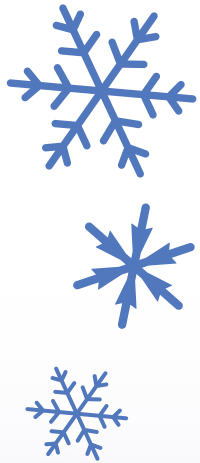


2023

TOKYO TRAFFIC SAFETY CAMPAIGN

Friday, December 1 to Thursday, December 7

Making Tokyo the world's No. 1 city in terms of traffic safety



The 11th Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2023) Bureau of Citizens, Culture and Sports, Director General for Community Safety Prize
Prize-winning entry by second-grade student, Inoue Aoi

Key points of campaign

1. Prevent Motorcycle Accidents
2. Eradicate driving under the influence of alcohol
3. Ensure Pedestrian Safety, Centering on Older Adults
4. Prevent traffic accidents at dusk and nighttime
5. Ensure compliance with traffic rules for bicycles and electric kickboards, etc.
6. Promote Measures against Illegal Parking



Tokyo Metropolitan Government /
Council on Measures for Traffic in the Capital

Key Points in the 2023 TOKYO Traffic Safety Campaign

Point 1 Prevent Motorcycle Accidents

Motorcycle accident fatalities account for about 40 percent of all deaths in Tokyo from traffic accidents,* with motorcyclists exceeding pedestrians to rank the highest in deaths by situation. When viewing this by age group, 60 percent were in their 40s and 50s. Many right-turn accidents are occurring, with collisions between motorcycles going straight ahead and vehicles making right turns.

Motorcyclists should always ride defensively, keep their speed under control, make sure the chin strap of their helmet is firmly fastened, and wear chest and stomach protectors.

*As of August 2023



Point 2 Eradicate driving under the influence of alcohol

Driving under the influence of alcohol is a crime.

Providing a vehicle or alcohol to a person who is likely to drive under the influence or taking a ride in a vehicle driven by a person who has been drinking is also punishable.

With everyone firmly aware that they can't drink and drive, and they have to stop others from doing so as well, we can together build a society that does not tolerate driving under the influence of alcohol.



Point 3 Ensure Pedestrian Safety, Centering on Older Adults

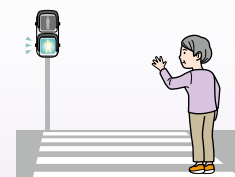
To seniors

About half of the victims of fatal traffic accidents that occurred while out walking were older adults. And more than a few of these cases have been acknowledged to be due to senior pedestrians ignoring traffic signals or not following the crossing rules.

Even when walking on familiar streets, always follow the traffic rules and confirm that you are safe.

To all pedestrians

Practice safe behavior and take the initiative in protecting yourself, such as by looking right, left, and right again at a crosswalk, even if the traffic light is green, to confirm that it is safe to cross the road.



Point 4 Prevent traffic accidents at dusk and nighttime

Make use of reflective goods

Serious accidents around dusk and at night tend to increase at this time of the year when the sun begins to set earlier. Pedestrians and cyclists should wear bright colored clothes or reflective goods to make themselves more visible to passing traffic.

Turn the lights on early

To prevent accidents at dusk, turn on your car lights early.

Also, use your high-beam head lights as appropriate to quickly spot pedestrians and assess the situation ahead.

Be more aware of the need to protect pedestrians and others

Pedestrians have priority at crosswalks. Drivers should pause before a crosswalk if there are pedestrians or others trying to cross. When turning left or right at intersections when the light is green, drivers must confirm without fail that no pedestrian is trying to cross the crosswalk ahead, and proceed safely.



Point 5 Ensure compliance with traffic rules for bicycles and electric kickboards, etc.

To bicycle users

When riding a bicycle, observe the Five Rules for Safe Cycling. Many traffic accidents involving bicycles are collisions that occur at intersections. Make every effort to prevent an accident by pausing and checking for safety at intersections.

And all cyclists, both adults and children, should wear helmets.

To users of electric kickboards, etc.

From July 1, 2023, new rules went into effect for electric kickboards and other vehicles classified as "specified small motorized bicycles." These include: never ride under the influence of alcohol; those under 16 years old are not permitted to ride; double riding is prohibited; and always wear a helmet when riding. Check the traffic rules* before riding.

*Models of electric kickboards, etc., that do not meet certain criteria do not qualify as "specified small motorized bicycles." In such cases, the traffic rules for general motorized bicycles, etc., will apply.



Point 6 Promoting Measures against Illegal Parking

Just one vehicle parked illegally can cause a traffic jam or accident. Particularly, illegal parking in or near an intersection is a dangerous act that could lead to a major accident. Never park illegally. Traffic volume especially increases as we near the end of the year. Look into parking space at the destination before going out by car, and be sure to use a parking lot or a space with a parking meter, even when parking for a very short time. Individual efforts to avoid parking illegally make a difference.



**Citizen Safety Promotion Division
Bureau of Citizens, Culture and Sports
Tokyo Metropolitan Government**

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