



## **What would be the safety benefits to motorists if they could view small LED signs with commercial ads atop the rear doors semi-trailers displaying points of interest like places of lodging, food, fuel, and medical emergency facilities?**

The safety benefits for motorists of viewing small LED signs with commercial ads atop the rear doors of semi-trailers displaying points of interest like lodging, food, fuel, and medical emergency facilities would include:

- **Enhanced driver information:** Providing real-time, easily visible information about nearby essential services can help drivers make informed decisions, reducing stress and the need to search or exit unexpectedly.
- **Improved situational awareness:** LED signs atop trailers would increase the visibility of the commercial vehicle while simultaneously delivering useful guidance, potentially reducing distractions caused by drivers looking for roadside amenities.
- **Reduction in sudden maneuvers:** Knowing about upcoming stops with services like lodging, food, or medical help could reduce unsafe last-minute lane changes or abrupt exits, promoting smoother traffic flow and fewer accidents.
- **Increased safety during emergencies:** Displaying locations of medical emergency facilities directly on moving trailers can expedite motorists' access to care, especially in areas lacking other signage or during unfamiliar routes.
- **Visibility benefits of LED technology:** LEDs are bright and visible under various weather and lighting conditions, making the messages clear and effective in alerting drivers without causing confusion.

Such signage aligns with the general understanding of effective roadside communication, which enhances safety by providing clear, timely, and relevant information to drivers. While traditional fixed guide signs do this to some extent, mobile signs on trailers visible in traffic could supplement information where fixed signage is lacking or in busy corridors.

These benefits are consistent with how marker lights and other LED signage improve visibility and communication of vehicle presence and intentions, directly contributing to road safety. Moreover, effective information signage is known to improve motorist decision-making and reduce risky behavior on highways.<sup>[1] [2] [3] [4]</sup>

In summary, integrating LED informational signs displaying points of interest on the rear of trailers could serve as an innovative safety measure by improving visibility, driver knowledge, and response to road conditions and amenities.