Brits Asked to Drive Carefully Via New Carrentals.co.uk ‘Road Sense’ Campaign

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London, UK (RPRN) 12/02/11 — Online comparator introduces new initiative in partnership with Brake to drive road safety message

Online car hire specialist Carrentals.co.uk this week announces the launch of a new campaign aimed at driving the road safety message home to British drivers. The 2011 Road Sense campaign has been introduced in partnership with road safety awareness charity Brake.

The call in this year’s Road Sense campaign is for drivers to pay more attention to essential car and engine checks, no matter how much money they may cost these days.

Gareth Robinson, Managing Director of Carrentals.co.uk, commented: “Many accidents and incidents on the roads can be avoided through good maintenance of a car – these checks are more important than ever in the winter’s icy weather.”

Brake reports that road crashes kill more young people than anything else and the cause of these incidents is often excessive speed or careless overtaking. Young motorists comprise a massive percentage of road injuries and casualties, a combination of risk-taking and inexperience. In the UK one out of eight drivers is aged under 25 but one in every four fatal or serious road incidents and crashes features someone from this age group.

“We’ve operated the Road Sense campaign for six years now and we want to drive this safety message home,” adds Gareth. “Everyone needs to heed the advice of organisations like Brake to help lower the number of fatal road accidents in the UK.”

Katie Shephard, director at Brake, commented: “We’re pleased to work with Carrentals.co.uk on their Road Sense campaign again – through awareness we can help to make the UK’s roads safer. Throughout Road Safety Week 2011 Brake is driving home the message to young drivers in particular to ‘have a heart at the wheel’. Think about others and commit to driving safely.”

The Carrentals.co.uk Road Sense website is home to advice on road safety and also new offers, including discounts on winter clothing and reflective gear for children and adults from Outdoor Look and BrightKidz.

Carrentals.co.uk is the leading car hire comparison site comparing prices in over 15,000 locations worldwide including France, Spain and car hire in Ireland, with pick up locations including car hire in Dublin, Cork and Shannon.

For more road safety information, offers and advice visit www.carrentals.co.uk/roadsense2011
/ends.

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 15,000 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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