

ABSTRACT

Provided is a driving assistance system using a magnetic marker capable of providing more pieces of information. In the driving assistance system for assisting driving of a vehicle, a
5 magnetic marker (1) including a magnet sheet (11) serving as a magnetism generating unit which generates a magnetic field and also an RFID tag (15) as an information providing unit which provides information to a vehicle side is laid on a travelling road of the vehicle, and the vehicle includes a magnetic sensor serving as a
10 magnetism detecting unit which magnetically detects the magnetic marker (1) and also a tag reader as an information acquiring unit which acquires the information provided by the RFID tag (15) included in the magnetic marker (1).

15 FIG. 2