

Important traffic signs to know

Traffic sign colors have the following meanings:

- Red circle with a diagonal line: Prohibition
- Yellow circle: Caution
- Blue circle: Instruction

止まれ Stop (一時停止)
Stop and check before proceeding.

No Entry (車両進入禁止)
Vehicles may not enter.

Maximum Speed (最高速度)
Do not exceed the speed shown (e.g. 50 km/h).

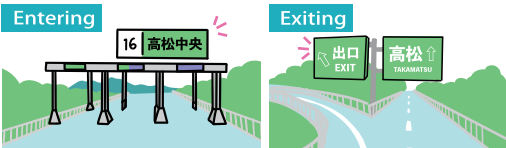
No Parking (駐車禁止)
Parking is not allowed.

One Way (一方通行)
Drive only in the arrow's direction.

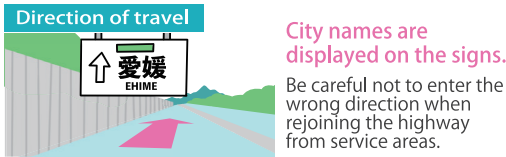
See details here



Using Highways

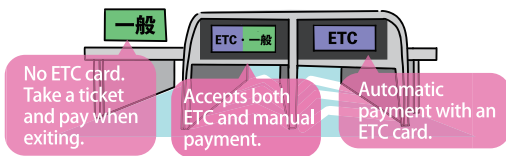


Green signs show the route name and interchange direction. Signs are posted near the exit.



City names are displayed on the signs. Be careful not to enter the wrong direction when rejoining the highway from service areas.

ETC Toll Gates (approach under 20km/h)



No ETC card. Take a ticket and pay when exiting.

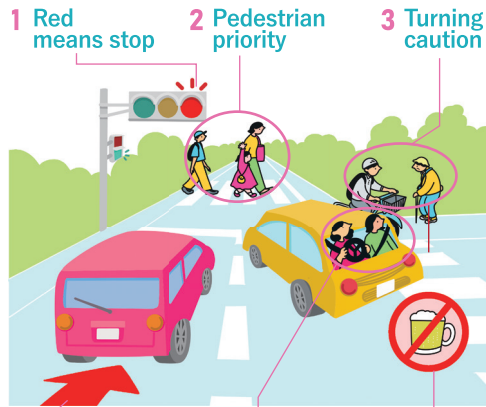
Accepts both ETC and manual payment.

Automatic payment with an ETC card.

General rules

- * Seat belts must be worn at all times.
- * Keep left: Drive in the left lane and pass on the right.
- * Highway speed limit is 100 km/h unless posted. In Shikoku, many sections are 70-80 km/h.

General rules of the road



- 1 Red means stop
- 2 Pedestrian priority
- 3 Turning caution

- 4 Left-hand traffic
- 5 Seat belts
- 6 No drinking and driving

- 1 Never run a red light.
- 2 Always stop for pedestrians at crosswalks.
- 3 When turning right, oncoming traffic has right of way. When turning left, watch for pedestrians.
- 4 Drive on the left. Check your lane after turning.
- 5 Seat belts must always be worn.
- 6 Zero tolerance. Any alcohol is illegal.

You can find more detailed traffic rules below.



止まれ

You must also stop at railroad crossings.
Check carefully for trains from both directions before proceeding.

You must come to a complete stop at all STOP signs.
Stop before the stop line, or before the sign if there is no line.

If a green arrow is displayed, you may proceed only in the direction of the arrow.
(a warning before the light turns red)

You may proceed

Stop

Stop

Traffic Rules You Must Follow

Emergency Contacts

Police 110
Reporting accidents/incidents

Ambulance & Fire Department 119
Reporting injury/fire

Japan Coast Guard 118
Reporting an accident at sea

JAF Roadside Assistance
#8139 or (+81) 570-00-8139
Reporting a breakdown/running out of gas

NEXCO West
(+81) 120-924863
Reporting a highway incident

Embassies/Consulates in Japan
Reporting a lost passport, etc.



Please remain calm in the event of an emergency and contact one of the above numbers.

Driving Safety Rules

- Take care while parking**
Many parking spaces are narrow. Check carefully around your car.
- Be on the lookout for curbs and other obstacles**
It is easy to hit poles or curbs by accident. Watch out for boars and deer, especially in mountainous areas.
- Do not use your phone while driving**
Park safely before using your phone or eating and drinking.
- Oncoming vehicles have right of way when turning right**
Make sure to let oncoming vehicles pass before turning.
- Be careful when turning left**
Check mirrors and watch for motorcycles and bicycles before turning.

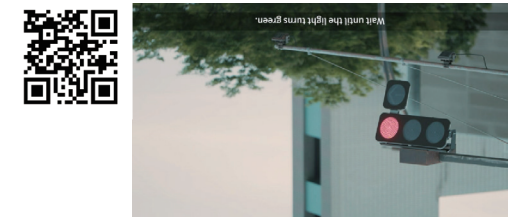
Follow these rules and enjoy safe travels in Shikoku!

