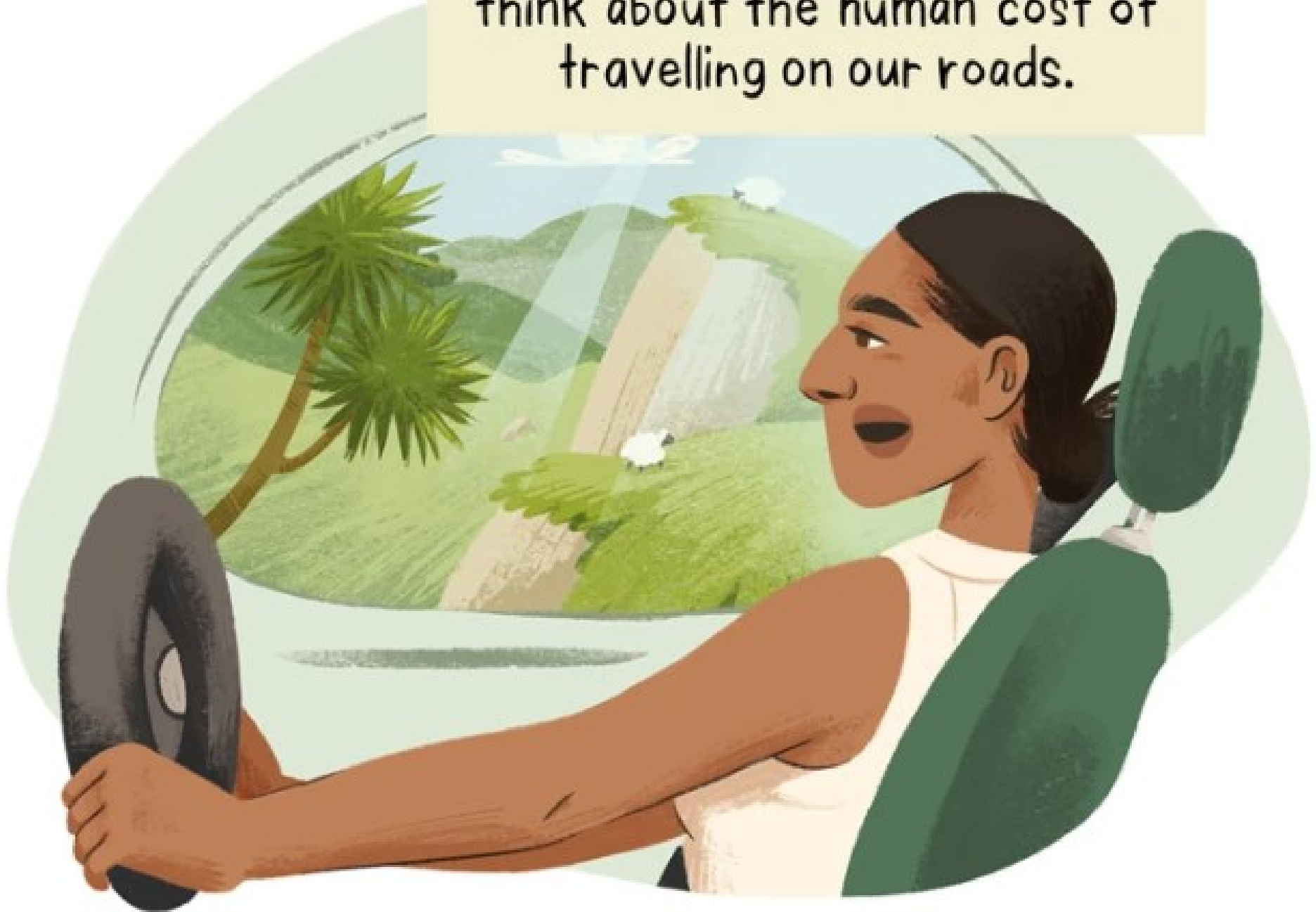


We need to change the way we think about the human cost of travelling on our roads.



