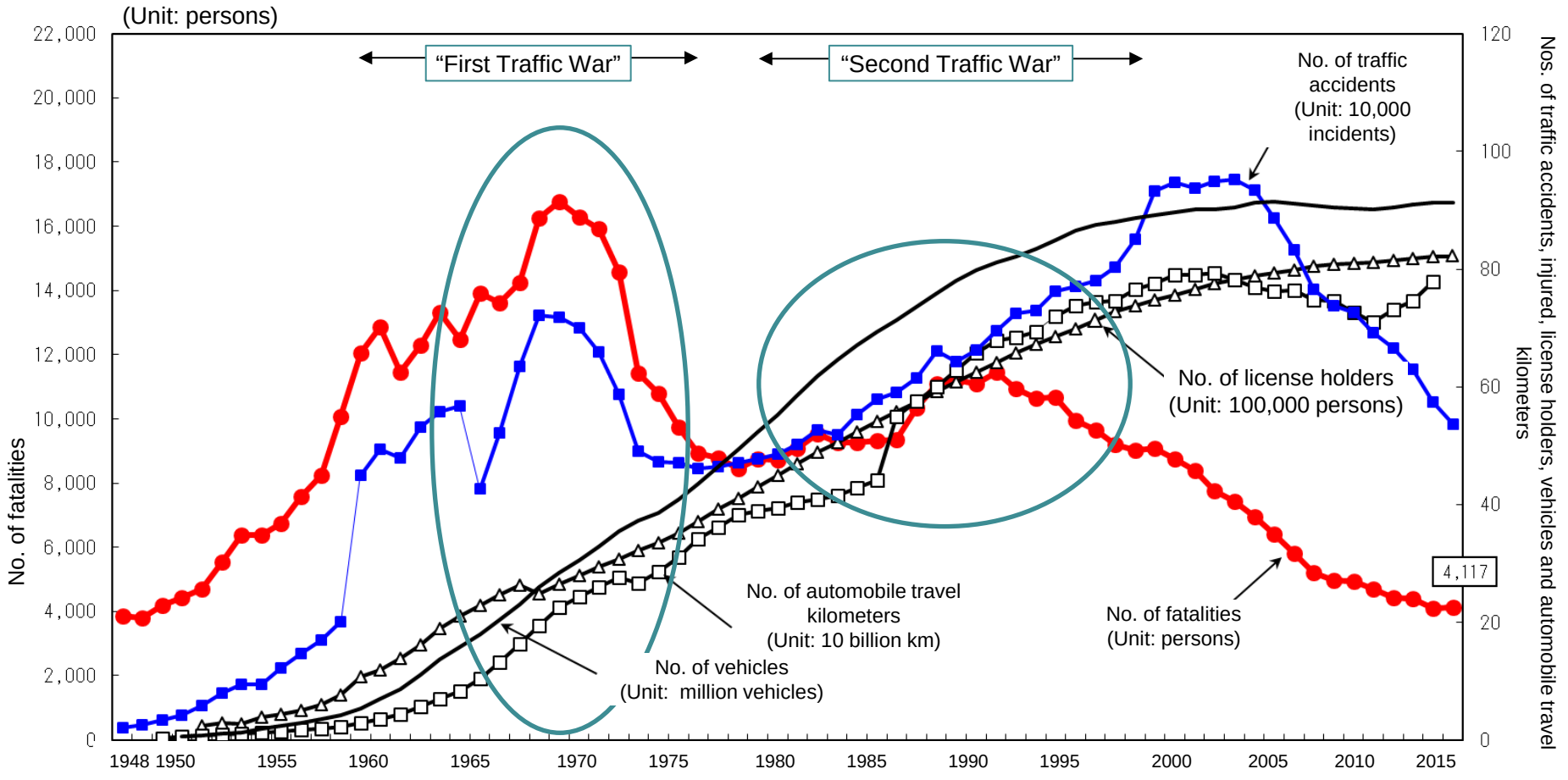
The Course of changes in traffic safety measures in Japan



Note 1: Data for 1959 and earlier do not include minor damage accidents (injuries of under 7 days or material damage equivalent to 20,000 yen or less).
Note 2: The number of traffic accidents for 1970 or earlier includes property damage accidents.
Note 3: Data for 1971 and earlier do not include Okinawa Prefecture.

