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New limit must not dilute police enforcement of drink driving, says IAM

The IAM (Institute of Advanced Motorists), the UK's largest independent road safety charity, has today welcomed the proposal of a new lower drink drive limit, but stresses that enforcement will be the key factor that determines its success.

Commenting on the findings of the North Report, released today, IAM Director of Policy and Research Neil Greig said: "Authorities should be aware that, should it pass into law, a new limit will make little difference to casualty figures without proper enforcement. Already stretched front line police may end up pursuing lower risk drivers, leaving less time to catch those who blatantly ignore any limit."

Mr Greig continued: "A lower limit will hopefully make many more drivers think twice about taking any drink at all before getting behind the wheel. Drivers will also be more likely to get caught the morning after, but only if sufficient police are out there enforcing the law.

"Many repeat offenders think they're invincible, and ultimately it is fear of being caught that will eradicate drink driving rather than stronger penalties."

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1. The IAM (Institute of Advanced Motorists) directly influences the driving and riding of more than 100,000 full members in the UK and Ireland. Established in 1956, the IAM is today best known for the advanced driving test and the advanced driving course, which is available to car, motorcycle and commercial licence holders. The IAM has grown to become the UK's largest independent road safety charity, dedicated to raising driving standards, engaging with the road-using public and influencing road safety policy. The commercial division of the IAM operates through occupational driver training company IAM Drive & Survive.

2. A 2006 report by Brunel University, following an 18 month study, concluded that "advanced driver training produces safer drivers and lower accident involvement", with measurable improvements in knowledge, skills and attitude.

3. In January 2007, the IAM established the Policy and Research Division to undertake research, promote practical policies, act as an advocate for safer roads, safer drivers and safer vehicles and encourage responsible motoring through education and training.

4. Skill for Life programmes are delivered through a UK wide network of over 200 voluntary IAM groups, details of which can be found at iam.org.uk.

