Towards Zero is a plan to ensure no one is seriously injured or killed on our roads. The Victorian Government is investing $1.4 billion to achieve fewer than 200 deaths by 2020 and reduce serious injuries by 15% on Victoria’s roads.

What we’re doing

We’re placing rumble strips on rural roads with speed limits of 80km/h or higher, to alert drivers when they’re veering out of their lane.

We’ve already installed rumble strips across eastern and north-eastern Victoria, with installation in the north and west of the state to follow.

How rumble strips work

Rumble strips, otherwise known as audio-tactile line markings, are small bumps along the edge of the road. They make a ‘rumbling’ sound and cause a vehicle to vibrate when driven over, alerting drivers that they’re moving out of their lane.

Rumble strips can be used on centreline markings to reduce the risk of head-on collisions, or on outer lane markings to help prevent run-off road collisions.

Why we’re doing this

One in three people who are seriously injured or killed on Victorian roads have been involved in a crash caused by vehicles leaving their lane.

Drivers and riders can unintentionally leave their lane for a range of reasons, including drowsiness, a lapse in attention, distraction or the effects of drugs and alcohol.

By alerting drivers with the noise and vibrations caused by rumble strips, we can prevent potentially fatal head-on or run-off-road collisions.

There is significant evidence to show rumble strips improve safety for road users. In NSW, rumble strips have halved the number of vehicles accidentally travelling out of their lane and running off the road.

More information

To find out more about rumble strips, email: safetravel@roads.vic.gov.au