In 2021, 325 people were killed;  
a "toll" we're apparently willing  
to pay for the right to move  
around the country.



Those numbers are not  
statistics, they're sons and  
mums, aunties and cousins.

We wouldn't think it's OK if 300 people were killed each year when travelling by plane.



And we don't need to accept that a certain amount of death and serious injury is just the price we all pay for moving around Aotearoa.



Because people being killed and seriously injured on our roads is preventable. And there's a way to make it happen if we work together.

Road to Zero is New Zealand's plan to build a safe transport system with a vision of no road deaths and serious injuries.



It's an ecosystem of infrastructure and behaviour that says we are no longer willing to sacrifice life in order to move around New Zealand.

People are vulnerable and make mistakes: research shows that in 70% of crashes where people were seriously injured, drivers had generally followed the road rules.



So instead of asking "Why did that person crash?" the focus is on how we prevent people being killed or injured when mistakes are made.

# The Road to Zero has four key parts:

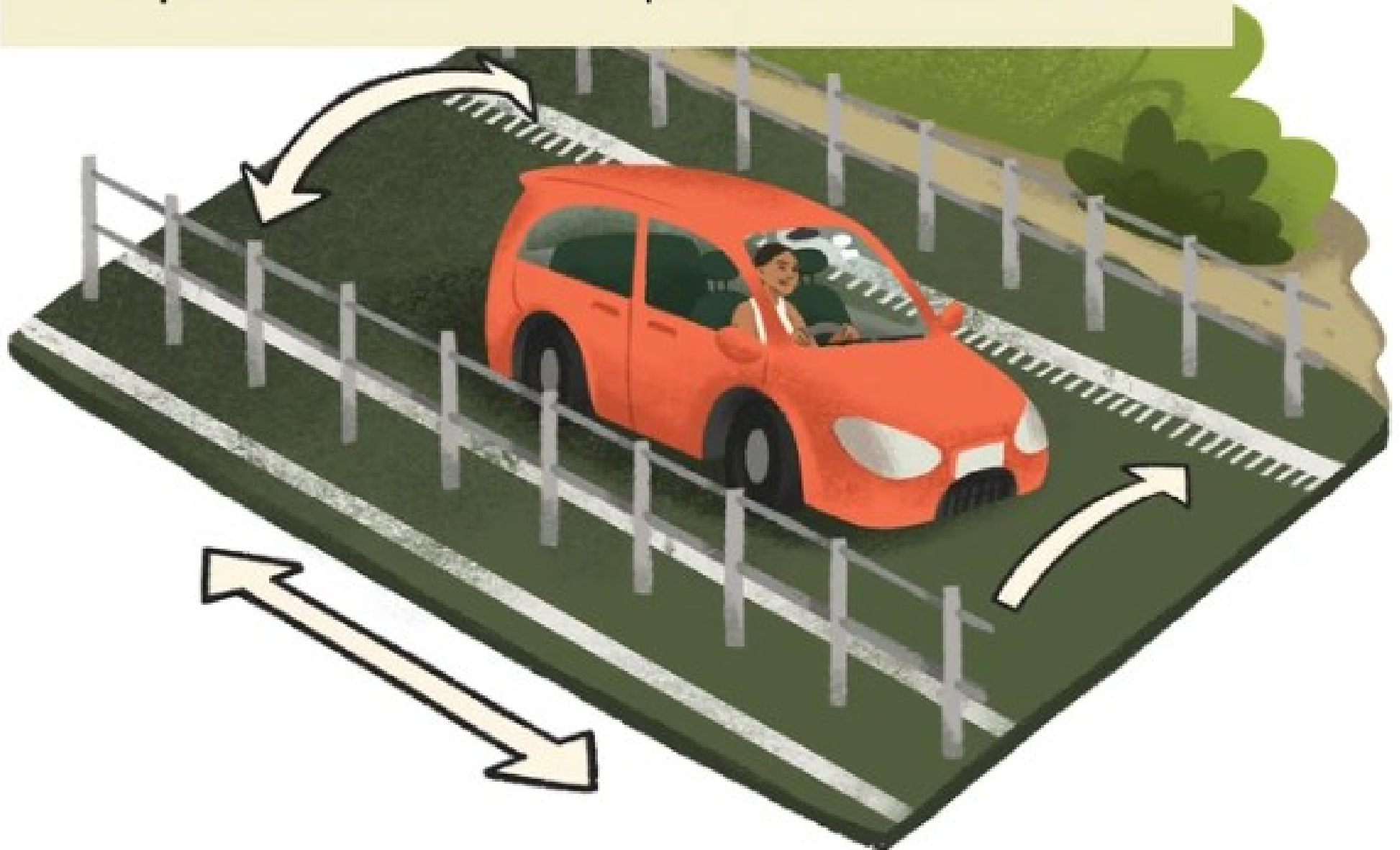


# 1) SAFE ROADS





Waka Kotahi and local councils are using evidence-based safety solutions like median barriers, side barriers, roundabouts, raised pedestrian crossings and rumble strips that have been proved to save lives.



In Hamilton, New Zealand's first raised safety platforms have had an immediate impact. In the two years since the platforms were installed there have been no fatal or serious injuries at the intersection.

