

**MAKING  
YOUNG  
DRIVERS  
SAFER  
DRIVERS**





**AGED 18: JUST PASSED HER TEST  
NO CONVICTIONS OR CLAIMS**



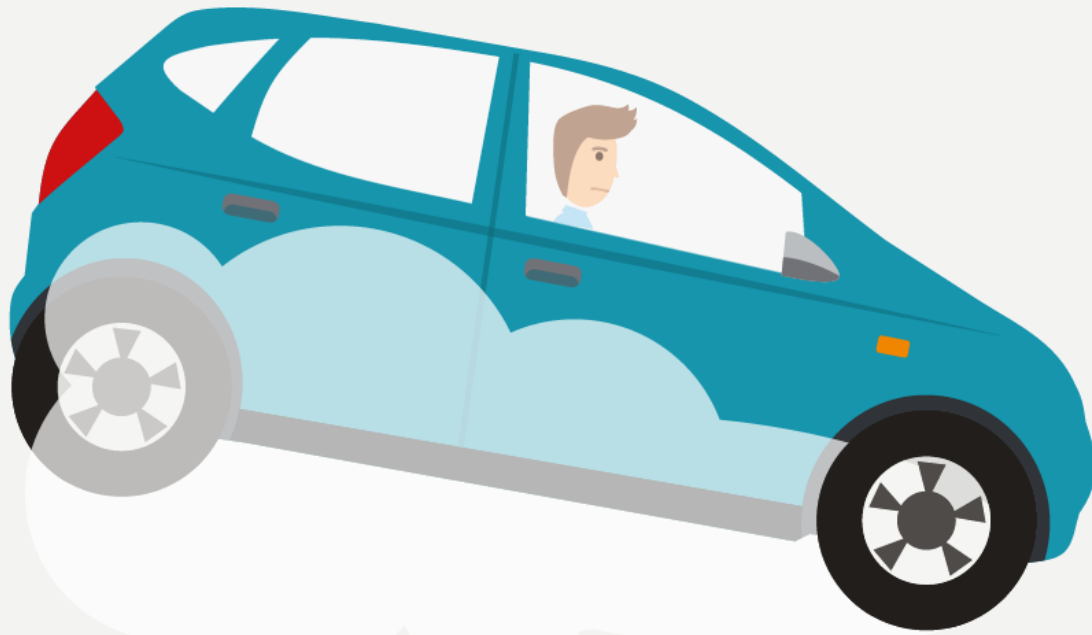
**AGED 21: PASSED TEST 3 YEARS AGO  
NO CONVICTIONS OR CLAIMS**

**WHICH RISK WOULD YOU CHOOSE TO INSURE?**

**PASSING THE DRIVING  
TEST IS A BIG MILESTONE**

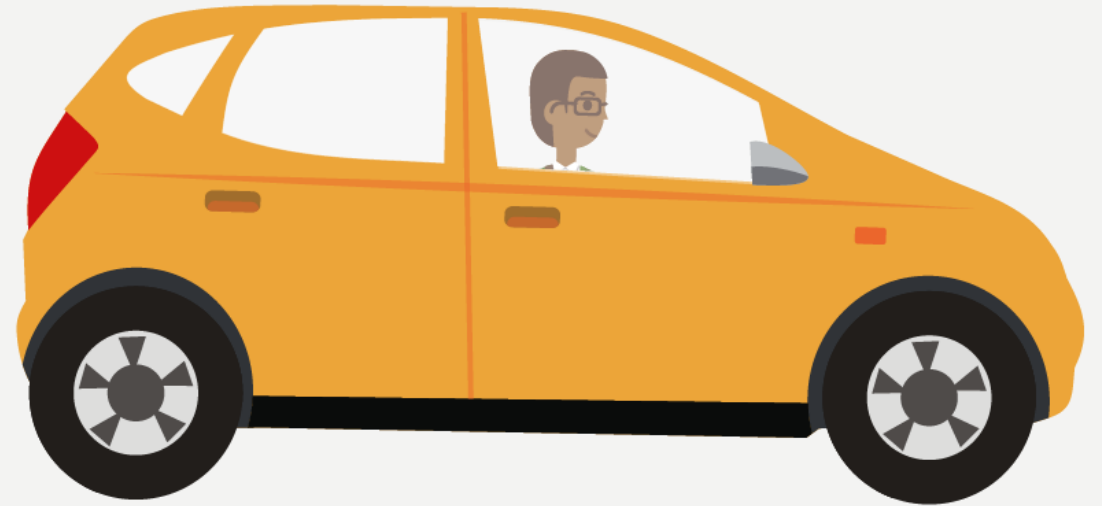
**PRACTICE & DEVELOPING  
SKILLS SHOULDN'T STOP THERE**

# WHAT DO THE STATS SAY ABOUT YOUNG DRIVERS?



**25%\*** will have an extended break from driving of 6 months+  
**1 in 3.6** of these will have an accident as a result of a break

**1 in 5** will have an accident within 6 months of passing<sup>1</sup>



\* Research conducted by Fly Research, on behalf of Marmalade in June 2019 with 1,000 UK drivers under the aged of 30. <sup>1</sup> [Correlation between young drivers and car accidents source](#) for drivers aged 17-25

# MORE ABOUT THE DRIVERS WHO HAVE HAD AN EXTENDED BREAK FROM DRIVING...

We asked 1000 young drivers, under aged 30 about their time away from the road

- **28%** believe they had a road accident as a result of this
- **24%** said their confidence had been knocked
- **25%** think they have become a more hesitant driver

**34%** cited the cost of access to a car, including purchase and insurance, as the main reason for their absence from the road.

**67%** believe regular access to a car after getting their licence would make them a safer driver

**SOURCE:** Research conducted by Fly Research, on behalf of Marmalade in June 2019 with 1,000 UK drivers under the aged of 30.

**HOW CAN YOUNG DRIVERS  
BE BETTER PREPARED FOR  
LIFE ON THE ROAD?**

- ✓ Encourage more practice
- ✓ Refresher lessons with ADI's
- ✓ Encourage car sharing

**AS AN INDUSTRY, WE  
MUST STRIVE TO  
ENABLE YOUNG  
DRIVERS TO MAINTAIN  
EXPERIENCE BEHIND  
THE WHEEL**

