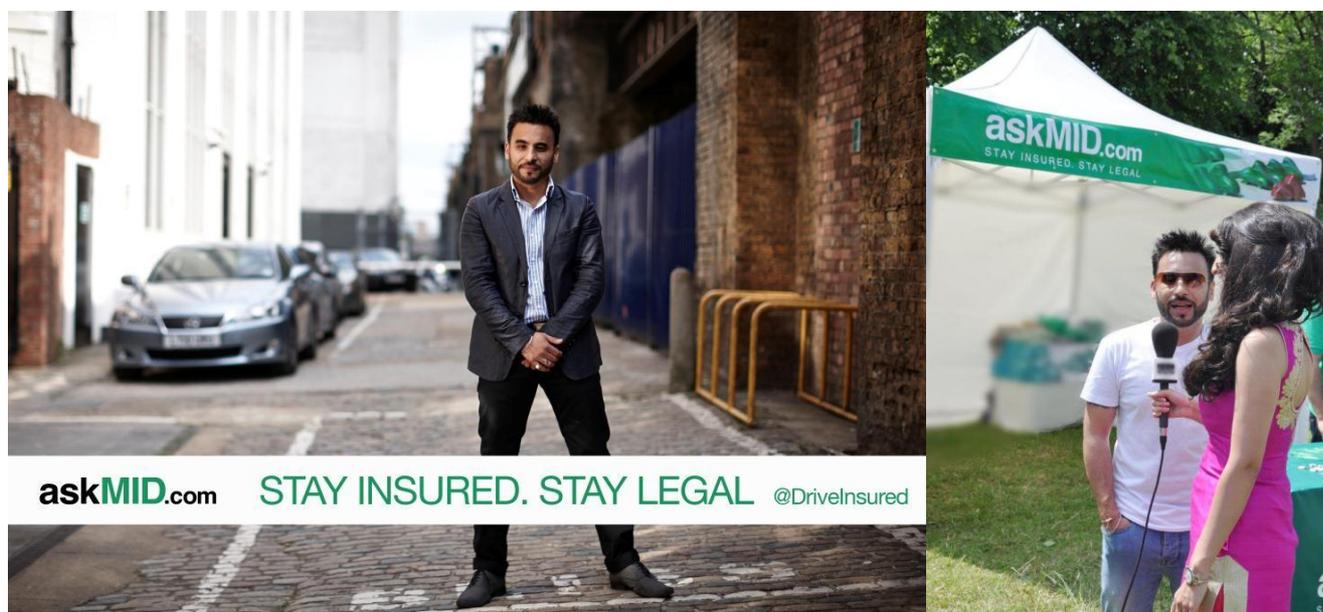


11 July 2013

*****For Immediate Release*****

EASTENDERS STAR WARNS AGAINST UNINSURED DRIVING



Ameets Chana, star of EastEnders and Bend it like Beckham, will be engaging with local communities at upcoming events in Bradford and Birmingham to promote the facts and laws around car insurance.

He has become an ambassador for the Motor Insurers' Bureau (MIB) summer campaign – Drive Insured - and will be taking the campaign to Kirkgate shopping centre in Bradford (27-28 July) and Birmingham Eid Mela on 25 August.

Ameets Chana said: "I wasn't aware that so many people are taking the huge risk of driving without insurance, so when I found out about the scale of the problem I didn't think twice about lending my support to the MIB campaign. It's so important everyone is aware of the facts. I don't think people fully understand the risks they are taking if they drive without proper insurance. It's not just about fines or points on your licence. You could lose your car and end up with a criminal record."

Last week Ameets joined a team from MIB at Manchester Mela (6-7 July), where he talked to young people about the dangers of uninsured driving and promoted a competition on Twitter

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where MIB is offering prizes to people who retweet specific messages about the dire consequences of driving without insurance.

MIB's campaign is focusing on areas in the North West, West Yorkshire and the West Midlands, which are hotspots for people breaking the law on insurance.

Ashton West, Chief Executive of MIB, said: "Although we're making progress in reducing levels of uninsured driving, our data shows that significant numbers of people in cities such as Manchester, Birmingham and Bradford are still driving without proper insurance. We are delighted that Ameet Chana has come on board as we work to help people in these areas better understand the laws around car insurance and the consequences of driving without it."

Birmingham and Bradford dominate the top spots for uninsured driving in a UK national ranking – with the level of uninsured driving 7 times higher than the national average in Bordesley and Small Heath and 6 times higher in the BD9 area of Bradford. Currently there are an estimated 1.2 million uninsured motorists on UK roads and about 26,500 people are injured and 130 people killed by uninsured and untraced drivers in the UK every year.

The Motor Insurance Database (MID) is used by Police and the DVLA to enforce the legal requirement for insurance – whether the vehicle is being driven or kept. People who want to check that their vehicles are recorded on the database can do so at www.askMID.com.

For more information about the campaign please visit www.askMID.com/DriveInsured or follow @DriveInsured on Twitter.

ENDS

To arrange an interview, request hi-res images or for further information please contact:

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nlepper@mib.org.uk

Ashnoor Nanji on 07801 295 225 and email at: ashnoor@linstockcommunications.com

The laws on motor insurance:

It is illegal to drive a vehicle without valid insurance. If you are caught breaking the law you face:

- £200 fixed penalty fine
- Plus 6 points on your driving licence
- Plus £20 per day storage charge and £150 collection fee if the vehicle is impounded by police

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- Plus your vehicle could be seized and destroyed by the police if not re-claimed after 14 days
- Plus a maximum fine of £5,000 and 8 points on your licence if prosecuted

It is also illegal to be the registered keeper of a vehicle without insurance. If you break the law you could face:

- £100 penalty
- Plus the vehicle could be clamped, seized and destroyed
- Plus £1000 fine and court prosecution
- Plus additional penalties if you drive the vehicle

The only exemptions are if the vehicle has been officially declared off the road to the DVLA (known as SORN), has been recorded as stolen and not recovered by the police, or is scrapped.

MIB Press Office (an ISDN line is available for interviews)

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For more information visit: www.mib.org.uk and www.askMID.com

Notes to editors

MIB aims to significantly reduce the level and impact of uninsured driving by working closely with partners across government and the insurance industry. The Bureau provides compensation to innocent victims involved in accidents with drivers who have no insurance or failed to stop.

The Motor Insurance Database (MID), introduced in 2001 is the only central insurance record of more than 37 million vehicles in the UK. The MID supports a range of users entitled to different levels of information about insured vehicles, including the police, solicitors, the DVLA and the public.

The MID is being used as part of a continuous insurance enforcement (CIE) scheme introduced in 2011 to identify registered keepers of vehicles that appear to have no insurance. The registered keeper of a vehicle without insurance will receive a letter reminding them that insurance is a legal requirement and failure to act will result in a fixed penalty. All drivers can check their vehicle is recorded on the MID for FREE - visit www.askMID.com.