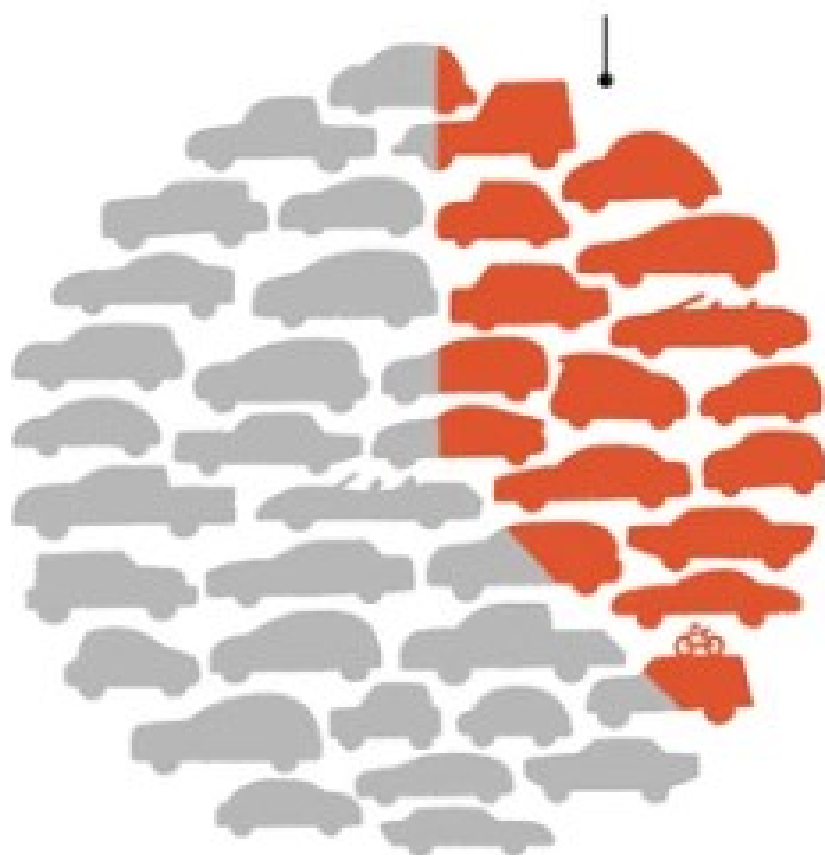


## 2) SAFE VEHICLES



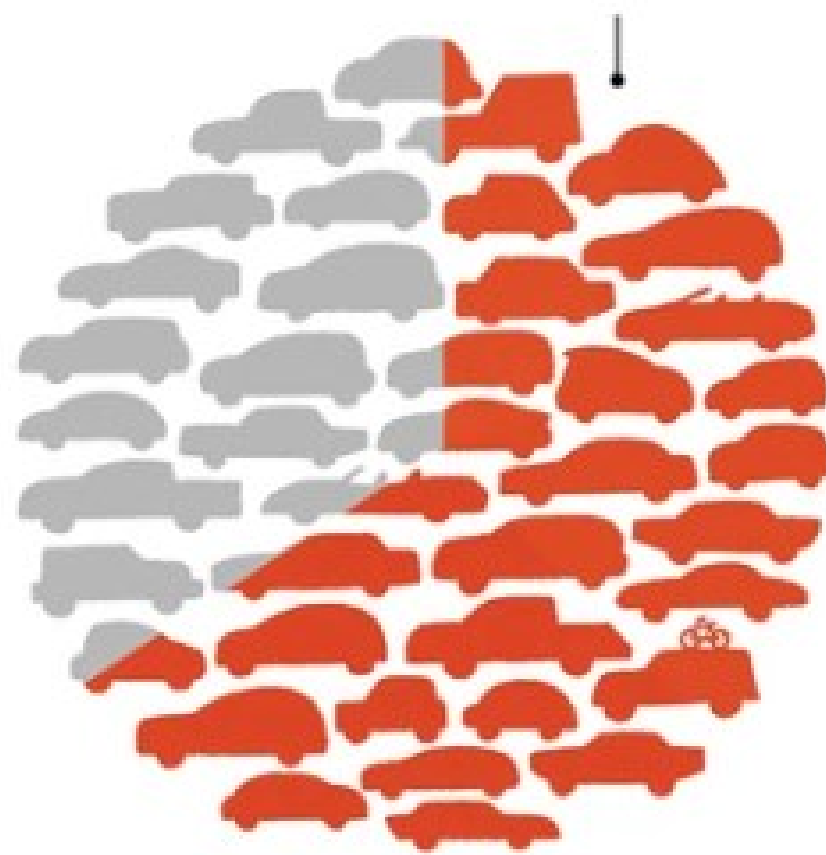
Cars with one- and two-star safety ratings make up 38% of New Zealand's vehicles but contribute to 66% of deaths and serious injuries on our roads.

38% 1 or 2 star safety rating



New Zealand's vehicles

66% 1 or 2 star safety rating



New Zealand's road deaths & serious injuries



While Waka Kotahi is working to raise standards for vehicles entering the country, New Zealanders must understand the importance of the safety ratings when they purchase a car and ensure they remain roadworthy.

# 3) SAFE SPEEDS



The human body was not designed to be in a car crash, with the risk of death increasing exponentially with higher speeds.



Waka Kotahi and local councils are redesigning speed limits so they fit the conditions and use of our roads.





# 4) SAFE DRIVERS



We know people make mistakes. That's what makes us human. But we also know the things that create mistakes and make them worse:



