A series of new multilingual road signs have been erected on major tourist roads in Central Australia, giving international drivers important road safety messages.

The Minister for Transport and Infrastructure, Kon Vatskalis, unveiled the new signs in Alice Springs today.

"We want our international visitors to drive and survive while touring the Territory," Mr Vatskalis said.

"Tragically, in the past years far too many overseas motorists have been killed while driving, particularly on the Lasseter Highway.

"We need to ensure our road safety message is getting through to everyone, and erecting signs in foreign languages will surely help that."

Mr Vatskalis said 32 new signs will be erected on the Lasseter Highway, Larapinta Drive, Ernest Giles Road, Tanami Road, Santa Teresa Road and Namatjira Drive.

The signs will target German, Japanese and Italian tourists, highlighting fatigue, gravel roads and the need to wear seat belts.

Signs will also be erected in local Indigenous languages of Luritja and Western Arrernte.

"These signs will be up for a 12-month period, during which time we will gauge how effective they are through a survey testing tourists' recognition of the signs and their meaning," he said.

"The survey will be distributed through hire car companies and tourism organisations within Central Australia, and I’d like to thank all involved for their co-operation on this important project.

"If these signs result in a marked improvement and save lives on our roads, we will look to extend them to other areas within the Territory where they might be needed."