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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)

Traffic Safety Video Watch Before Your Trip



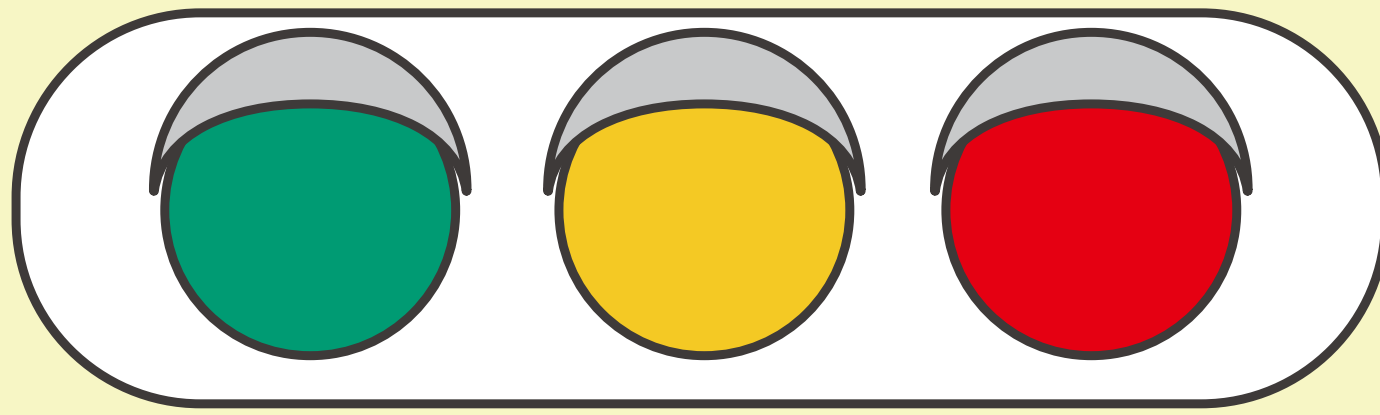
For a safe and comfortable trip, please watch this short video (approx. 3 minutes) before driving in Japan.

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, as this may cause damage.
- * Smoking is strictly prohibited in non-smoking vehicles.
- * Please keep the interior clean and do not lose any in-car equipment.

Traffic Rules You Must Follow



You may proceed

Stop

Stop

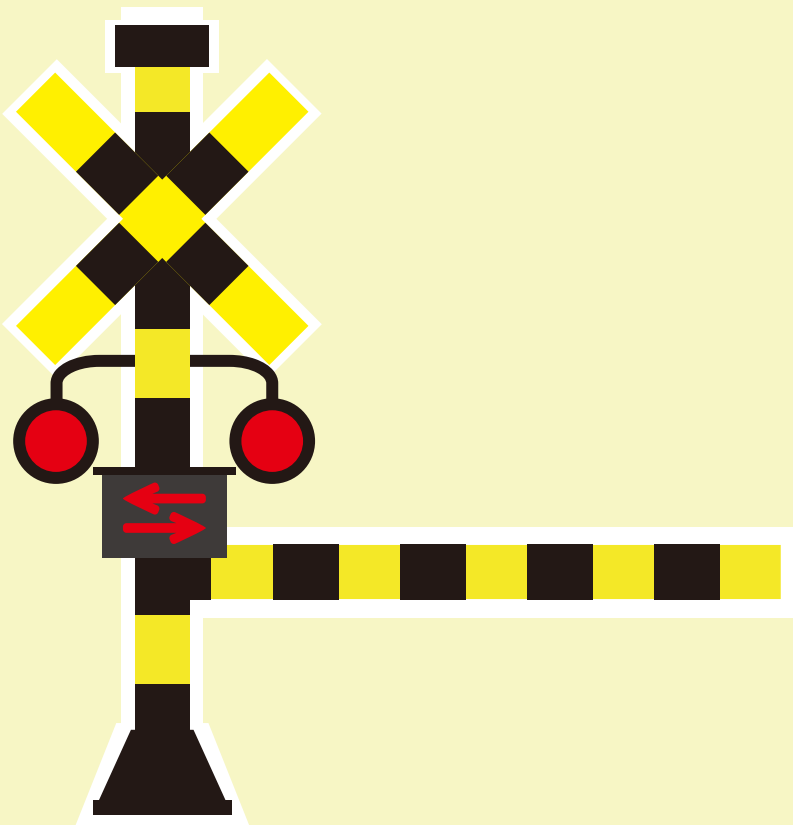
(a warning before the light turns red)