History of Traffic Safety Measures in Japan (First Traffic War)

”First Traffic War”
(Around 1970)
Maximum fatalities 16,765/Year

High economic growth period

- High economic growth and income doubling
- Urbanization and motorization advanced. (Vehicle ownership increased.)

Traffic safety issues

- Increased number of traffic accident fatalities (pedestrians (children and elderly ones, in particular))
- Increased number of cases of driving without a license and of driving under the influence of alcohol
- Aggressive driving by professional drivers

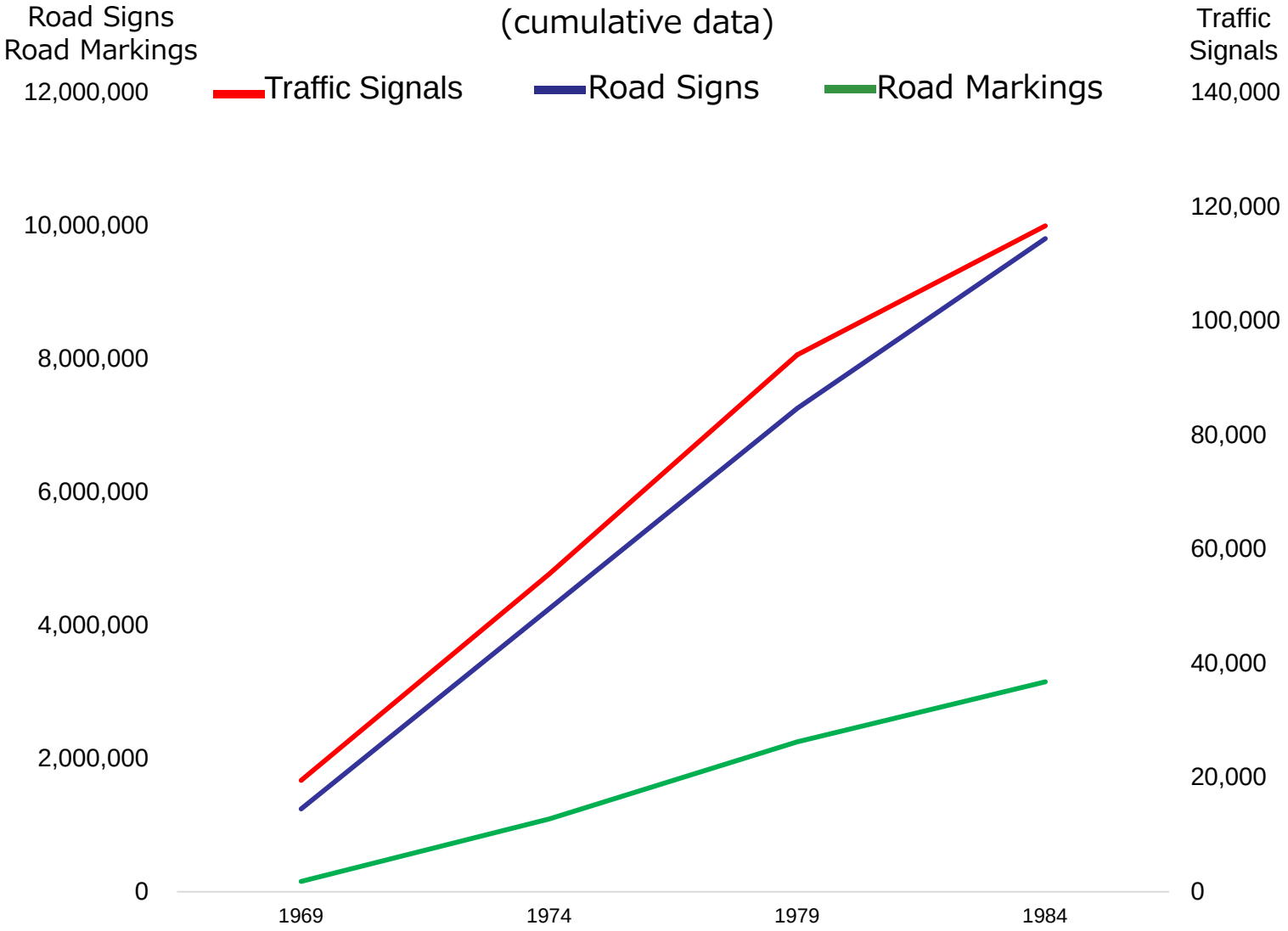
Key measures

- Legal system development
- Promotion of the installation of traffic safety facilities (sidewalks and traffic lights)
- Traffic safety education
- Tightening of controls and regulation

