

# [ ON THE ROAD

**DEGAROUTE® BASED  
ROAD MARKINGS  
SEPTEMBER 2017**



## EDITORIAL



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## DEAR READERS,

As transport authorities all over the world increasingly recognize the relevance of traffic safety, road markings are playing a key role in their search for solutions to significantly reduce the number of accidents on the road. Dubai, where we will take you this time, is no exception. The country's Roads and Transport Authority (RTA) has initiated a project to improve road safety that relies entirely on color: bright red area markings alert road users of upcoming speed limits in order to prevent accidents caused by sudden deceleration from high speeds.

Our newsletter explains the role of DEGAROUTE® in this project.

Jochen Henkels

Peter Reinhard

## INTRODUCTION TO THE PROJECT

# DUBAI HIGHLIGHTS SPEED LIMIT ZONES WITH COLOR

It is virtually impossible to describe Dubai in a single sentence: City of superlatives and most populated emirate of the United Arab Emirates (UAE); Trading hub and lively desert metropolis; Shopping paradise – and city of automobiles.

According to Dubai's Roads and Transport Authority (RTA), there are around 600 vehicles per 1,000 inhabitants. Not surprisingly, traffic safety is a major concern given this volume of traffic. It is due to this fact that the RTA has initiated a safety plan that, among other measures, relies on new speed limits with fixed radar controls. Fixed radar systems monitor compliance with speed limits. Especially on the

well-developed highways of the emirate, about 80 percent of serious traffic accidents are caused by excessive speed.

Road markings based on DEGAROUTE® play a key role in improving the traffic safety of Dubai's main roads. As part of a pilot project, bright red area markings were applied to a section of the busy "Dubai-Al Ain Road" to alert drivers of the radar-monitored speed limit zone. The eye-catching cold plastic MMA area markings are intended to prevent accidents caused by abrupt deceleration from high speed before the radar system. Thanks to their resistance to sand, oil and tire rubber from the >>>

>>> asphalt, DEGAROUTE® based road markings maintain high visibility for a long time even under adverse weather conditions.

## PROJECT DESCRIPTION

# RED “ILLUMINATED TRACKS” FOR GREATER SAFETY

A significant measure taken by Dubai’s transport authority (RTA) to reduce the number of fatal accidents on their roads has been to further reduce the permissible speed limits beyond the already existing restrictions on the emirate’s major highways. In order to alert drivers of the (new) speed limits and give them enough time to reduce their speed without sudden braking, which creates a hazard for other vehicles, the RTA decided to highlight the corresponding road sections with colorful road markings.

A busy three-lane section of Al Ain Road, which connects Dubai with the third-largest city of the United Arab Emirates, Al Ain in Abu Dhabi, was used for the RTA’s pilot project. The speed limit on this section was recently reduced from 100 to 80 km/h. In order to alert drivers of the change in speed limit, a DEGAROUTE® cold plastic area marking based on the methyl methacrylate (MMA) reactive resin technology, developed by Evonik, was applied using a bright red color. The stark contrast of the red area marking against the gray asphalt

now creates a visual alert to attract the attention of drivers and warn them of the changing speed limit.

“Thanks to their strong resistance to wear and long-lasting visibility, cold plastic road markings are ideally suited for use on heavily traveled long-distance roads. In addition, since the curing time is very short, the roads were quickly re-opened for traffic,” says Peter Reinhard, head of the MEAI (Middle East, Africa, India) region in the Evonik Coating & Adhesive Resins Business Line.

## ANALYSIS OF THE PROJECT

# AN ATTENTION GRABBER

The bright red road markings on Al Ain Road not only drew the attention of drivers, but also peaked the curiosity of local news networks. Several major daily newspapers, such as the Khaleej Times, have emphasized the safety aspects of these markings and have commended the efforts of the RTA to increase traffic safety on Dubai’s main roads. The effects of the new

road markings on traffic safety will now be monitored over an extended period of time. However, the Dubai Transport Authority is already certain that the red road markings, developed by Evonik, are the perfect solution to prevent potential accidents.



## IMPRINT

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