GEM encourages motorists (and other road users) to make life-saving New Year resolutions

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Thinking carefully about your driving could help to keep people safe, says GEM…

They tell us:

GEM's life-saving New Year's resolution that every driver should make… "Make safety your number one priority on road journeys".

- UK road deaths and serious injuries rise 10 per cent in the UK[1]
- January is the perfect time to make road safety your number one priority
- GEM shares four straightforward safety suggestions for drivers

JANUARY IS the perfect time to make safety your number one priority on road journeys, says breakdown organisation GEM Motoring Assist.

GEM is encouraging everyone – drivers, riders and pedestrians – to think of how they can reduce risks when they're travelling. This would help reduce the number of people killed and seriously injured in avoidable collisions on our roads each year.

In 2022 there were 1,766 deaths and 28,941 serious injuries in the UK – a 10 per cent increase on 2021 - gov.uk.

GEM road safety adviser James Luckhurst explains: "This is the time most of us give some thought to the changes we might make. So why not include a road safety New Year's resolution and seek to make better, wiser choices about how we use the roads in 2024?

By doing do, we are immediately improving safety and reducing the risk of harm, both to ourselves and to everyone else around us on journeys.

Thank you for playing your part this New Year – and all year – to be safer on the roads."

GEM has assembled a selection of four straightforward suggestions for drivers:

Before you go:

Plan and check your route before you set out. This will ensure you don't get lost, or end up rushing and making risky decisions.

Choose your speeds wisely:

The speeds you use are entirely your own choice. No one can tell you to exceed the speed limit. So, always choose speeds that are legal and appropriate for the conditions.

Pay attention:

Give the road your full attention. Don't be distracted by passengers, mobile phones or private thoughts. And don't drive tired.

Think – stay calm:

Make a pledge that you won't react to the actions of other drivers. Nobody's perfect, so don't waste time and increase risk by trying to rebuke another road user. Focus on holding back and staying safe.

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About GEM Motoring Assist:

GEM Motoring Assist provides two levels of recovery service; Recovery EXTRA and Recovery RECLAIM, to suit all needs and pockets.

GEM provides a comprehensive and competitively priced Roadside Assistance and Vehicle Recovery Service. GEM was Highly Commended in the Personal Finance Awards in 2022 and GEM's breakdown cover has also been awarded a 5-star rating by Defaqto, meaning GEM provides one of the highest quality offerings in the market.

GEM Motoring Assist was established in 1932, as an independent driver-based road safety association. GEM's aim is to improve safety for all road users through the sponsorship and initiation of accident prevention measures throughout the UK and to provide motoring and safety information to its own members. Member benefits include a quarterly magazine, free literature and advice and discounts on insurance and other services.