Results : **Accident rate reduction**

Measures for First Traffic War ①

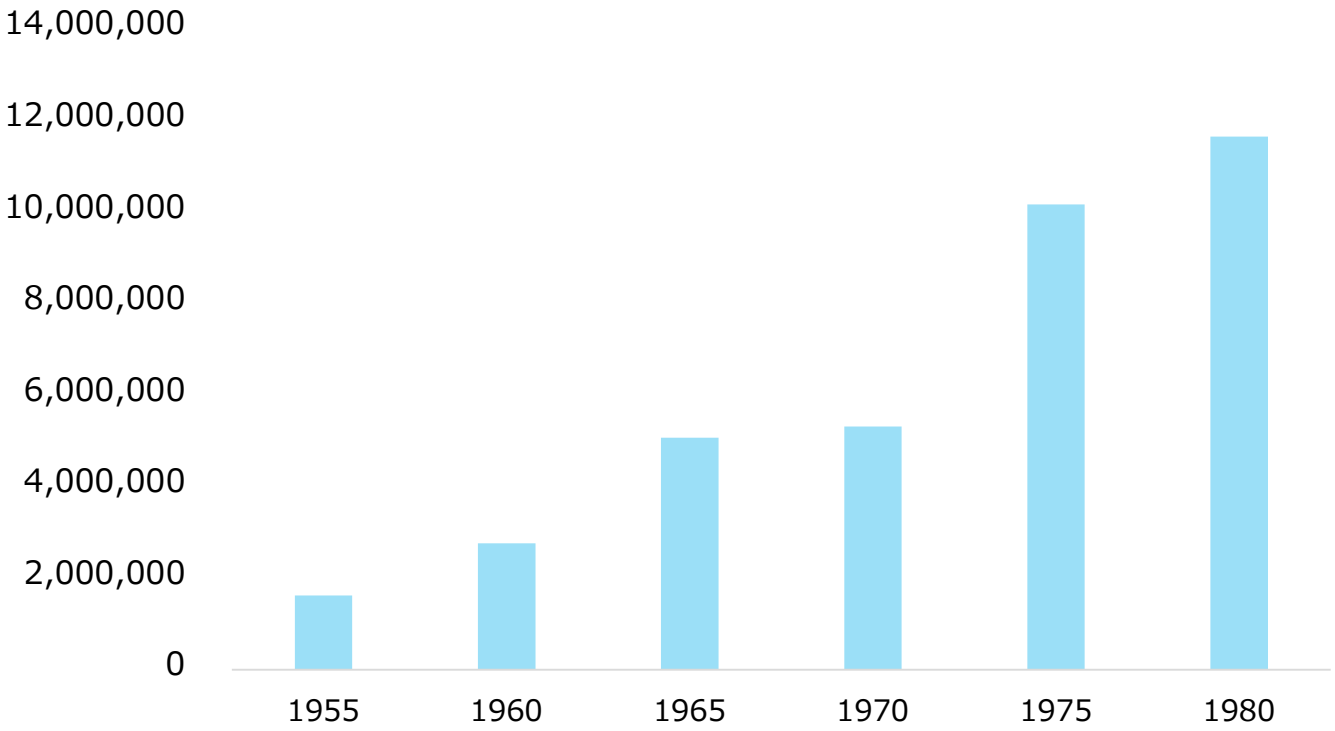
Situation of the development of traffic safety facilities



SZ sign located on a telephone pole

Measures for First Traffic War ②

Number of violations subjected to investigation and control by traffic police



Investigation and control by traffic police

History of Traffic Safety Measures in Japan (Second Traffic War)

“Second Traffic War”
(Around 1992)
Maximum fatalities 11,452/Year

Bubble period

- Favorable business climate towards bubble economy
- Increased traffic volume (traveler kilometer)
- Increased average driving speed due to vehicle performance improvement and road improvement

Traffic safety issues

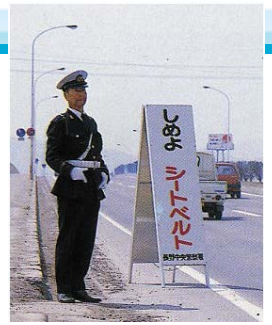
- A record high number of traffic accidents
- The number of traffic accident fatalities (in particular, young people fatalities in-vehicle accidents) increased.

