

# Accidents Caused by Drivers Going the Wrong Way on Georgia Roads

## Why Wrong-Way Crashes in Georgia Are Among the Deadliest on the Road

A single wrong turn on a Georgia highway can destroy lives in seconds. When a driver heads into oncoming traffic, the results are often catastrophic—violent [head-on collisions](#), multiple fatalities, and lifelong injuries for those who survive. Despite improved signage, divided highways, and public safety campaigns, wrong-way crashes continue to occur across Georgia.

At [The Law Offices of Gary Martin Hays & Associates, P.C.](#), we've seen firsthand the devastation these crashes cause. Our [Georgia car accident lawyers](#) represent victims and families who have suffered unimaginable losses because someone made a reckless or impaired decision behind the wheel.

## How Wrong-Way Accidents Happen in Georgia

Wrong-way driving isn't just a small mistake. It's usually the result of serious negligence or impaired judgment. On Georgia roads, wrong-way collisions most often occur:

- **At Highway Exits:** A driver mistakenly enters an off-ramp instead of an on-ramp, heading directly into high-speed traffic.
- **At Divided Highway Crossings:** Confused or [intoxicated drivers](#) sometimes turn across medians or into opposing lanes.
- **On Rural Roads:** Poor lighting, missing signage, or fatigue can cause drivers to drift into oncoming lanes.

Most wrong-way crashes happen at night or during early morning hours, when visibility is low and driver impairment is more likely. Alcohol, drugs, or fatigue often play a central role.

A typical wrong-way collision involves a head-on impact at high speed, making these some of the most violent crashes on record. Unlike rear-end or sideswipe collisions, there's little time to brake or swerve before impact, leaving both drivers and passengers with severe, often fatal injuries.

## Common Causes of Wrong-Way Crashes

While no two crashes are identical, patterns emerge in nearly every investigation. Wrong-way accidents in Georgia often involve:

- **Impaired Driving:** Most wrong-way drivers are under the influence of alcohol or drugs. Impairment slows reaction time and clouds judgment, making it far more likely a driver will misinterpret road signs or drift into the wrong lane.

- **Distracted Driving:** Looking at a phone, GPS, or even in-car displays for just a few seconds can cause a driver to miss crucial directional signs. On multi-lane highways, that mistake can be deadly.
- **Fatigue and Drowsy Driving:** A tired driver can experience “micro-sleep” episodes—seconds-long lapses where they completely lose awareness. On an unlit rural road, that’s long enough to cross into oncoming traffic.
- **Poor Road Design or Signage:** Some Georgia intersections and ramps still lack clear signage, lighting, or road markings. Drivers unfamiliar with an area may make a wrong turn, especially in bad weather or at night.
- **Medical Emergencies:** In rare cases, a medical episode—such as a stroke or seizure—can cause a driver to lose control and veer into opposing lanes.

## **The Consequences of Wrong Way Crashes Are Often Tragic**

Wrong-way crashes make up a small percentage of overall traffic accidents but cause a disproportionate number of fatalities.

These accidents frequently involve:

- Severe traumatic brain injuries (TBI) from the violent deceleration forces
- Spinal cord injuries leading to paralysis or long-term mobility loss
- Internal organ damage and fractures requiring emergency surgery
- Catastrophic burns from post-impact fires or explosions
- Wrongful death, often involving multiple victims in one incident

When survivors do make it through, their path to recovery can take years. Many face extensive rehabilitation, permanent disabilities, or emotional trauma that lasts a lifetime.

For families who’ve lost a loved one, the grief is compounded by knowing the crash was entirely preventable. That’s why holding the negligent driver accountable isn’t just about financial recovery—it’s about justice.

## **Proving Fault in a Wrong-Way Crash**

Establishing liability in a wrong-way crash can seem straightforward, as the driver going against traffic obviously caused the collision. However, insurance companies rarely make it that easy. They may claim the victim was speeding, swerving, or partially responsible for the collision. That’s where strong legal representation becomes crucial.

At The Law Offices of Gary Martin Hays & Associates, P.C., our investigation often includes:

- Obtaining traffic and surveillance footage to confirm the direction of travel and timing of impact.