If a green arrow is displayed, you may proceed only in the direction of the arrow.



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.



You must also stop at railroad crossings.

Check carefully for trains from both directions before proceeding.

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.



Important traffic signs to know

Traffic sign colors have the following meanings:

 Prohibition  Caution  Instruction



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



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.



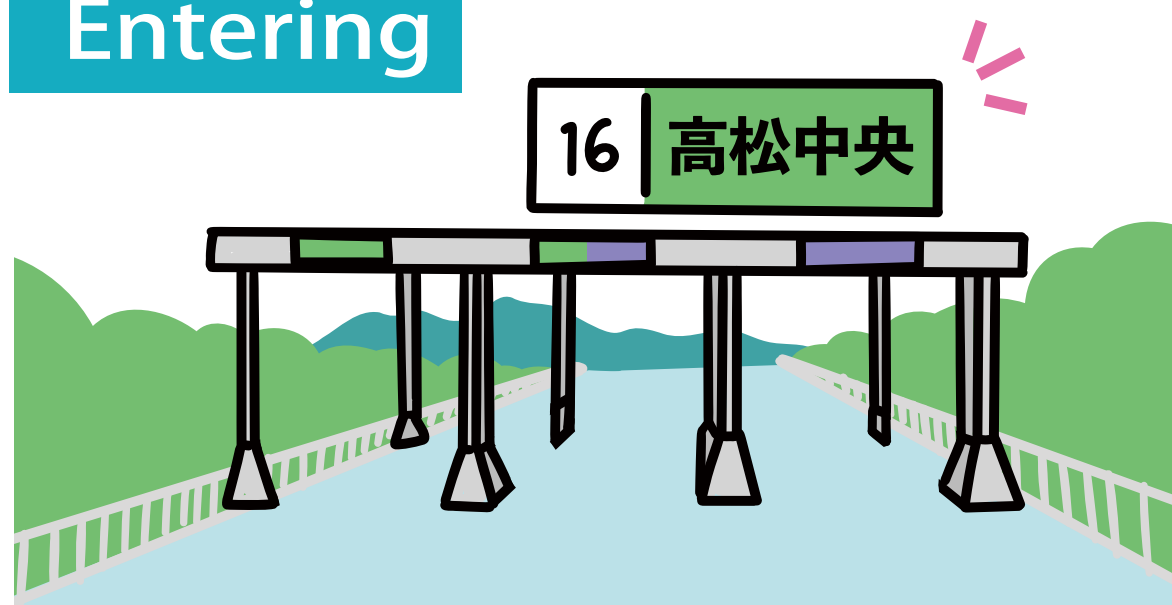
Be careful when turning left

Check mirrors and watch for motorcycles and bicycles before turning.

Follow these rules and enjoy safe travels in Shikoku!

