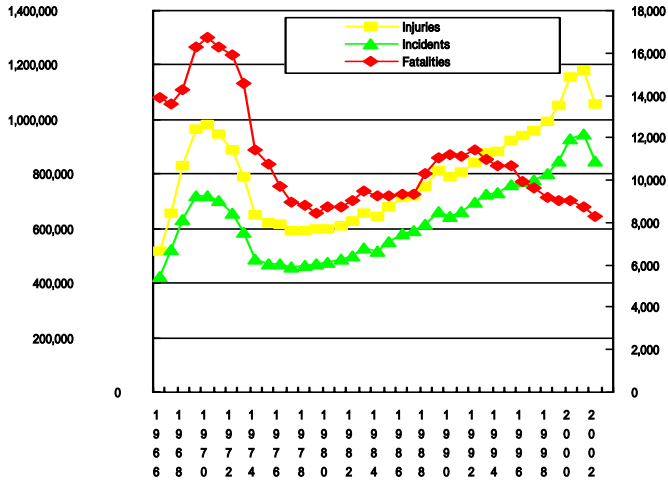


Addressing Traffic Safety

Traffic accident fatalities in Japan in 2002 fell to one-half the peak level recorded in 1970. The Japanese government, however, is not content to rest on the laurels of this progress and is pledging to once again halve the number of traffic fatalities to approximately 5,000 over the next decade. JAMA fully backs this goal and will mobilize the motor industry in a concerted push to reach the target level. In addition, JAMA will strive to have its efforts reflected in a national traffic safety plan, will propose road improvements and other progressive steps to promote a safer road environment, and generally move with energy and expertise to exert a positive influence on the government in the area of traffic safety.

Trends in Traffic Accidents



Traffic Accidents (2002)

Number of fatalities: 8,326 (down 4.8% from 2001)
 Number of accidents : 936,721 (down 1.1% from 2001)
 Number of injuries : 1,167,855 (down 1.1% from 2001)

* Looking at traffic accident fatalities by age bracket, senior citizens (aged 65 and over) accounted for the largest group at 37.8 percent of the total, followed by young people (aged 16 to 24).

* Seatbelt use rises yearly, although the statistics continue to show that over half of all traffic accident fatalities (3,438 persons, or 57.4 percent) were not wearing seatbelts when the accidents occurred.

Government Target

Reduce annual traffic accident fatalities to 5,000 over the coming decade, making Japan the world's safest country to drive in.

JAMA Strategies to Promote Traffic Safety

Accident Analysis

Examine and propose expanded research and analysis measures from the position of road users, automobiles and the traffic environment.

(To identify causal factors behind traffic accidents and measures that will ensure greater traffic safety.)

Road Users

Traffic Safety Education and Awareness Activities

- * Introduce traffic safety education programs (for teenagers, senior citizens), and promote the adoption of a unified approach to continuing education in traffic safety.
- * Sponsor hands-on driving seminars (for the general public, senior citizens).
- * Effective promotion of traffic safety campaigns.

Automobiles

Studies of Vehicle Safety Measure Promotion Policies

(Pedestrian protection, wider seatbelt use improved occupant protection, etc.)

Traffic Environment

Research, Proposals and Lobbying Activities

Research submission of proposals and lobbying efforts to create a safer traffic environment. (To promote road improvements, the advancement of a national basic traffic safety plan and other key objectives.)