



Creating Safer Roads Together

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Photo credit: Osian Wyn

As a leading motor insurer, we want to see safer roads for all. We offer products that reward customers who adopt safer driving habits and regularly call for continued investment in roads or remind people of the devastating impacts of dangerous driving. However, we know that we can't create safer roads on our own which is why we support organisations that share similar goals to us.

Recently, Admiral colleagues attended an annual event host by Brake, the road safety charity. Anna Sabine, the Liberal Democrat MP for Frome and East Somerset, sponsored the event and discussed the work that she is doing to make roads safer in her constituency. Anna also encouraged attendees to play their part in improving road safety by writing to their local MP to ask them to take action where it's needed most.

As well as campaigning to end road crashes, Brake supports people affected by road death and injury. A case worker from the road safety charity shared how

she was inspired to work for Brake after two young drivers killed her mother in a road accident when they were travelling more than 50mph over the speed limit.

According to Brake, every year in Britain around 5,000 people are killed or seriously injured from a crash involving young drivers and data from the Department for Transport shows that over a quarter of UK road casualties involve those aged between 17 and 29 years old.

This is why our UK Insurance business, Admiral, recently launched its second road safety campaign [“Your Ride, Your Rules”](#) which urges young drivers to speak up about unsafe driving habits – and we hope it helps to deliver safer roads for all.