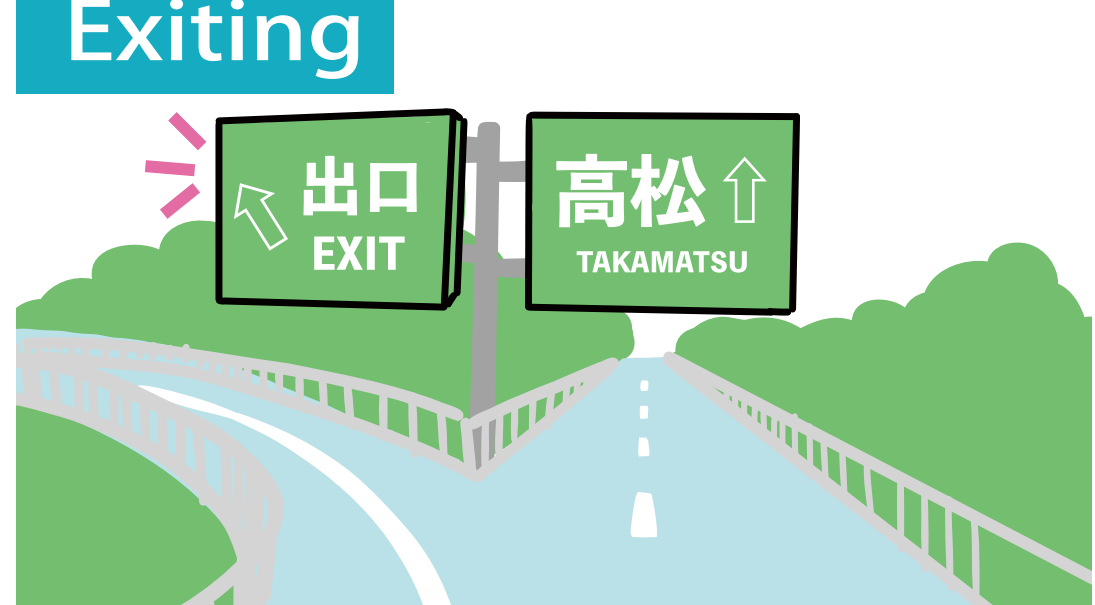
Using Highways

Entering



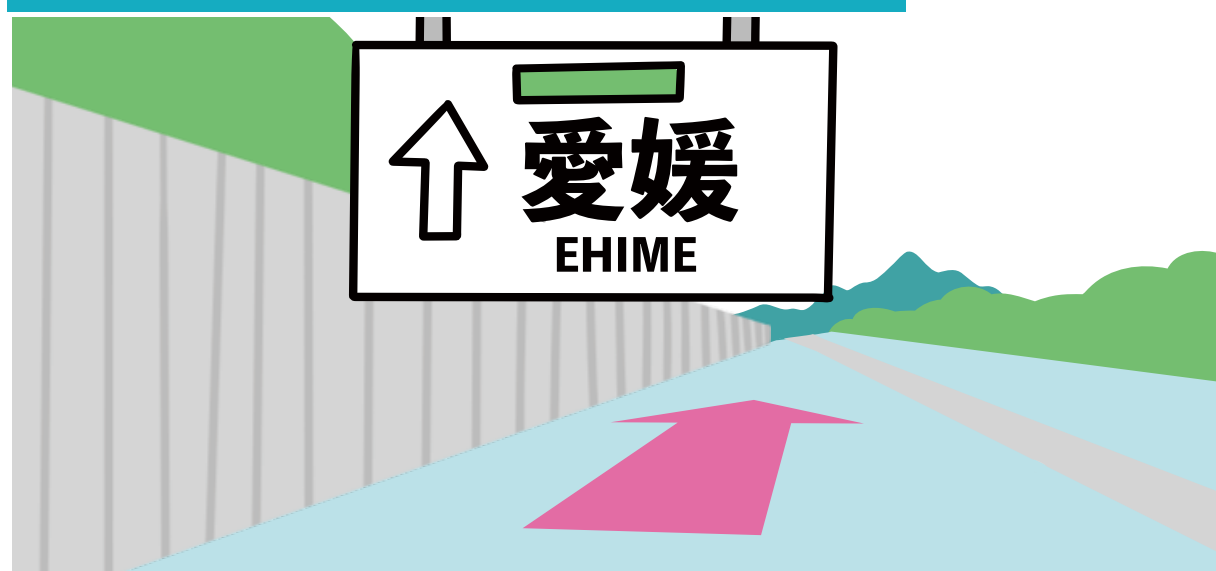
Green signs show the route name and interchange direction.

