



# GEM encourages all road users to play their part and save lives

Published: March 18, 2024

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Online version: <https://www.wheels-alive.co.uk/gem-encourages-all-road-users-to-play-their-part-and-save-lives/>



‘Small actions, big impact’... GEM urges everyone who uses the roads to make small changes to their behaviour to make a huge improvement in road safety.

*They tell us:*



(Image and all words from GEM).

- Support for new National Highways campaign
- GEM adds two of its own easy safety tips

ROAD SAFETY and breakdown organisation GEM Motoring Assist is supporting the new National Highways campaign encouraging all road users to make small changes to their behaviour and help create a safer environment for everyone.

**Around five people die every day on the road in the UK, while 84 suffer serious, life-changing injury<sup>1</sup>.** GEM is committed to playing its part in raising awareness of – and reducing – these preventable tragedies that have such a devastating impact on families, individuals and communities.

## National Highways is asking drivers to:

- Use the left-hand lane on motorways and dual carriageways when conditions allow. If you wish to overtake a slower vehicle, then you can use the other lanes, but you should then return to the left lane when safe.
- Keep at least a two-second gap between themselves and the vehicle in front. This gives you time and space to stop safely in an emergency.

## Tips from GEM

As well as supporting the wise advice from National Highways, GEM offers two simple tips of its own for any driver on any road:

Pay attention:

Give the road your full attention. Don't be distracted by passengers, mobile phones, other drivers or private thoughts.

Hold back:



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.

GEM road safety adviser James Luckhurst says: "One or two small changes to the way we use the roads can have a big impact on safety.

So let's help each other and work together to create a safer environment for everyone."

The National Highways 'Little Changes, change everything' campaign runs until Sunday 31 March.

Keep up to date with GEM Motoring Assist at:

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Facebook: [@gemmotoringassist](https://www.facebook.com/gemmotoringassist)

Instagram: [@gem\\_motoringassist](https://www.instagram.com/gem_motoringassist)

LinkedIn: GEM Motoring Assist | Breakdown Cover and Road Safety

*Further information:*

1 Brake ([www.brake.org.uk](http://www.brake.org.uk))

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



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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.