

STRICTLY EMBARGOED UNTIL 00.01 WEDNESDAY, 13 JUNE 2012

NEW CAMPAIGN LAUNCHED FOR ANNIVERSARY OF MOTOR INSURANCE LAW

- *Continuous Insurance Enforcement (CIE) ad campaign on TV, radio and online*
- *Over 340,000 advisory letters and 120,000 Fixed Penalty Notices issued*
- *Uninsured motoring figure drops to 1.2 million*
- *Research reveals awareness of law change still low*

As the CIE law to tackle uninsured motoring reaches its one year anniversary, statistics show good progress but also that there is still work to be done as there are an estimated 1.2 million uninsured drivers on our roads. Under the scheme it is an offence to be the keeper of an uninsured vehicle. The DVLA database is cross-checked with the Motor Insurance Database (MID) and a letter is sent to the vehicle keeper to alert them that no insurance record can be found and will result in penalties and fines if no action is taken.

Research carried out after the new law was rolled out last year, revealed that while the general awareness of the legislation is good (65%), there is still more than a third (35%) of adults stating that they 'definitely don't know' about the change in law. The survey also highlights that almost half of 16 – 24 year olds (46%) are unaware of the change in law. As a result, the awareness campaign has been broadcast again across national television and from June on radio for the first time.

Roads Safety Minister, Mike Penning said: "It is reassuring to note that so many motorists have an awareness of the rules and that the number of uninsured drivers has dropped.

"However, we are not complacent and that is why we continue to remind motorists that if they receive a warning letter they should take action immediately by getting insurance or contacting the DVLA to declare their vehicle off the road.

"Failure to act will result in a fine, court action or seeing your car seized and destroyed."

The advertising campaign reminds motorists that they can check the Motor Insurance Database (MID) and highlights that "the DVLA already has". The message is delivered against a dub-step music theme while animated scenes of red and green cars, lorry's and motorbikes move around a stark white landscape.

Alongside online banner and radio advertising, MIB has established a Facebook fan page 'Drive Insured' and is aimed at encouraging the public to pledge their support and join the fight against uninsured driving at www.facebook.com/driveinsured.

Press Release

The awareness campaign activities are aimed at improving awareness generally but also more specifically in key regions, such as the West Midlands and West Yorkshire as well as with younger motorists.

Ashton West, Chief Executive at the Motor Insurers' Bureau said: "Since June 2011, more than 340,000 letters have been issued to registered keepers of vehicles who appear to have no insurance. While many of these vehicle owners have taken positive steps to deal with the situation, just under half of these cases escalate to DVLA for enforcement.

"We continue to work with the industry to maintain the policy records on the MID and we are pleased with how this systematic process has rolled out and is continuing to target uninsured motorists. There is still work to be done as uninsured drivers kill 160 people and injure 23,000 a year, but this law combined with police on-road enforcement means that there is nowhere left to hide."

The introduction of the new law has been supported by MIB, acting on behalf of the insurance industry, and DVLA.

ENDS

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Notes to editors

MIB, a not-for-profit organisation, 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 34 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 new continuous insurance enforcement (CIE) scheme 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.

Ipsos MORI conducted a survey on behalf of MIB, across 1,008 UK adults in October/November 2011.