

Safety last!

It's not a case of 'safety first' when it comes to Brits and their cars, reveals research from AutoTrader.co.uk

The research found that:

- **1.3 million Brits are less likely to wear a seatbelt if they're not in the driving seat**
- **3.5 million UK motorists admit bumping another car without notifying the owner**
- **14.5 million are missing out on savings by overlooking simple maintenance checks**
- **Over 54% of the population do not use crash test scores when buying a new car**

London, 11 November 2010 – Research from AutoTrader.co.uk today revealed that despite Brits' concerns over car safety, the nation has a surprisingly lax attitude when it comes to keeping safe on the roads. The survey found that while 95% of UK motorists regularly fasten their seatbelt when driving; as many as 1.3 million do not take the same precaution in the passenger seat. Alarming, this figure rises to nearly 14 million people when they step into a taxi.

UK motorists also admitted to bumping or scraping another car and driving off without notifying the owner. As a result, as many as 3.5 million innocent drivers have been left with repairs that could range from £50 to £1,000.

Safer cars and thicker wallets

An encouraging 92% of motorists are familiar with the basic checks required on their vehicles but only one third actually carry out regular maintenance tests. Simple procedures such as checking tyre pressure, correctly topping up fluid levels, making sure the engine doesn't overheat and using the handbrake properly will all help improve a car's safety and reliability.

The results show that up to 14.5 million UK motorists can improve maintenance habits, which not only enhance their vehicle's safety, but help to avoid expensive repair bills and prolong the life of their vehicle.

Redundant crash safety scores

Although 83% consider car safety to be an important factor in buying a new vehicle, the results suggest that crash test scores are overlooked due to a lack of awareness of them, rather than a lack of concern from motorists. 54% of the driving population do not consider independent crash test scores when making the car buying decision. The figures suggest that this apparently flippant attitude to safety is a result of people not being aware of the crash tests rather than genuinely careless.

Matt Thompson, Marketing Director, Auto Trader says: "Our research suggests that Brit drivers could benefit from some more education on the subject of car safety. Keeping safe on the roads and wearing a seatbelt at all times are key safety issues and we hope to push them to the forefront of

motorists' minds. There are also plenty of quick and simple checks people can complete to ensure their vehicle is running as smoothly as possible, which not only reduces the risk of a malfunction but also increases the vehicle's efficiency and helps to reduce overall maintenance costs. Ultimately, keeping your car in good condition means you can focus less on repairs and cost of ownership, and concentrate on the joy of driving in a safe environment."

Auto Trader has produced free guides on how motorists can keep their vehicles in prime condition, and save a little money in the process:

- Basic car maintenance:
http://www.autotrader.co.uk/CARS/owning/basic_car_maintenance.jsp
- Money saving maintenance:
http://www.autotrader.co.uk/EDITORIAL/CARS/FEATURES/money_saving_tip_of_the_day_extend_your_cars_life.html

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Notes to editors:

- The poll was conducted by Autotrader.co.uk from a representative sample of 1,162 of its users, collected in October 2010.
- According to Admiral Insurance there were 33 million UK motorists in 2010.

About Auto Trader:

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