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# Press Release... for immediate release

## Drink Drivers think twice this Christmas

Recent home office statistics have identified that this year's number of Christmas drink drivers has significantly reduced on last year's figures. The figures have fallen by some 20% on those of 2001-02. The Association of Chief Police Officers (ACPO) said that 5,242 collisions causing injury on roads in England and Wales were reported during the campaign, 1,270 less than last year. A total of 12,402 breath tests were taken following collisions, of which 1,080 or 8.71% were positive.

16% of all road deaths every year occur as a result of drink driving. Causing approximately 500 deaths and 2,500 serious injuries. The consequences of drink driving can leave long lasting scars, some of which will never heal. However there is more to consider than just death or injury; the financial implications of drink driving are also harsh.

David Harlow, MD of the UK's premiere online motor insurance bureau InsureYourMotor.com comments:

*"Drink drivers account for up to 19,000 road accidents in the UK every year. The simple message is don't do it! Drink driving is frowned upon by the UK insurance market and branded as so irresponsible that those with DD convictions may not be able to get full insurance, or offered a lower level than comprehensive cover such as third party. Depending on the severity of the conviction, some may find it difficult to get insurance at all. InsureYourMotor.com is one of the few companies that will negotiate for preferential rates for convicted drivers, however, restrictions still apply and could last for many years."*

Anti drink drive campaigners are demanding tougher action still, with demands for the legal drink drive limit to be lowered further from 80mg of alcohol per 100ml of blood to 50mg, which would bring Britain in line with other EU countries.

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### **Insureyourmotor.com**

With outstanding relationships with Lloyd's syndicates and major European Insurers, InsureYourMotor.com is fast becoming the UK's number one insurance bureau for young drivers, convicted drivers and owners of high performance sports cars. Currently quoting for approximately 80,000 drivers every month, Insureyourmotor.com have risen in just 3 years of trading to become one of the UK's most successful fast track stars.

#### **David Harlow**

InsureYourMotor.com is the brainchild of young entrepreneur David Harlow, who having worked in insurance for almost 10 years discovered a gap in the market for online insurance. David started the company in June 2000 with just two members of staff and has since grown the business into a formidable team of over 40 people with a turnover fast approaching £30m.

For further information visit [www.insureyourmotor.com](http://www.insureyourmotor.com)