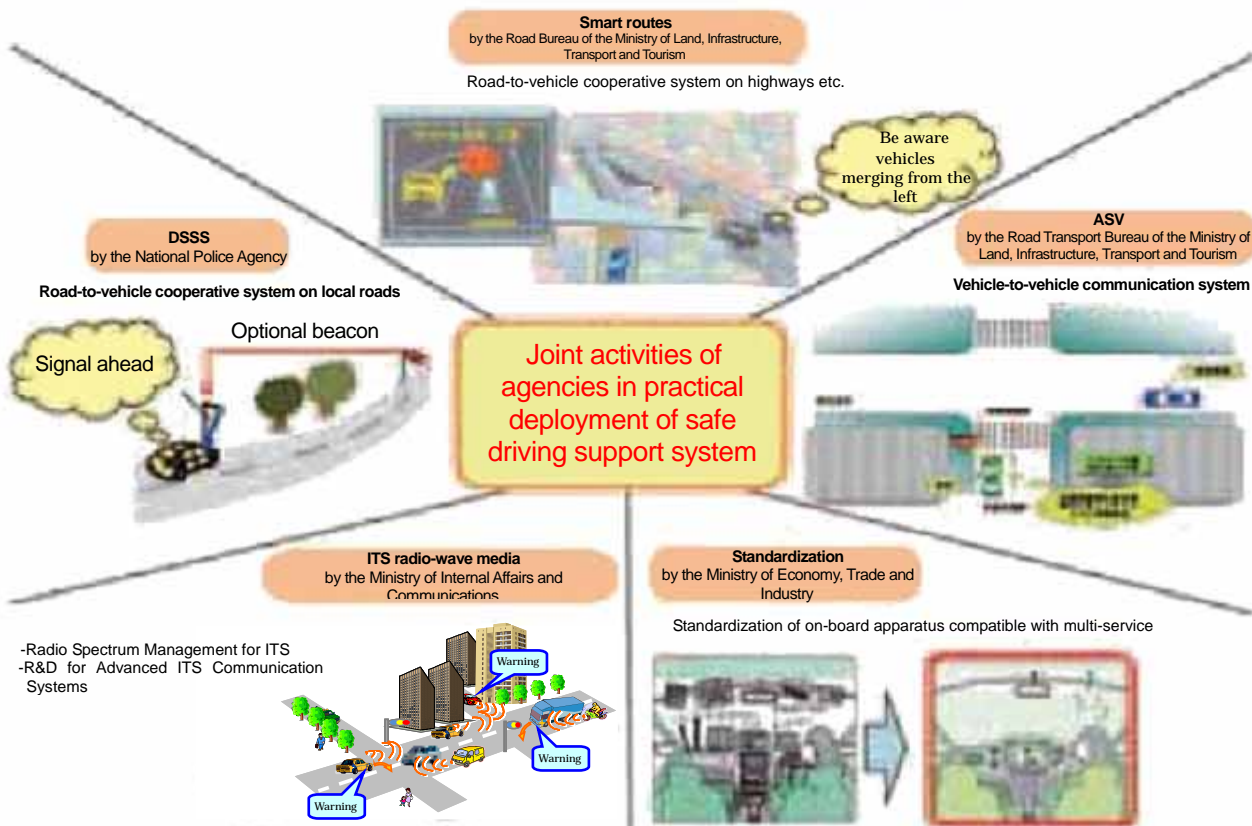
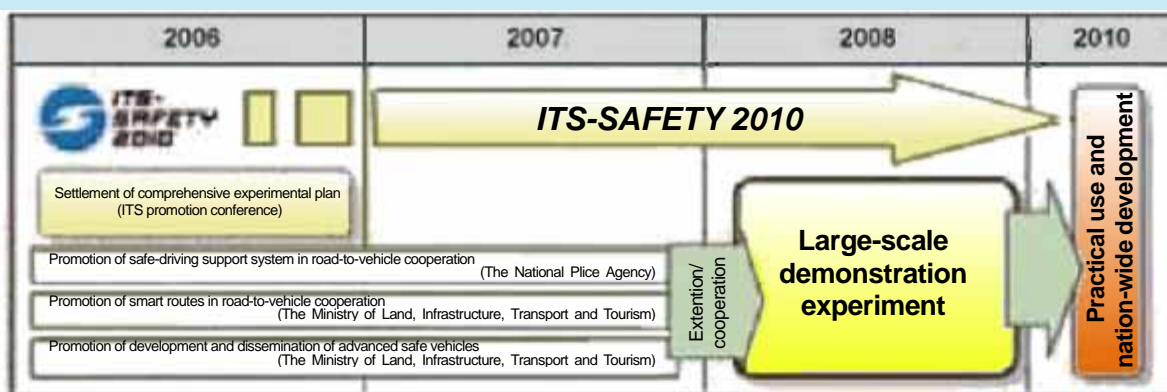


