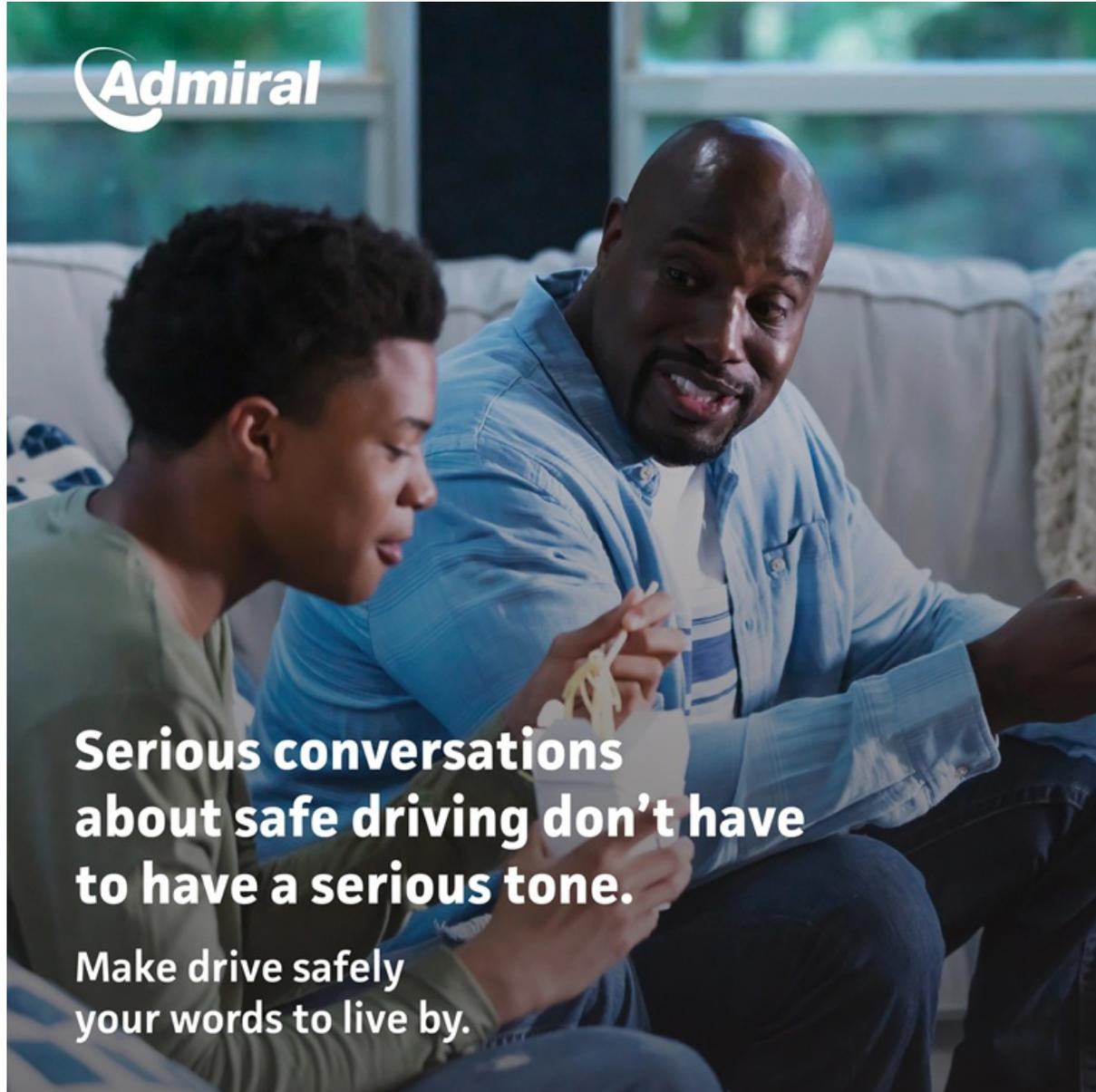




## Admiral launches its road safety campaign video 'Words To Live By' in UK cinemas

13 December 2024 4:30 PM GMT



Admiral, part of Admiral Group, has today launched its road safety campaign video 'Words To Live By' in 150 cinemas across the UK.

The video showcases the devastating impact of reckless driving on young people and families and will be played in advertisements before a range of films including Kraven the Hunter and Wicked. The 'Words to Live By' video was first launched in September as part of a tv and radio campaign. This is the first time Admiral has advertised an issue-led campaign in cinemas.

As a leading motor insurer, Admiral wants to create safer roads for all road users and is launching the campaign in cinemas so that the message reaches an even wider audience. According to the Department for Transport, somebody is killed or seriously injured on UK roads every 16 minutes, with 32 per cent of casualties involving at least one young male driver. These crashes don't just have catastrophic consequences for those directly involved, they also devastate the lives of their loved ones.

Admiral's research found that, although 75 per cent of young people are told to 'drive safely' before getting in their car, the phrase had lost its meaning because it is said so frequently. The 'Words To Live By' campaign was created to remind people of the impacts of dangerous driving and empower parents and young people to take road safety seriously. The campaign encourages motorists to really consider the words 'drive safely' before getting

into their car, to adopt safer driving habits and ultimately, save more lives.

The full video can be found here: [Words to Live By | AdmiralUK - YouTube](#)