



Driving Challenges

Andrew Howard MBE MCIT FAIRSO, Head of Road Safety



Or should it be.....

■ **THINK!** before you ask them to drive

A model of driving

- Manually control the vehicle
- Read the road
- Anticipate others
- Get there on time
- Take the right route

Manually control the vehicle

- Bigger outside

- Bigger inside

- Vision

- Slower

- Just “different”

Read the road

- Cornering
- Jolting
- Stopping and starting

Anticipating others

- They may look upon you as something to get past
- They may look upon you as something to give way to
- They may think you are a more expert driver than you are.

Getting there on time

- What are the pressures
- What are the perceived pressures

Taking the right route

- Getting to the objective
- Being in the right place on the road
- Vehicle sensitivities

In vehicle distractions

- Not just the mobile phone
- Carrying passengers
- Idle chatter
- Needing to impress them

The dreaded satnav

- Safety aspects
- Congestion aspects
- Would they know the way?

Choosing the right driver

- Long term considerations:

- Old

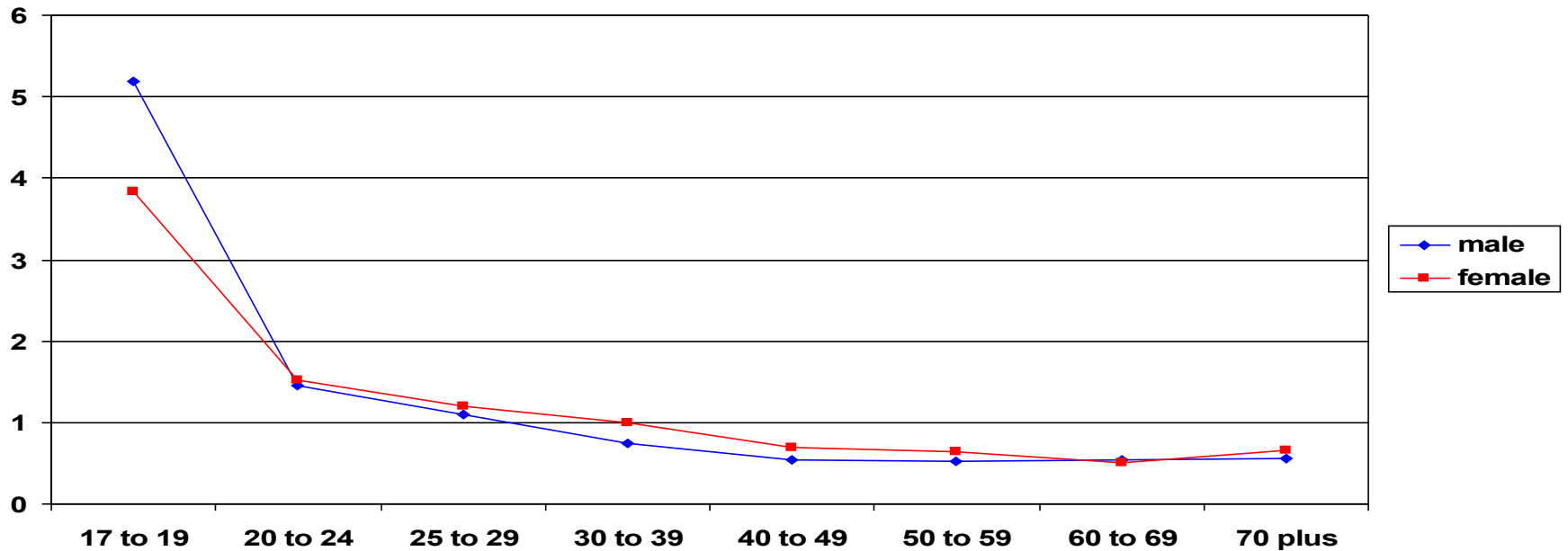
- Young

- Gender

- Experience

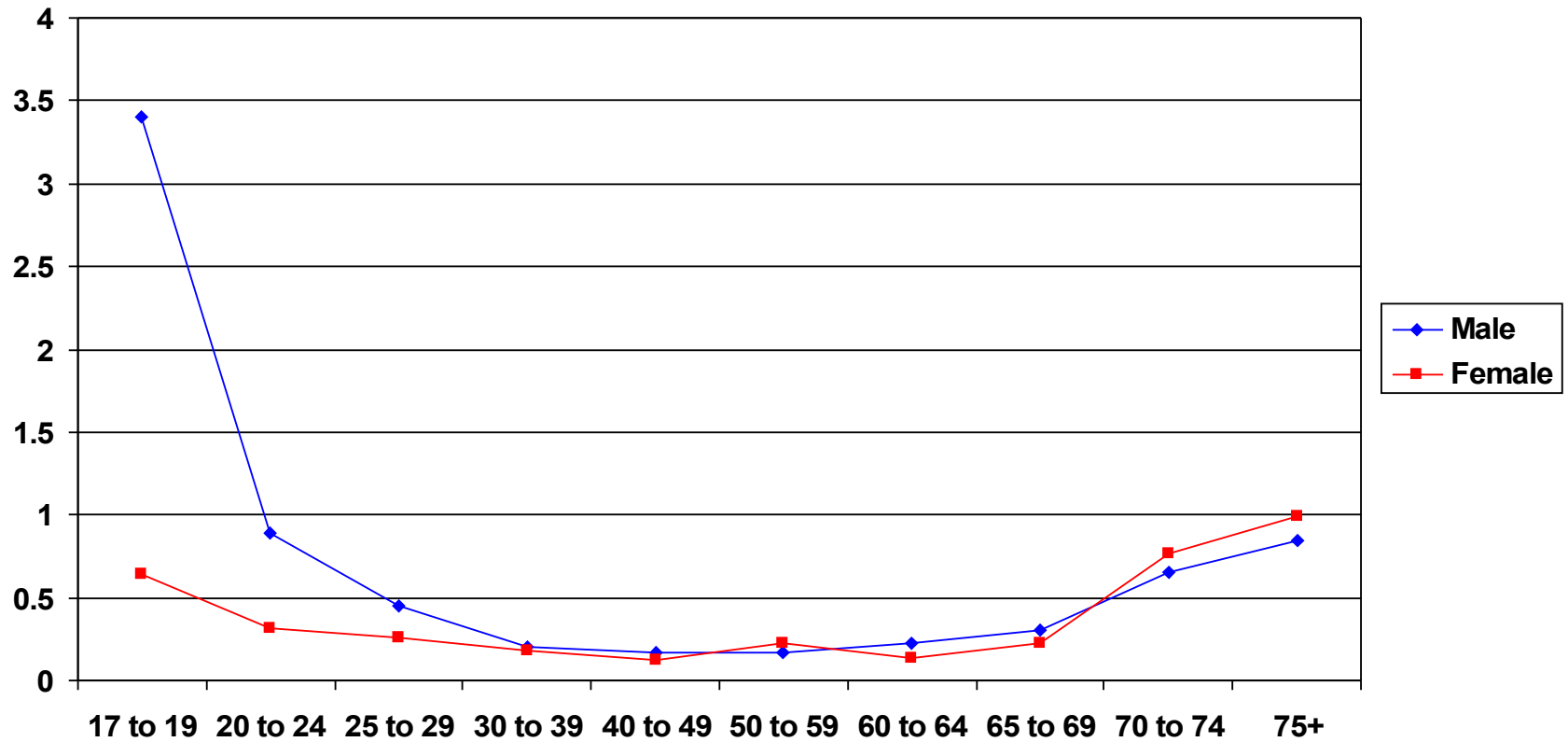
The risks

Drivers: injury accident involvements per million vehicle kilometres



The risks

Driver fatalities per 100m vehicle kilometres



Choosing the right driver

- Long term considerations:
- Attitudinal considerations
 - Where do they drive?
 - Have they really got a licence?
 - Does “outside world” driving help?

Choosing the right driver

What have they been doing?

■ Drink

■ Drugs

■ Sleep

Choosing the right driver

- What have they been doing?
- How far have they driven today?
- Is driving less taxing?
- Are they ill?

Choosing the right driver

- Too trustworthy?

Money

- Rising fuel prices
- 40p should be at least 44p and is ruled by government/insurance
- Changes in the offering?

Meeting driving challenges

■ In a nutshell –

■ **THINK!**



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