6. Promotion of Intelligent Transport Systems (ITS)

The activity body of an "ITS Promotion Council", uniting ministries concerned (the Cabinet Secretariat, the National Police Agency, the Ministry of Internal Affairs and Communications, the Ministry of Economy and Industry, and the Ministry of Land, Infrastructure, Transport and Tourism), and private representatives, ITS Japan, and the Federation of Economic Organizations was established to realize a safe driving support system and with the purpose of providing precautions against traffic accidents based on the "New IT Reform Strategy", and with the approach of practical use and nationwide development of the system from fiscal year 2010 having been done based on a large-scale practical proof experiment executed in fiscal year 2008.

Moreover, Practical Experiments are to take place in relation to a road information service for cold snowy areas, large areas, and in the wide areas of large metropolitan areas in order to further improve the convenience of road users utilizing probe information.

In addition, efforts are being made to use and maintain next generation in-vehicle devices that realize various ITS (Intelligent Transport Systems) services through the use and combination of car navigation systems, VICS, and ETC etc, and corresponding equipment thereto on highways etc, including the above-mentioned system being used to further promote a reduction in traffic accidents through ensuring smooth traffic flows and supporting safe driving.



[Measures aimed at advancing vehicle safety]

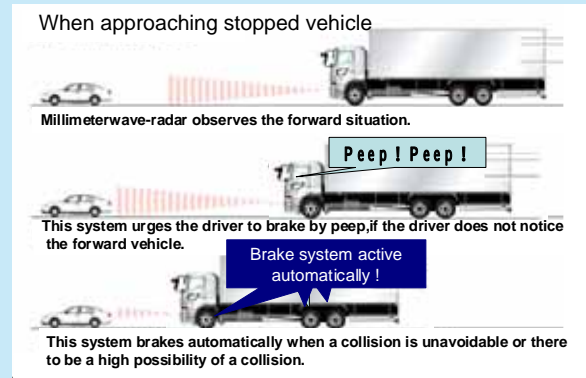
Measures aimed at advancing vehicle safety shall be continued and developed with the overall view of the circumstances surrounding traffic accidents, promoting the necessary international cooperation, and ensuring transparency based on the idea of "Cycle of car safety measures", which consists of getting a grip on and analyzing the circumstances surrounding traffic accidents, carrying out safety measures and evaluating the affect of safety standard measures, the ASV promotion plan, and vehicle assessments etc.

1. Expansion and strengthening of safety standards

Preventive safety technology needs to be further promoted in addition to technology for use in reducing damage after collisions that has been successful to date. Moreover, the nation will actively take part in making decisions concerning a uniform global standard for headrests (apparatus to prevent people's heads being tossed backwards) in advancing measures against damage to the cerebral that has been increasing in recent years. In addition, the nation will look into the introduction of a pedestrian protection standard (people on feet) and measures against quiet cars such as hybrid cars that have been disseminated in recent years.

2. Promotion of development, practical use, and dissemination of Advanced Safety Vehicles (ASV)

Phase 4 ASV Project has been under taken in a cooperative system that includes industry, academy, and the government since 2006 to promote the development, practical use, and dissemination of ASVs, and identify the concrete requirements of the system and an examination method etc for the practical use with the part of the system that needs to be examined. Moreover, the nation will continuously provide assistance with collision damage mitigation brake for heavy duty vehicles.



Example: Collision damage mitigation brake for heavy duty vehicles

3. Availability of vehicle assessment information etc.

The result of evaluating the safety performance of vehicles and child seats shall be made public in promoting safe vehicles etc being selected for use and the development of safer vehicles etc by manufacturers.

4. Others

In 2004 the government responded to recall-related illicit practices by automakers by initiating measures to prevent the recurrence of fraudulent recall-related activities by bolstering the various systems used to gather information, and in audits and technical inspections in continuing to steadily implement the recall system. In addition, the government will continue to implement a campaign of promoting inspections and maintenance to increase the maintenance management awareness of car users and promote appropriate implementation of checks and maintenance as well as the approach of making advanced vehicle inspection available to prevent illicit motor vehicle inspection certificates.

