

## **A SAFER FUTURE FOR YOUNG DRIVERS**

Road Traffic Accidents are the biggest killer of young people in Britain aged 17-24

Young drivers cause a disproportionately high number of crashes that kill and injure road users of all ages

### **THE SYSTEM ISN'T WORKING**

Young drivers aged 17 - 24 cause crashes that result in one in five road deaths and serious injuries (20%) – that's 13 deaths and serious injuries every day – despite only making up one in eight (12%) of licence holders

### **DIRECT LINE GROUP IS COMMITTED TO ROAD SAFETY**

Direct Line Group welcomes the Government's recognition that there is a safety issue involving young drivers by announcing its intention to publish a green paper on young drivers

Our event today is aimed at helping to find a solution to the safety issues young drivers face, by bringing together key stakeholders to take part in this debate and by encouraging Government to look at all the options available

### **WE RECOMMEND THE GOVERNMENT CONSIDERS THE FOLLOWING OPTIONS FOR NEW YOUNG DRIVERS**

- A minimum learning period
- A lower tolerance limit to alcohol
- A restriction on passenger numbers
- A night time driving restriction

Where Graduated Driver Licensing (GDL) has been introduced elsewhere in the world, the number of road accidents has been reduced<sup>1</sup>

Direct Line Group supports the ABI and PACTS in calling for Government to look at all the options available to it with the aim of improving road safety and bringing down the cost of motor insurance

Improving the Safety of Young Drivers report, Association of British Insurers, September 2012

In order to gauge public sentiment on the proposals for Graduated Driver Licensing, Direct Line Group carried out a survey of parents of young drivers\*

## WHAT OUR SURVEY REVEALED...

**65% of parents of under 25s worry about the safety of their children when they are behind the wheel of a car\***

**73% of parents agreed that telematics or black box technology can help young people drive more responsibly and just under two-thirds (62%) of parents would encourage their child to take out a telematics insurance policy\***

**More than two-thirds (68%) of parents wanted a minimum of six months or more of a learning period for their children\***

**A quarter of 18-24 year olds would favour having passenger number restrictions for young drivers\*\* whilst half of parents believe their children are most distracted by their friends talking to them while driving\***

**80% of parents agree with the proposal to have a lower/zero alcohol limit for new young drivers\***

\*Opinium Research carried out an online survey of 1,041 parents of children aged 16 – 25 from 22nd to 28th May 2013 on behalf of Direct Line Group.

\*\* Brake and Direct Line survey of 1,000 drivers, 2013

## DIRECT LINE GROUP IS COMMITTED TO ROAD SAFETY

- Direct Line Group has a long standing relationship with the charity **Brake**. We support their road safety education programme and sponsor the 'Parliamentarian of the Year' award, which recognises the efforts of Parliamentarians in promoting road safety
- We are members of PACTS (the Parliamentary Advisory Council on Transport Safety) and we sponsor their annual Westminster lecture and dinner on road safety
- **RoadSafe** is another of our charity partners. Its mission is to reduce road deaths and injuries through a variety of road safety initiatives. In collaboration with local police and road safety managers, our employees have the opportunity to become involved in local *Community Speedwatch* campaigns, monitoring the speed of vehicles in areas of concern to the public
- We commission research by the Government's Transport Research Laboratory into driver behaviour, drink and drug driving

## ABOUT US

Direct Line Group is the largest retail general insurer in the UK, the number one direct motor insurer in Italy and the number three direct motor insurer in Germany. We operate a multi-brand, multi-product and multi-channel business that covers the majority of customer segments in the UK for personal lines general insurance and small and medium-sized enterprise commercial insurance. Our brands offer the following products: motor, home, rescue, pet, travel and commercial.

Our brands:



privilege

Green Flag 

NIG

Brand Partners



**direct line**

## DrivePlus

We believe technology can play a vital role in making our roads safer for all road users

By encouraging motorists to drive more safely, technology can also help bring down the cost of their car insurance premiums

**This is especially relevant to young drivers who pose the greatest risk and so pay the highest premiums**

Direct Line's telematics programme, **DrivePlus**, has been developed as an easy way of informing motorists how good their driving is

**Available via a range of devices that can be installed in a car or downloaded on a smartphone**

We can analyse the individual's own driving behaviour and hopefully provide them with a discount on their insurance premium, depending on how well they drive

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For more information please visit our website or download our App

[www.directline.com](http://www.directline.com)

