



Mirror Signal Mistake: Parents urged to lead by example on road safety

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As a leading motor insurer that covers 5.8 million UK customers, our UK business Admiral regularly campaigns on road safety - especially for young drivers as a recent Freedom of Information request issued to UK police forces shows that 17–24-year-olds are involved in a fifth of all serious and fatal collisions.

Our UK business' latest road safety campaign, 'Mirror, Signal, Mistake', reveals that children start picking up driving habits long before they get behind the wheel. The new research shows that while every parent surveyed believes that they are a safe driver, 81 per cent admitted to risky behaviours such as speeding, using a phone while driving or experiencing road rage. The findings also revealed that almost three quarters of young drivers aged 17–21 say that they have adopted driving habits from their parents.

This video has been created to remind parents that children are watching and learning from them and encourage them to be good role models behind the wheel.