

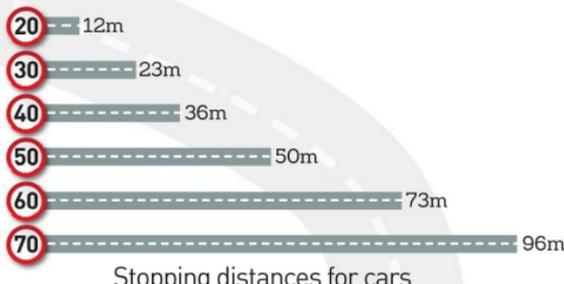
# Make the pledge



## slow

Pledge: I'll stay under limits, and go 20 around schools, homes and shops. I'll slow right down for bends, brows and bad weather, and avoid overtaking.

Driving **SLOWER** gives you **MORE** time to **REACT** to **PROTECT** people on foot and bike



Pledge: I'll never drive after any alcohol or drugs – not a drop, not a drag. I won't have more than a couple of drinks if I have to drive early the next day.



## sober



**65 deaths** a year are caused by drivers who had a drink but were under the limit.



**One in six** road deaths are caused by drink-drivers.



## secure

Pledge: I'll make sure everyone in my vehicle is safely belted up. I'll carry out a walk round check of my vehicle before every journey and ensure it's well maintained.



Three-point seat belts mean you're **50% less likely** to die in a crash.



**2,000** crashes a year are caused by vehicle defects.

Pledge: I'll never use my phone while driving, even hands-free. I'll put my phone out of reach or on silent and stay 100% focused.



## silent



Using a phone at the wheel **slows reactions** like drink-driving.

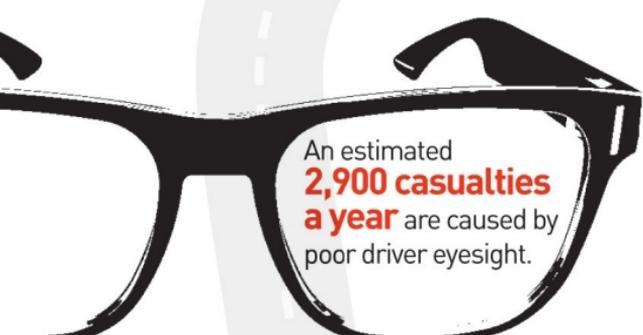


Hands-free calls are as dangerous: either way your crash risk is **4X higher**



## sharp

Pledge: I'll get my eyes tested every two years and wear glasses or lenses if I need them. I'll take regular breaks and not drive if I'm tired, stressed or on medication that affects driving.



An estimated **2,900 casualties** a year are caused by poor driver eyesight.



A **quarter** of all death and serious injury crashes on main roads are tiredness related.

Pledge: I'll minimise the amount I drive. If I need to drive, I'll make my route as safe and efficient as possible, and drive slowly and smoothly.



## sustainable

**21%** of UK greenhouse gas emissions come from road transport.

Eco-driving can achieve fuel savings of up to **15%**



Brake works to:

- prevent road casualties
- make communities safer
- support bereaved and injured victims

Join us: [brake.org.uk/joinus](http://brake.org.uk/joinus)

Pledge at: [brake.org.uk/pledge](http://brake.org.uk/pledge)