- Analyzing 911 calls and dashcam recordings to show the wrong-way driver's behavior leading up to the crash.
- Working with accident reconstruction specialists who can demonstrate how and why the crash occurred.
- Securing toxicology reports to prove impairment by alcohol or drugs.
- Collecting witness statements to reinforce that the driver was clearly traveling the wrong way.

We build every case as though it will go to trial. That's what gets the insurance companies' attention and what helps us secure full, fair compensation for our clients.

### **Comparative Negligence and Georgia Law**

Georgia follows a [modified comparative negligence rule](#), which means your compensation can be reduced if you're found partially at fault for a crash. However, in wrong-way collisions, the other driver's negligence is usually overwhelming.

For example, if a drunk driver entered I-85 heading the wrong direction, they're nearly always deemed the primary cause of the crash. Even so, insurers may still try to assign a small percentage of fault to the victim to minimize payouts.

That's why it's critical to avoid speaking with insurance adjusters before consulting a lawyer. Their job is to protect profits, not your future. Our firm steps in immediately to handle all communication, preserve evidence, and prevent tactics that could weaken your case.

### **What Compensation Can Victims Recover?**

Wrong-way crash victims and families may be entitled to significant compensation under Georgia law. Damages can include:

- Medical expenses (emergency care, surgery, rehabilitation, future treatment)
- Lost wages and future earning capacity
- Pain and suffering
- Permanent disability or disfigurement
- Property damage
- Wrongful death benefits for surviving family members

Every case is unique, but our team fights to ensure no loss goes overlooked. We often work with medical experts, economists, and [life care planners](#) to calculate the true cost of an injury or loss, both now and in the years ahead.

### **Preventing Wrong-Way Driving in Georgia**

While no system can eliminate driver error, several safety measures can reduce these crashes:

- **Enhanced Ramp Signage:** Bigger, more visible “Do Not Enter” and “Wrong Way” signs at highway exits.
- **Roadway Reflectors and Rumble Strips:** Audible and visual cues that alert drivers when entering the wrong direction.
- **Median Barriers:** Concrete or cable dividers that prevent crossovers on high-speed roads.
- **Public Education Campaigns:** Continued outreach about the dangers of drunk, drugged, and distracted driving.
- **Technological Detection Systems:** Early-warning systems that notify police when a vehicle travels the wrong way.

At Gary Martin Hays & Associates, we support efforts to make Georgia’s roads safer, but we also know that lasting change requires accountability. Every successful lawsuit against a negligent driver sends a powerful message: reckless decisions have consequences.

### **Standing Up for Georgia Families Affected by Wrong-Way Collisions**

When you’re recovering from catastrophic injuries (or mourning the loss of someone you love) the last thing you should face is a legal battle with an insurance company. Our firm takes that burden off your shoulders.

Since 1993, The Law Offices of Gary Martin Hays & Associates, P.C. has recovered [more than \\$1 billion](#) for Georgia families, including victims of head-on and wrong-way crashes. We use that experience to hold negligent drivers accountable and to fight for the justice our clients deserve.

Our attorneys work tirelessly to recover full compensation for your medical bills, lost wages, and pain and suffering. And if your case involves a [wrongful death claim](#), we fight to secure the financial stability your family needs while honoring your loved one’s memory.

When you hire us, you’re not just getting a lawyer. You’re getting a proven legal team dedicated to making sure your story is heard and your future is protected.

### **Get Help From Georgia’s Billion Dollar Car Wreck Lawyer**

If you or a loved one was injured in a wrong-way crash in Atlanta or anywhere in Georgia, don’t face the insurance company alone. The earlier you reach out, the stronger your case will be. Evidence fades fast, and insurers move quickly to protect themselves.

Let The Law Offices of Gary Martin Hays & Associates, P.C. handle the fight for you. We’ll investigate the crash, document your damages, and demand full and fair compensation. There are no upfront costs, and you [pay nothing](#) unless we win your case.

Give us a call or [contact us online](#) to schedule a free consultation. We're ready to fight for you and your family, just as we've done for thousands of Georgians for more than 30 years.