



Research Foundation



Rural intersections

What you don't see can kill you

1/3 fatal or serious crashes at rural crossroads involve a driver not noticing the intersection

The NZAA Research Foundation undertook a virtual trial of low-cost safety measures to see if they could make a difference...

There are nearly **1,800** rural crossroads around NZ



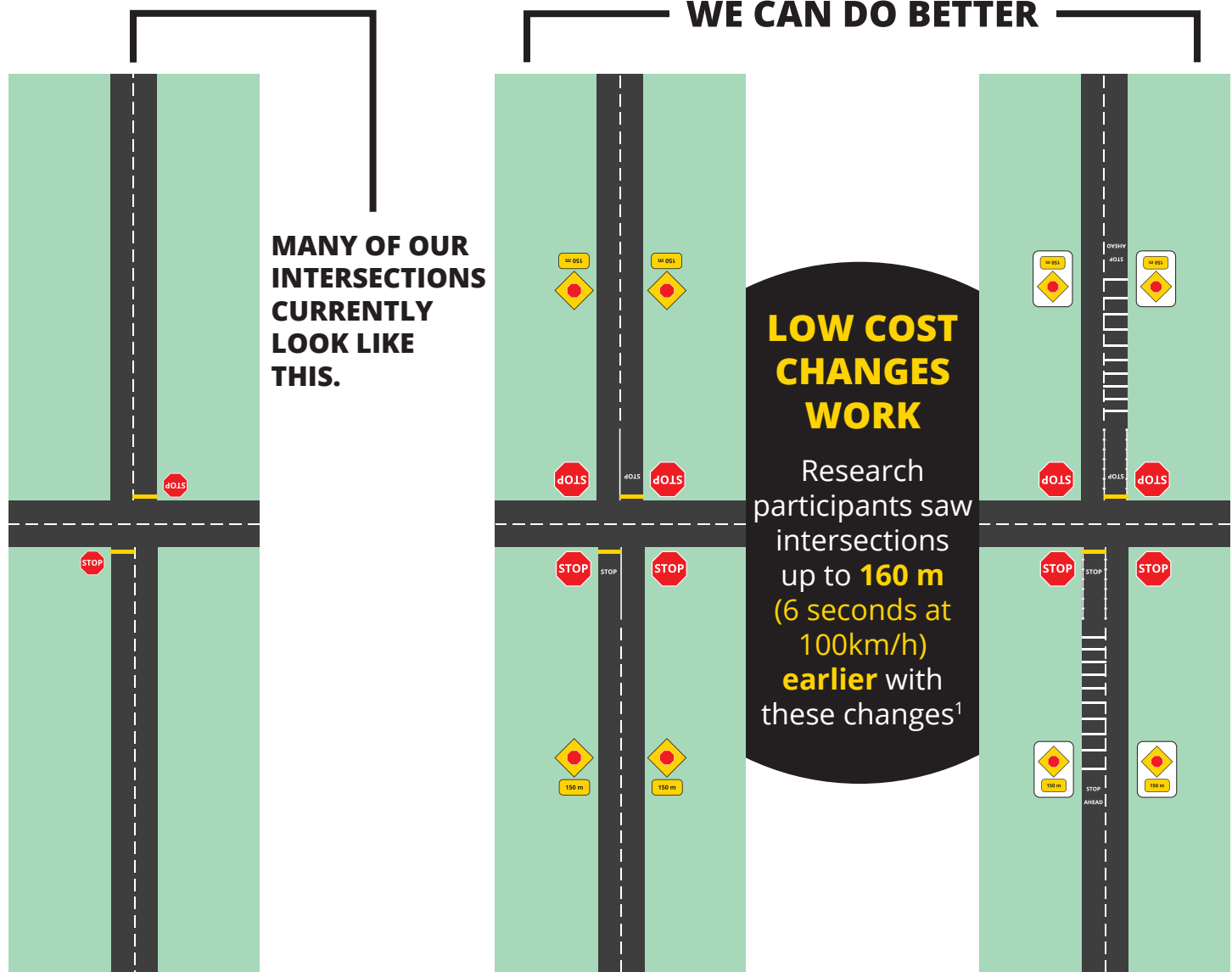
High risk environments

- + Flat geography + Long straights
- + Obscured intersection visibility + Roadside features that visually draw focus straight ahead



High risk drivers

- + Distracted
- + Speeding
- + Tired



What works:

- + Larger and more STOP signs, advanced warning signs and road markings, raised tactile lines
- + Having higher-risk intersections signed similarly so drivers learn the cues

¹For more information:
aa.co.nz/researchfoundation/crossroads