driving distracted  
by your phone,

alcohol, drugs, not  
wearing seatbelts,



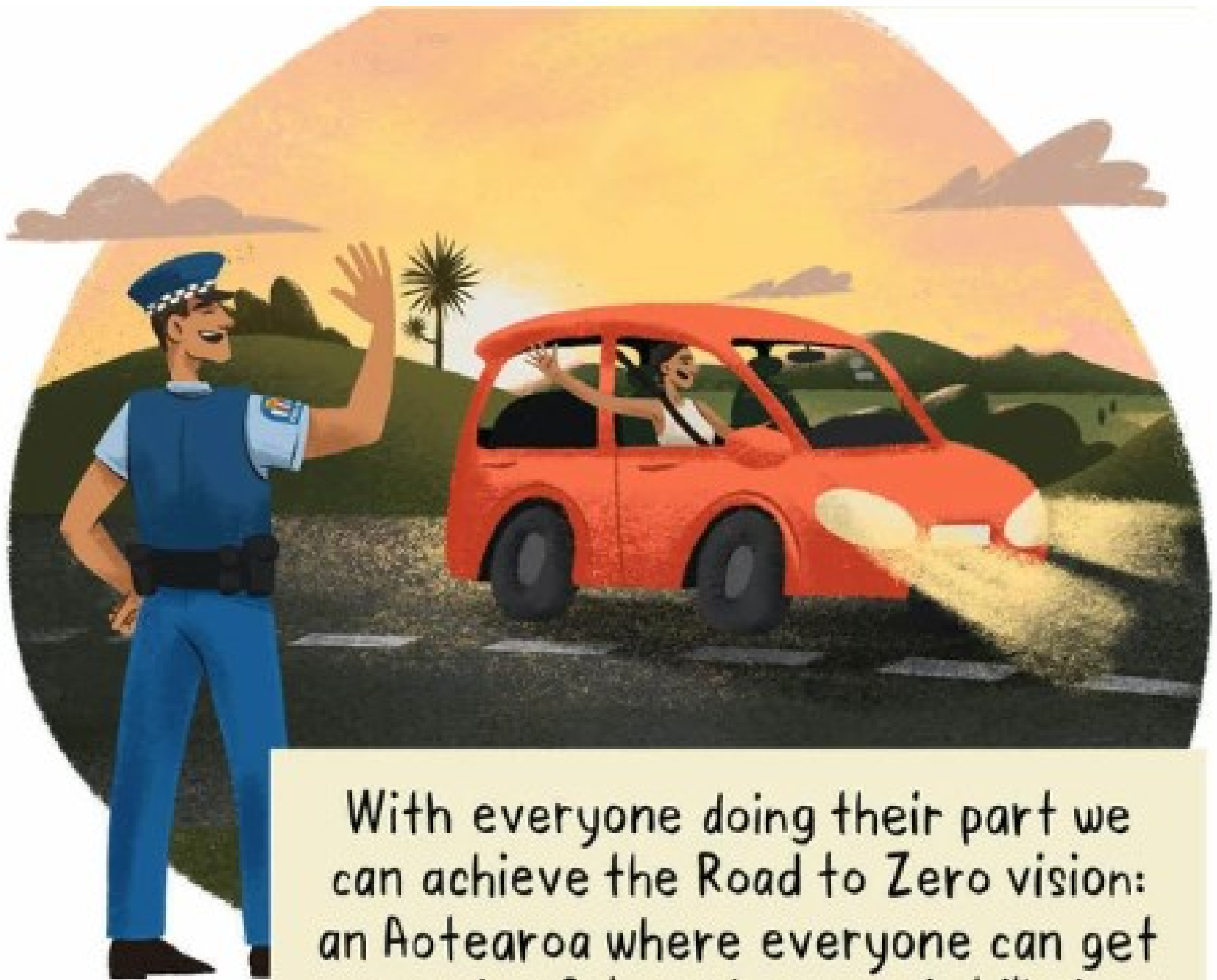
fatigue and speed  
all lead to a higher  
risk of death.



Police enforcement to deter deliberate high-risk behaviours is essential. Under Road to Zero policing will focus on the behaviours we know cause the most deaths and serious injuries.



Waka Kotahi is also investing more in driver training and reviewing the licensing system to reduce high-risk driving.



With everyone doing their part we can achieve the Road to Zero vision: an Aotearoa where everyone can get around safely and no one is killed or seriously injured while they do.

The Road to Zero vision needs us all to come together. We need people to reduce the chance they will make a mistake, but when they do, we need a system in place to keep them safe.



Because no human toll is acceptable when it's preventable.