

Road markings to indicate speed limits



Encouraging drivers to choose a safe speed is challenging
Can we use road markings to indicate speed limits?

Static Signs

Static speed limit signs are the conventional method of communicating speed limits but:

Sometimes it can be difficult to keep to the speed limit if you missed the sign



ONLY 1 in 10 road signs are noticed by drivers

Signs go unnoticed due to driving on "auto pilot" OR attention is elsewhere

Road markings to communicate speed limits

Advantages

Continuously available information



Drivers are quick to respond to road markings even when not specifically attending to them



Simulator Drive

- Drivers tested the speed related road markings in the TRG driving simulator.
- Each participant came to the laboratory twice to drive a series of simulated roads with the new markings.

Can road markings deliver speed limit information?

YES

Road markings offer a clear and significant advantage over static signs alone

With the new road markings

- Drivers chose speeds closer to the speed limit
- When used in combination with road signs, markings worked well.



Road markings worked even when drivers weren't told what they meant



Road markings kept their effectiveness once drivers became familiar with them. In fact they worked better during the second day of driving



Drivers rated the new road markings' acceptability and usefulness a

9/10

Please click [here](#) to read the full published results

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