[Safe use of bicycles]

1. Knowledge of rules for bicycle riders

The police explain bicycle traffic rules to a wide variety of bicycle riders that include senior citizens and housewives, and also explain the "Rules Related to Traffic Methods" and the "5 Rules for Safe Use of Bicycles" in cooperation with local authorities, schools, and bicycle related businesses in implementing intensive and effective awareness-raising activities and promoting better car safety education for children and students by strengthening cooperation with schools and boards of education. Moreover, the police actively promote

5 rules for safe use of bicycles

- 1 Roadways should be used when riding bicycles (use the sidewalk only in exception cases)
- 2 The left side of roadways should be used when riding bicycles.
- 3 Priority should be given to pedestrians using sidewalks and bicycles ridden slowly near roadways.
- 4 Obey the safety rules
 - Drunken driving, doubling, and riding a bicycle with another person on a bicycle next to you is prohibited
 - Lights should be on during night time
 - Signals at crossings need to be strictly observed and the safety of temporary stops confirmed.
- 5 Children must wear helmets.

guidance and warning activities on certain streets in cooperation with regional traffic safety activity promotion committees, traffic advisers from local authorities and local residents mainly in the bicycle guidance promotion emphasis areas and routes.

Moreover, the police have adopted awareness-raising activities with regard to the circumstances surrounding bicycle accidents and the effect that wearing helmets has and are actively promoting helmets being worn, especially when infant and children are on bicycles.



Riding bicycles with two children has been widely taking place despite the problem of being dangerous. To rectify that situation and ensure the safety of bicycle riders and neighboring pedestrians etc and furthermore fulfill the needs of guardians of two or more infants an Exploratory Committee composed of external experts was established within the National Police Agency in April 2008 to carefully examine the pertinent matters over the period of one year. This resulted in only bicycles that had been built to carry two children being permitted for use and additional requirements etc being



Source: The Japan Bicycle Promotion Institute

submitted for bicycles used to carry two children at a time. Efforts are also being made to promote the dissemination and safety of bicycles when used to carry two children through attestation of an SG mark and a BAA mark, which state the level of safety when used to carry two children, in cooperation with the police and related organization etc that will take place in the future. Child-nurturing support approaches such as an assistance system and a rental system set up by the local government etc can also be expected.

2. Ensuring the safety of bicycles

To prevent traffic accidents at night efforts are being made to ensure that all bicycles are equipped with lights and promote the dissemination of reflector materials and also to make the time ripe for bicycle riders to regularly receive guidance on the necessary inspections, maintenance, and appropriate use etc of bicycles in attempting to disseminate the various types of insurance that are available to victims of bicycle accidents.

3. Promotion of guidance on safe use of bicycles

Guidance and warnings are being made when bicycles are not equipped with lights, are being rode with two people on them, traffic lights and temporary stops ignored and violations for endangering pedestrians on pavement etc strengthened more strictly in ensuring safe use of bicycles. Malicious/dangerous traffic violators that pose a concrete risk to traffic and pedestrians and do not obey any guidance or warnings made at the site shall be subject to arrest.



[Others]

1. Examination of traffic accident measures using maximum speed violations

Measures to decrease the risk of traffic accidents occurring through decreasing the running speed of vehicles by issuing maximum speed violations have been examined because of the fact that the running speed of vehicles has a great effect on the occurrence and degree of damage of traffic accidents.

2. Safety measures for commercial vehicles

To reduce accidents related to commercial vehicles the “Comprehensive Commercial Vehicle Safety Plan 2009” was established in March 2009 that includes the following:

(1) A target set for reducing the number of commercial vehicles involved in accidents

- * Halving the number of fatalities in ten years time (from 513 in 2008 to 250 people in ten years time)
- * Halving the number of casualties in ten years time (from 56,000 in 2008 to 30,000 cases in ten years time)
- * Zero drinking driving

(2) As measures to take for the time being in achieving the accident reduction target the following policies are being used:

- * Establishment of safer environments (Improving the work environments of drivers etc)
- * Reinforcing compliance (Strengthening of administrative dispositions etc)
- * Eradication of drinking driving (Compulsory use of alcohol level checkers at roll calls etc)
- * Use of IT and new technology (Development and dissemination etc of ASV technology)
- * Improvement of the road traffic environment (Improvement of intersections and maintenance of pavements etc)

(3) To achieve the accident reduction target a system for use in verifying the status of achievements every year according to the PDCA cycle shall be established.