Exiting



Signs are posted near the exit.

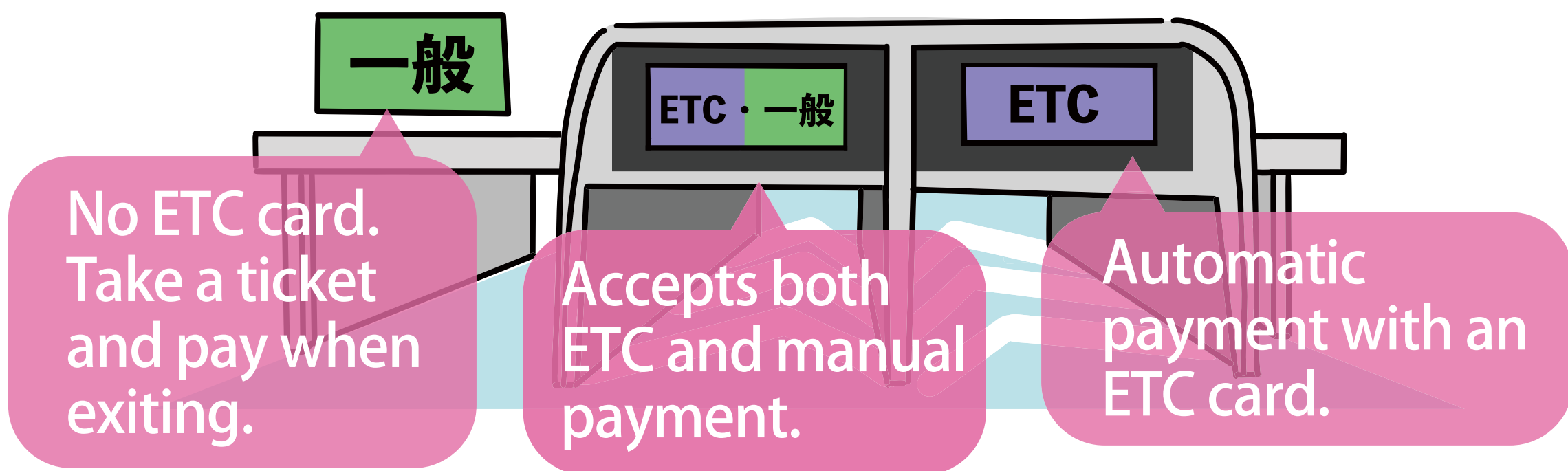
Direction of travel



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)



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.

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.

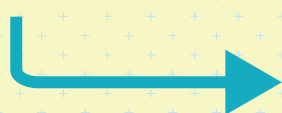
In the event of a breakdown or the car running out of gas

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



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.

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

X (formerly Twitter)



Simplified Chinese

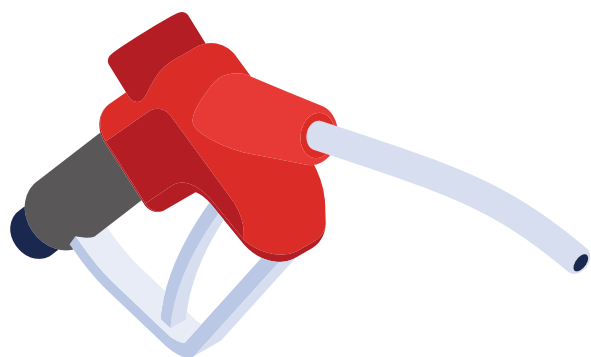
Weibo



Using the Gas Station

Types of gasoline

Regular



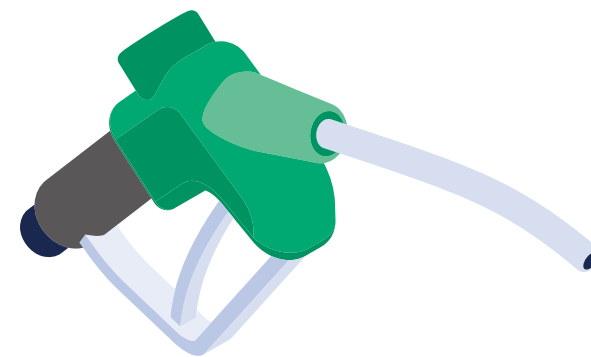
Generally used for standard cars

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 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.

