



**EuroTest**  
QUALITY SAFETY MOBILITY



# EUROTEST ROAD SIGNS TEST 2005

## IMPACT IN BELGIUM CASE STUDY






Road Signs Breakfast Briefing  
European Parliament,  
Brussels 19th April 2005



# Eurotest Road Signs: Impact in Belgium

## Facts & Figures:

- Drive most  km/year
-  abroad
-  unknown road

## Survey results:

- Adaptation in function of road infrastructure?  
European motorist: 61% ; Belgian motorist: 78%
- Interpretation?
  - lack of important information
  - too much information





## Eurotest Road Signs: Impact in Belgium

### Survey results:

- Number of road signs?  
Too many
- European standardized signs?  
European motorist: 91% ; Belgian motorist: 97%
- Safety improvement?  
94%
- Dangerous situation?  
15% due to unclear signing  
25% due to wrongly placed signing





# Eurotest Road Signs: Impact in Belgium

## Communication:

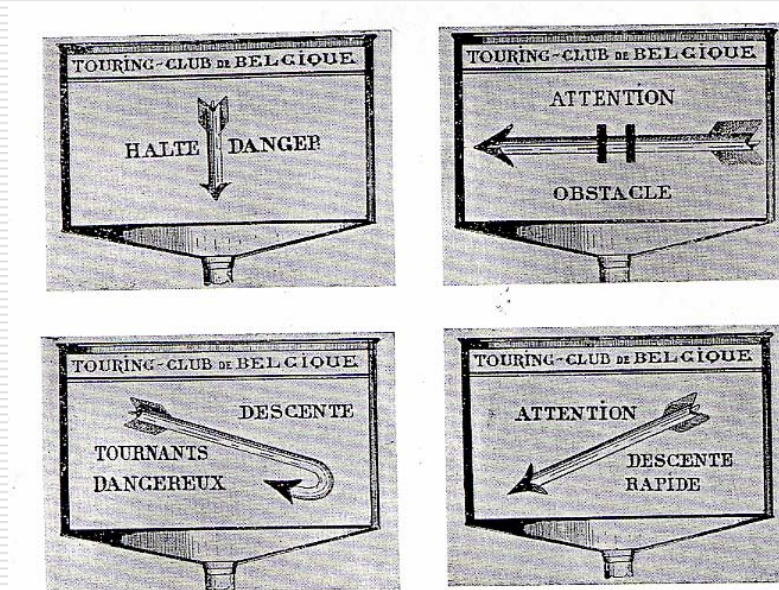
- Press release
- [www.touring.be](http://www.touring.be)
- Touring E-Newsletter
- Touring Magazine
- Governmental institutions

Media results: successful



# Eurotest Road Signs: Case Study Belgium

1903: First warning signs introduced by TCB





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## Eurotest Road Signs: Case Study Belgium

Vienna Convention (1968): Adoption procedure of  
standardized road signs: too long



Traffic: evolves very quickly



- Belgium: reason creation individual road signing
- specific and dangerous road situation
  - Influenced by Governmental objectives and party politics





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## Eurotest Road Signs: Case Study Belgium

### 1) Prohibition sign: prohibition of cruise control (2004)



#### Introduced:

- Only on motorways
- To reduce risk « head-tail » accidents (traffic jams)

#### Fine:

- Between € 50 and € 1.375





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## Eurotest Road Signs: Case Study Belgium

- 2) Information sign: road for pedestrians, cyclists and horse riders (dec 2003)



### Introduced:

- Adapted traffic code in function of most vulnerable road users

### Fine:

- Between € 150 and € 275