The majority of drivers under 30 who had an extended break from driving stated that they believe that regular access to a car would have made them a safer driver.

# MARMALADE CAR SHARING SOLUTIONS

HELPING YOUNG DRIVERS  
MAINTAIN DRIVING SKILLS &  
CONFIDENCE BEHIND THE WHEEL



# NAMED YOUNG DRIVER INSURANCE

- ✓ Often more affordable than adding a named driver
- ✓ Doesn't affect parents' NCD
- ✓ Telematics allows young driver to review and improve driving
- ✓ Young person earns No Claims Discount
- ✓ Could save up to **25%** on New Driver Insurance when they get their own car\*

Providing more opportunities for young drivers to get behind the wheel.

WATCH THIS SPACE...

We're constantly evolving our solutions to adapt to young driver's needs...



# STUDENT DRIVER INSURANCE

SHORT TERM COVER FOR STUDENTS WHO ARE HOME FOR THE HOLIDAYS

**Ideal to have freedom and maintain driving skills**

- Cover for 7, 14, 21 & 28 days
- Exclusively for students at university or boarding school
- No risk to car owner's NCD
- Instant comprehensive cover on most family cars



- ✓ ALLOWING YOUNG DRIVERS TO DEVELOP & MAINTAIN DRIVING SKILLS IN AN AFFORDABLE WAY BY BORROWING A CAR
- ✓ ALL STUDENT DRIVER INSURANCE CUSTOMERS WILL EARN A 5% DISCOUNT ON OUR BLACK BOX INSURANCE

# LET'S WORK TOGETHER

## DRIVING INSTRUCTORS

- Help us understand more about the changing face of learning to drive
- **Refresher lessons!**



- Work with insurers to innovate with new products to meet these needs
- Work with insurers to arrange further discounts for drivers that have taken refresher lessons!



JOIN THE  
MARMALADE  
NETWORK



VISIT THE TEAM ON THE  
**MARMALADE  
NETWORK**  
STAND

- Tuition cars at fantastic prices!
- Driving instructor insurance!
- Earn commission from £15 to £250!
- Free booklets, leaflets and ADI cards
- Competition giveaways for your pupils

...and much more!

