

Monday 7 September

MIB launches `Gone in seconds` uninsured driving campaign

- **10% increase in claims for accidents caused by uninsured drivers**
- **A third of all uninsured drivers are aged under 30**

MIB (Motor Insurers' Bureau), which compensates victims of accidents with uninsured drivers, has today launched its first national awareness campaign for three years as figures show a worrying increase in the number of claims from accidents with uninsured drivers.

A decade of declining levels of uninsured driving since 2005, when police were granted powers to seize vehicles, had seen the level of uninsured driving reduce by 50% to 1 million but this figure is now on the rise.

Furthermore, the MIB has seen a 10% increase in the number of claims received for uninsured driving between July 2014 and July 2015.

Outside New Scotland Yard, with the support of the Metropolitan Police, MIB launched `Gone in seconds`, a national cinema, digital and outdoor advertising campaign aimed at 17 to 29 year-old drivers. On a large screen it unveiled a 45 second video for cinema and digital which features three young people being driven to a party by a young male driver.

Their night out is ruined when their car is stopped by a police car equipped with ANPR (automatic number plate recognition) on suspicion the driver does not have insurance. The car is seized, the driver's girlfriend and their two friends are very annoyed, and they all have to make their own way home.

A campaign microsite www.goneinseconds.org.uk features the video and highlights the consequences of driving without insurance as well as insurance tips to get the best deals on insurance cover.

Ashton West, Chief Executive at MIB says, "Our biggest concern is getting the message across to drivers under the age of 30. We know that for these drivers, their car is an important part of

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their social life and gives them credibility. The *Gone in Seconds* video we have launched today tackles these issues and the role of the Police in seizing uninsured cars.

"Worryingly, this year we have seen the number of claims to MIB rising week on week. Every year, thousands of people are injured and killed by uninsured drivers. They pose a real threat to other motorists and road users. To address this, we are working proactively with police forces across the UK."

Detective Chief Superintendent Paul Rickett, Metropolitan Police Service Roads and Transport Policing Command, said: "The MPS will not tolerate drivers of uninsured vehicles on the capital's roads and we need to get the message across to young people that driving uninsured vehicles is illegal and unacceptable.

"We are working in partnership with the Motor Insurers' Bureau and supporting their new campaign, which raises awareness of the law and the impact of uninsured driving."

Photo: (landscape version) Outside New Scotland Yard launching the `Gone in seconds` campaign and video is Ashton West (right) with Detective Chief Superintendent Paul Rickett (left). They are pictured with a crushed car – the ultimate consequence of driving uninsured.

(portrait version) Outside New Scotland Yard launching the `Gone in seconds` campaign and video is Ashton West (left) with Detective Chief Superintendent Paul Rickett (right). They are pictured with a crushed car – the ultimate consequence of driving uninsured.

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MEDIA CONTACTS:

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CAMPAIGN:

- MIB media centre www.mib.org.uk/gone-in-seconds
- Download campaign video via FTP – request password from MIB Press Office
- Microsite – www.goneinseconds.org.uk
- Follow @DriveInsured; support honest motorists on Facebook/DriveInsured

NOTES TO EDITORS:

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MIB (www.mib.org.uk) 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. All drivers can check their vehicle is recorded on the MID for FREE - visit www.askMID.com

The MID is used as part of continuous insurance enforcement (CIE) introduced in 2011 to identify registered keepers of vehicles that appear to have no insurance.

Driving without insurance – the consequences

- A £300 fixed penalty and 6 points on your licence
- A £20–per day storage charge and a £150 collection fee to recover your car
- A crushed car if it's not reclaimed within 14 days
- Risk of losing your car if it's seized by the police
- PLUS: you'll need valid insurance to get your car back

Continuous Insurance Enforcement scheme – the consequences

- Warning letter – more than 4,000 keepers are notified each day
- A £100 fixed penalty
- Having your car clamped, seized and crushed
- Court prosecution with a maximum fine of £1,000

Failing to stop after an accident or report an accident within 24 hours

- 6 months maximum in prison
- £5,000 maximum fine
- 5-10 penalty points
- Disqualification – discretionary