

BE THE HIGHWAY HERO



Every Safe Journey Has a Hero

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Despite advances in vehicles and technology, road crashes remain a leading cause of death worldwide. More cars, distractions, speed, and aging infrastructure make safety more urgent than ever.

At the center are human choices—every safe journey depends on someone choosing to be a Highway Hero, behind the wheel, on the job, or behind the scenes. **IBTTA and its members are committed to leading the charge—innovating, investing, and inspiring action to make every journey safer, everywhere.**

The Global Road Safety Crisis

Road traffic crashes remain one of the leading causes of death worldwide. Each year, they claim an estimated 1.19 million lives globally—a staggering figure that reflects not only personal tragedies, but also public health and infrastructure challenges.

While recent trends show a slight decline from pandemic-era highs, fatality levels remain well above pre-2020 norms. Certain groups are disproportionately affected, including roadway workers in high-speed zones, young drivers (ages 16–24), and vulnerable road users such as pedestrians and cyclists.

Tolling's Leadership in Road Safety

Toll operators worldwide are stewards of safer journeys, investing in systems and practices that save lives. The global tolling industry spans 87,000+ centerline miles across 91+ countries and facilitates over 9.6 billion customer transactions annually, playing a vital role in safe, sustainable, and efficient mobility worldwide.

From AI and wrong-way detection to speed management and driver education, toll agencies are deploying innovations to prevent or reduce incidents and protect drivers, workers, and communities.

NUMBERS WE CAN'T IGNORE

1.19 Million

people die globally in road crashes yearly—equal to over 20 daily commercial plane crashes. (WHO, 2023)

28

countries—covering 7% of the world's population—have laws addressing all key road safety risks: speeding, drink-driving, helmets, and restraints. (WHO, 2023)

899

lives were lost in U.S. work zones in 2023—a 52% increase since 2010. (National Safety Council, 2023)

29%

of all U.S. traffic fatalities involve speeding. (NHSTA, 2023)

4x

more likely to crash—the risk for drivers using mobile phones. (WHO, 2023)

BE THE HIGHWAY HERO

Safety isn't someone else's job—
it's everyone's. Every safe journey
has a hero:



On the ground: Crews and first responders rely on drivers to slow down, stay alert, and move over.



Behind the wheel: Safe choices—like driving sober, slowing down, and avoiding distractions—save lives.



Behind the scenes: Engineers, planners, communicators, and dispatchers design, inform, and coordinate the systems that keep us safe.

GLOBAL ROAD SAFETY WEEK

JUNE 23–27, 2025

Driven by the toll industry,
powered by everyday heroes,
protecting lives worldwide.

Join us today at
BeSafeTogether.org
where you can:

- **DOWNLOAD** the 2025 Campaign Toolkit and Calendar with turnkey resources to help spread the word.
- **EXPLORE** industry insights, discover safety innovations, and champion a culture of responsibility.
- **DISCOVER** and share stories of Highway Heroes making an impact in communities around the world.
- **SHOW** your commitment using #BeSafeTogether and #BeTheHighwayHero and tag @IBTTA on social media



PROTECTING LIVES, MILE BY MILE Tolling's Impact on Global Road Safety



1. United States. Wrong-way driving alert systems dramatically reduce head-on collisions and save lives across toll facilities.

2. Brazil. Investments into high-risk corridors span over 57,000 km of highways—aiming to prevent over 150,000 serious injuries and deaths.

3. United Kingdom. Satellite technologies are used to expand real-time traffic monitoring, incident and hazard detection systems in Ireland, improving road safety nationwide and in rural areas.

4. Spain. Digitalizing infrastructure and establishing an innovation center to enhance traffic and road safety monitoring, incident detection, and driver alerts across multiple channels.

5. France. Approved new safety corridor signage this year featuring three successive panels spaced 1,000 feet apart, each highlighting key driver actions: slow down, move over, and change lanes when possible.

6. Austria. Since 2010, ASFINAG's Road Safety Program has introduced over 100 measures, such as safer road design features that reduce crash severity and public awareness campaigns promoting safer driving.

7. Italy. Motorways are equipped with emergency call boxes approximately every 2 km (1.5 miles) to assist stranded drivers.

8. Greece. HELLASTRON members operate 24/7 Traffic Control Centers across a national network, supported by patrol vehicles that respond rapidly to every incident—covering over 26M kilometers/16M miles) annually.

9. South Korea. AI-driven traffic systems and V2X communication improve hazard detection and reduce crashes nationwide.

10. Australia. Toll operators like Transurban are partnering with Neuroscience Research Australia (NeuRA) to advance cutting-edge crash test and behavioral research that informs policy and sets new safety standards across the industry.

THE POWER AND REACH OF TOLLING

91+

countries operate toll roads—a global movement powering safer, more sustainable mobility.

**9.6
billion**

customer transactions were processed by U.S. toll operators in 2023—keeping people and goods moving efficiently every day.

8,700+

centerline miles (14,000 KM) of toll roads span the globe—enough to circle the Earth more than three times.

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