2026 TOKYO WINTER TRAFFIC SAFETY CAMPAIGN

Tuesday, December 1 to Monday, December 7

MAKING TOKYO THE WORLD'S NO.1 CITY IN TERMS OF TRAFFIC SAFETY



The 14th Tokyo Metropolitan Government Traffic Safety Poster Contest (FY2026)
Jury Chair's Prize-winning entry by sixth-grade student Tanaka Akari

Key points of campaign

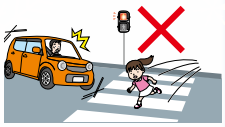
1. Ensure safety for all pedestrians, especially children and older adults
2. Prevent motorcycle accidents
3. Prevent traffic accidents at dusk and nighttime
4. Eradicate driving under the influence of alcohol
5. Promote thorough understanding and compliance regarding traffic rules for bicycles and specified small motorized bicycles
6. Promote measures against illegal parking

Tokyo Metropolitan Government /
Council on Measures for Traffic in the Capital

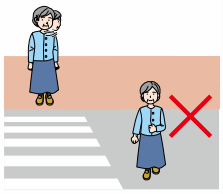
Key Points in the 2026 TOKYO Winter Traffic Safety Campaign

Point 1 Ensure safety for all pedestrians, especially children and older adults

[To parents and guardians]
There have been serious traffic accidents in Tokyo resulting from children suddenly running into the road or crossing recklessly, among other causes. Parents and guardians should regularly discuss traffic rules and safety with their children at home and routinely teach them about proper traffic rules and manners, while also serving as role models by practicing safe behaviors. When going outside with a small child, take proactive steps to ensure their safety and make sure they are always within your sight and arm's reach.

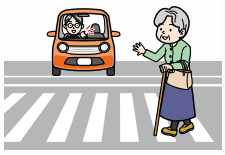


[To older adults]
Approximately 60% of pedestrians killed in traffic accidents are older adults. When crossing the road, always use a crosswalk and follow traffic signals. Be a role model for others by practicing safe behaviors, such as giving due consideration to your own safety and staying vigilant even when walking along familiar streets and when crossing at a green signal.



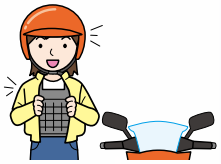
[To all pedestrians]
Look left and right to confirm your safety before crossing the road and never assume thatvehicles will stop for you. Take the initiative in practicing safe behaviors to protectyourself.

[To drivers]
As of September 1, 2026, the legal speed limit on narrow residential roads has been lowered to 30 km/h. Observing the speed limit helps protect not only drivers andpassengers but all road users, including pedestrians and cyclists. Always maintaina safe driving speed, adjusting for road and weather conditions.



Point 2 Prevent motorcycle accidents

There have been many single-vehicle accidents involving mopeds and motorcycles, as well as collisions with other vehicles when changing lanes or making a right turn. When operating a motorcycle, maintain a moderate speed and ride safely, even when on familiar roads.
Never pass between cars or recklessly overtake other vehicles. Both drivers and passengers should tightly secure the chin strap of their helmets and wear chest protectors.



Point 3 Prevent traffic accidents at dusk and nighttime

[Make use of reflective goods]
Serious accidents tend to occur more often around dusk and at night. Pedestrians and cyclists should make themselves visible to passing traffic by wearing brightly colored clothing or using reflective goods.



[Turn on car lights early]
To help prevent accidents at dusk, turn on your vehicle's lights early. Use high-beam headlights as appropriate to quickly spot pedestrians and assess the situation ahead.



Point 4 Eradicate driving under the influence of alcohol

Driving under the influence of alcohol is an extremely dangerous criminal act that endangers the lives of yourself and others. Never operate a car, motorcycle, bicycle, electric scooter, or any other vehicle after consuming alcohol. Providing a vehicle or alcohol to someone who is likely to drive under the influence and riding in a vehicle driven by someone who has consumed alcohol are also prohibited by law.



Point 5 Promote thorough understanding and compliance regarding traffic rules for bicycles and specified small motorized bicycles

[To cyclists]
Under amendments to the Road Traffic Act, a traffic violation notification system ("blue ticket" system) was introduced for bicycle traffic violations on April 1, 2026. When riding a bicycle, observe the Five Rules for Safe Cycling. Especially when at an intersection, make every effort to prevent an accident by coming to a complete stop and confirming your safety before proceeding.



[To users of specified small motorized bicycles (e.g., electric scooters)]
When operating a specified small motorized bicycle, ride on roadways and obey signals and stop signs. Riding under the influence of alcohol is prohibited by law. Anyone who commits certain violations classified as dangerous acts (17 in total) twice or more within three years will be required to take a safety course for users of specified small motorized bicycles.



[To all users of bicycles and specified small motorized bicycles]
Be sure to check traffic rules before riding a bicycle or specified small motorized bicycle. Operate the vehicle safely and remember to wear a helmet when riding.

Point 6 Promote measures against illegal parking

Illegal parking is a dangerous act that can cause traffic jams and accidents. In particular, illegal parking at or near an intersection can lead to a serious accident, as it may delay drivers from detecting pedestrians and other vehicles. Observe traffic rules and never park illegally.

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