Road markings to indicate speed limits

Encouraging drivers to choose a safe speed is challenging. Can we use road markings to indicate speed limits?

Static Signs
Static speed limit signs are the conventional method of communicating speed limits but:

- Sometimes it can be difficult to keep to the speed limit if you missed the sign.
- Drivers tested the speed-related road markings in the TRG driving simulator.
  Each participant came to the laboratory twice to drive a series of simulated roads with the new markings.

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**Static Signs**
- *Only 1 in 50 road signs are noticed by drivers.*
- *Signs go unnoticed due to driving on “auto pilot” or attention is elsewhere.*

**Advantages**

- Continuously available information
- Drivers are quick to respond to road markings even when not specifically attending to them.

Can road markings deliver speed limit information?

**YES**

- Drivers chose speeds closer to the speed limit when used in combination with road signs, markings worked well.
- Road markings worked even when drivers weren’t told what they meant.
- Road markings kept their effectiveness once drivers became familiar with them. In fact, they worked better during the second day of driving.

Drivers rated the new road markings acceptability and usefulness a 9/10.

Road markings offer a clearer and significant advantage over static signs alone.

Simulator Drive
- Drivers tested the speed-related road markings in the TRG driving simulator.
- Each participant came to the laboratory twice to drive a series of simulated roads with the new markings.

Please click here to read the full published results.

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