Requests from the Rental Car Company

To ensure a pleasant experience for everyone, please note the following:

- * Do not sit on the vehicle or place luggage on it.
- * Smoking is strictly prohibited in non-smoking vehicles.
- * Please keep the interior clean and do not lose any in-car equipment.

For a safe and comfortable trip, please watch this short video (approx. 3 minutes) before driving in Japan.



Traffic Safety Video Watch Before Your Trip

Drive Safely While Enjoying Shikoku

Essential Traffic Rules and Driving Etiquette for an Enjoyable Trip



Published by Shikoku District Transport Bureau (国土交通省 四国運輸局)

Publication date: Feb 2026

Dealing With Incidents

In the event of an accident

Report all accidents, even minor ones. Stop safely, call 119 for injuries, then 110 and the rental car company.

In the event of a parking violation

Call the number on the parking ticket, go to the police station for payment, then submit the receipt when returning the car.

In the event of a breakdown or the car running out of gas

Stop safely and turn on hazard lights before calling the rental car company. If needed, call roadside assistance (JAF #8139). Always contact the rental car company if you run out of gas.

About insurance

Check your insurance coverage before leaving the rental car office, as coverage varies by plan.

About parking in Japan



If the driver causes an accident



Tourist Information for Shikoku's 4 Prefectures

Find tourist attractions by prefecture.



Kagawa Prefecture



Ehime Prefecture



Tokushima Prefecture



Kochi Prefecture

Roadside Stations (Michi-no-Eki) A rest stop offering local food, culture, and Japanese charm in one place.

Search Shikoku roadside stations here.

Japanese only

please use your browser's automatic translation function



Disaster Response

In case of a natural disaster, put your safety first.

Safety tips

Available in 15 languages



iPhone Android



Emergency alerts (earthquakes, tsunamis, weather warnings, etc.) are available.

*Links to search for foreign-language hospitals are also available.

Please stay calm and follow instructions from authorities and police.

JNTO Multilingual Call Center
Japan Visitor Hotline

(+81) 50-3816-2787
(24/7, year-round.)

English Korean Chinese

*Available for emergencies, travel issues, and tourist information.

SNS

Japan Safe Travel

Check out the Japan Safe Travel social media for safety information (disasters, traffic conditions, health advice, etc.).

English Simplified Chinese
X (formerly Twitter) Weibo



Recommended Driving Sightseeing Spots in Shikoku

Shikoku offers stunning scenery and experiences best explored by car—valleys, coastlines, mountain hot springs, and local food.

Discover the diverse charms of Shikoku on your rental car journey. Explore our recommended driving routes.



TOURISM SHIKOKU



The "Cruising through History and Nature" route

The "Hot Springs and Amazing Scenery" route

The "Family Fun Experiences" route

Using the Gas Station

Types of gasoline

Regular



Generally used for standard cars

Premium / High Octaine



For high performance vehicles

Diesel



For cars with a diesel tank

Most rental cars take regular gas. Take care as adding the wrong type can damage the engine.

Types of service

FULL SERVICE

Staff refuel, wash windows, and handle payments

SELF SERVICE

Drivers are expected to refuel and pay at a machine
*Self-service gas stations usually display "SELF" signs at the entrance.

See details here



Useful phrases

for driving

At the car rental company

ガソリンはどれを入れればいいですか？

Which fuel should I use?

返却場所はどこですか？

Where should I return the car?

Using the gas station

満タンをお願いします。

Fill it up, please.
レギュラー〇〇をお願いします。

Regular 〇〇 please.

Asking for directions

〇〇までどう行きますか？ 駐車場はどこですか？

How can I get to 〇〇? Where is the parking lot?

In the event of an issue

車が故障しました。 助けを呼んでください。

The car broke down. Please call for help.

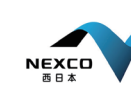
Useful Traffic and Road Information



Japan Travel by NAVITIME

English Korean Chinese

Search routes for cars, trains, and buses, plus sightseeing info. Includes driving routes for rental cars, car navigation, and traffic safety information.



NEXCO West

English Korean Chinese

Provides information on tourist passes, highway tolls, service areas, and route planning.



iHighway

Japanese only
please use your browser's automatic translation function

Get real-time information on road closures and accidents.

Useful phrases

for sightseeing

When paying

現金で払えますか？

Can I pay in cash?

カードは使えますか？

Can I use a credit card?

Facilities/services

トイレはどこですか？

Where is the restroom?

お土産はどこで買えますか？

Where can I buy souvenirs?

Regarding food

英語のメニューはありますか？

Do you have an English menu?

おすすめ料理は何ですか？

What do you recommend?

1 2 3 4 5 6 7 8 9 0

YES ○

NO ×