Key measures

・Measures to reduce damage resulting from in-vehicle accidents (seat belts, helmets, measures against speeding, vehicle collision safety, emergency)
・Measures against serious violations and overloading

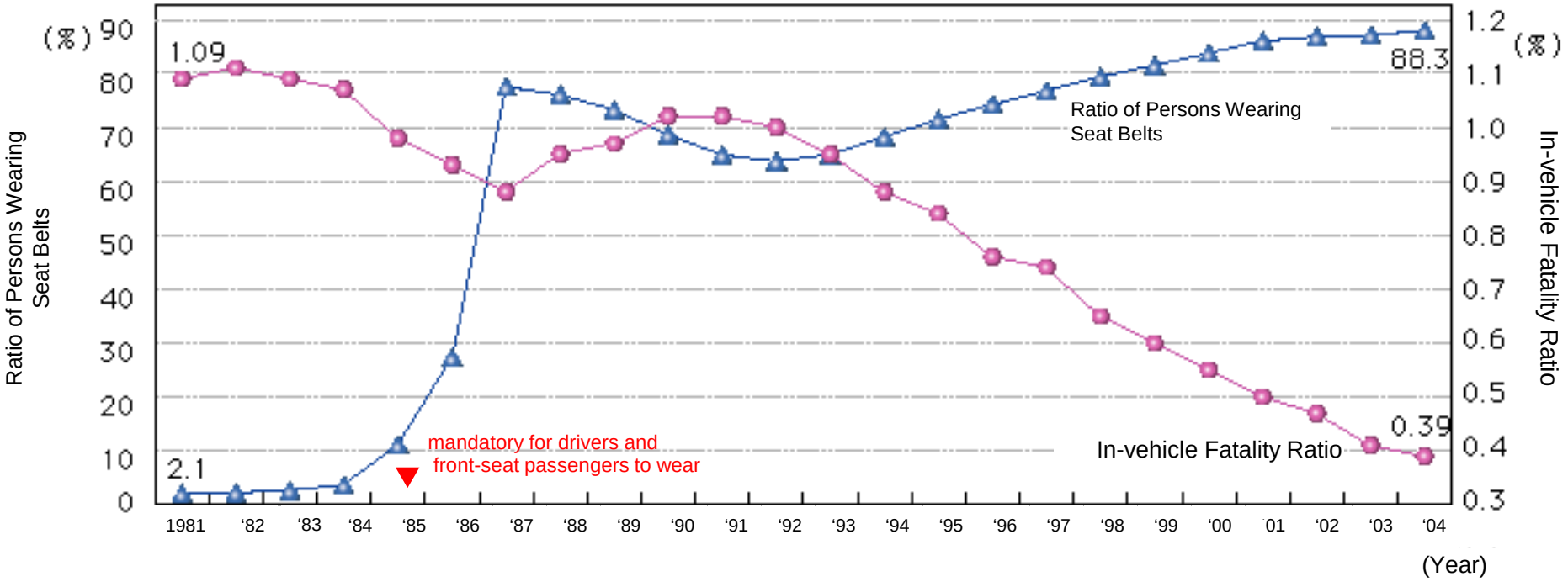
Results : Fatality rate reduction

Measures for Second Traffic War



Guidance to wear seat belts

Annual Changes in the Ratio of Persons Wearing Seat Belts and Fatal Ratio in Vehicles



Note 1: Fatality Ratio (in-vehicle) = No. of Deaths (in-vehicle) ÷ No. of Deaths and Injuries (in-vehicle) x 100

2: Ratio of Persons Wearing Seat Belts = No. of Deaths and Injuries Wearing Seat Belts (in-vehicle) ÷ No. of Deaths and Injuries (in-vehicle) x 100

History of Traffic Safety Measures in Japan (Present)

Present
(Around 2015)
Maximum fatalities 4,117/Year

Declining birth rate and aging population

- Ever more rapidly declining birth rate and aging population
- Increase in the elderly and elderly drivers

Traffic safety issues

- Elderly people account for an increasing proportion of traffic accident fatalities.
- Accidents caused by the elderly's driving are increasing.
- Number of fatalities has stopped declining.

Key measures

- Traffic safety education
- Preservation of space for pedestrians
- Measures for elderly drivers