

Dangerous Driving Being Tackled by New Road Safety Campaign Called 'Hell is Other Drivers'



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Offering awareness on the roads, Carrentals.co.uk launches its new Road Sense campaign 'Hell is Other Drivers'

01 December 2010 – The ['Hell is Other Drivers' Road Sense campaign](#) from Carrentals.co.uk the hire car comparison site, has been made to slow drivers down and take more care as part of 2010 Road Safety Week.

According to Brake, the road safety charity, someone dies every 14 hours from being involved in an accident where the driver was going too fast for the road conditions or speeding.

The new campaign from Carrentals.co.uk is designed to reduce the dangers of driving in the UK and offers advice and exclusive deals from SurvivalBox emergency car kits; Cyberglow has adult reflective clothing and BrightKidz has kids reflective gear with discounts; Me-Mo have deals on car accessories; and OutdoorLook have winter clothing savings.

Giving information and advice on safer driving, Carrentals.co.uk has joined forces with the Highways Agency and the charity for road safety, Brake. They have also created a fun and informative ['Highway Code for Other Drivers'](#) handbook, which explains how to drive more

safely and also explains the results of dangerous driving in a serious tone.

Mr Gareth Robinson from Carrentals.co.uk and the company's Managing Director said: "With the help of Brake and the Highways Agency, people in the UK need to listen to their advice and that way we can all stop the deaths of passengers and pedestrians on the roads today. We all know speeding is dangerous, but too many of us still do it and put people's lives at risk everyday".

He continued, "Our Road Sense safety campaign is into its 5th year and from the feedback from 2009, we found that dangerous driving was the main culprit of bad habits behind the wheel – from tailgating to reversing a car up a motorway – so instead of becoming one of those 'other drivers' we are encouraging people to think about how they drive and how it affects other motorists".

The Carrentals.co.uk site provides the latest offers and deals from Auto Europe, Sixt, Budget, Holiday Autos, Alamo and many more top name hire car providers and remains the leading hire car comparator for the UK.

More information is available at www.carrentals.co.uk.
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Notes to Editors

Road Safety Week is an annual event coordinated by [road safety charity Brake](http://www.road-safety-charity.co.uk), which works to stop deaths and injuries on roads and care for families bereaved and seriously injured in road crashes. Road Safety Week aims to raise awareness about the part we can all play in making our roads safer for everyone, and to encourage and help communities, schools and companies to run local road safety activities. Find out how you can join the thousands who get involved every year at www.roadsafetyweek.org. Road Safety Week 2010 takes place 22-28 November, focusing on the theme of 'Kids say slow down'.

About Carrentals.co.uk

Carrentals.co.uk was launched in February 2003 and grew to become one of the UK's leading online car hire companies by 2006.

In 2007 the company re-launched its site to create the first major online price comparator in the travel industry. Using the latest technology the Carrentals.co.uk site now searches up to 50 different

car hire websites, providing an impartial comparison of the best prices available in over 10,000 locations.

Websites searched include Alamo, Auto Europe, Budget, Ebookers, Hertz, Holiday Autos, Opodo, Sixt and Thrifty, with the Carrentals.co.uk site quickly comparing prices and allowing customers to refine their search by car type.

The Carrentals.co.uk site also features over 5,000 pages of travel information in a mini-guide format.

In 2008 Carrentals.co.uk was voted Best Car Hire Website in the Travolution Awards, and in 2010 it was Highly Commended in the Best Meta-search/Price Comparison category. To book or for further information visit www.carrentals.co.uk

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