Tourist Information for Shikoku's 4 Prefectures

Find tourist attractions by prefecture.



VISIT KAGAWA

Kagawa 
Prefecture



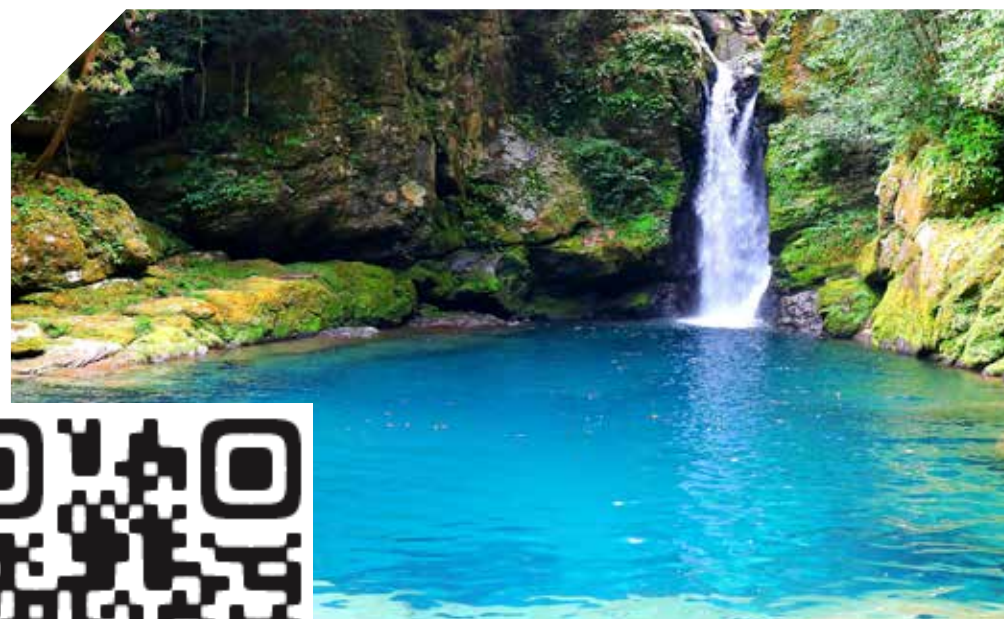
VISIT EHIME
JAPAN

Ehime 
Prefecture



DISCOVER
TOKUSHIMA

Tokushima 
Prefecture



VISIT KOCHI

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



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

1



The "Cruising through History and Nature" route

2



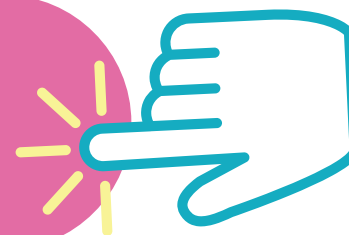
The "Hot Springs and Amazing Scenery" route

3



The "Family Fun Experiences" route

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

満タンでお願いします。

Fill it up, please.

レギュラー〇〇でお願いします。

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

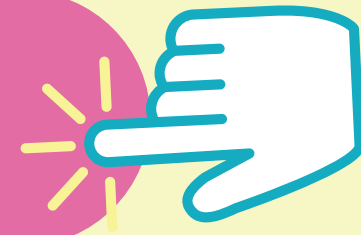
車が故障しました。

The car broke down.

助けを呼んでください。

Please call for help.

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 ×