HOW WOULD YOU GET YOUR PEERS TO UNDERSTAND THE IMPORTANCE OF BUYING A SAFE AFFORDABLE CAR?

BACKGROUND INFO

Road crashes are one of the leading causes of death and serious injury for people aged 16–25. In their first year on the road, young drivers are about three times more likely to be killed or injured than more experienced drivers.

Young drivers often have the oldest and least safe cars on our roads. This is either because a car's looks and performance are seen as more important than safety, or because price is often the main criteria when choosing a car.

The TAC has developed a site just for young drivers called **howsafeisyourfirstcar.com.au** (which can be used as a good reference tool). This site allows consumers to search through a database of safe, P-plater approved cars in their budget. The TAC and its road safety partners recommend that consumers look for a minimum 4 star ANCAP safety rating when purchasing a new car. Using Carsales data, it allows people to look for cars in their price range. There is even an under $5,000 category!

Young drivers' first cars need to be safe. Really safe. Long gone are the days that you look for the cheapest old bomb you can afford.

HERE ARE SOME THOUGHT STARTERS TO GET YOU GOING

• How do you encourage your peers to think about safety before the colour of a vehicle?

• How do you get young people talking to their parents about safety before making big car purchases?

• What motivates young people to want to stay safe?

• What motivates young people to do the right thing?

URL: **howsafeisyourfirstcar.com.au**

CRITERIA

Your idea needs to highlight the importance of having either a 4 or 5-star rated car and that a safe car can be affordable and fit within most budgets.

Your idea needs to be creative and have credibility amongst the target audience of 18 – 25 year olds, while not being too preachy.

The judges are looking for a concept that is portrayed in a positive way rather than using graphic shock tactics.