



## News Release

### **A77 WARNING! Inappropriate driving behaviour**

In a bid to raise awareness of anti-social and irresponsible driving behaviour, the A77 Safety Group has issued a message to all A77 road users, today, (Thursday, 22 September, 2005).

The number of young people (17 – 25 years old) involved in serious road crashes is disproportionately high in comparison to other age groups. Cars with two or more occupants being driven by a young person during the evening are a common element in many serious road crashes.

Ayr Seafront is a popular destination for young drivers to have social gatherings. South Ayrshire Council recently announced plans to enhance the appearance of the seafront, with a £1 million improvement plan. The 'cruisers' come from all over Ayrshire to meet here, and locals have reported that they drive in convoys along the A77 to get there.

This type of driving poses a risk to other road users, as there is not enough space between the vehicles in convoy, for overtaking manoeuvres. Concerns are, that fellow cruisers will also be racing each other, and this of course heightens the chances of a more serious injury should there be an accident.

Summertime officially ends on 30 October, the clocks go back and the nights begin to get even darker, but will the 'boy racers' give in to the descending darkness to slow down and space out?

/more...

Speed is not the only reason for accidents which occur on the A77 trunk road, although it is often a contributing factor. Driver error has proven to be the most common reason for accidents - whether changing lanes, overtaking at inappropriate sections of the road, drink driving, driving whilst talking on a mobile phone, and even newly-qualified drivers driving timidly or over-confidently.

The Group aims to educate all road users on better driving habits through its thorough driver and community awareness campaigns and this week, specifically targeting young drivers, as inexperience is a major factor in bad driving habits.

The A77 Safety Group would like to say to all motorists - please take responsibility for your own driving.

Sheena Borthwick -Toomey, managing director of West Sound and a key member of the A77 Safety Group said:

“Driving the A77 daily and living locally, I have seen many accidents that could have been avoided. Drivers need to be more considerate to other road users and pay more attention to what is happening on the road ahead, not to what others are doing.

“While we are planning, preparing and rolling out these plans, drivers need to brush up on their driving skills, as well as the Highway Code. Our strapline says, ‘Working together-Driving changes’. We can only achieve our aim, to reduce fatal and serious accidents on the A77, if everyone contributes.”

**-ends-**

**22 September, 2005**

/more...

**Notes to editor:**

1. In conjunction with the campaign, the A77 Safety Group is running a competition on West FM for Ayrshire drivers to pick their favourite driving tunes to be played on air, from Monday, 26 September to Friday, 30 September. Halfords have donated winter safety packs, West FM are giving away goody bags and the grand prize is two tickets for any race in October at Ayr Racecourse, as well as lunch for two people.
2. Visit [www.a77safetygroup.com](http://www.a77safetygroup.com)
3. There website contains an on-line press office area, where media can access and download images and news releases
4. The website went live on Monday 9 May, 2005
5. Members of the A77 Safety Group are available for interview, on request
6. For further information on the A77 Safety Group and its members, please contact the A77 Safety Group Press Office on 0141 445 2277 or email [info@a77safetygroup.com](mailto:info@a77safetygroup.com)