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UK motorists' use of dash cams has more than doubled in the last year

*Dash cams are drivers' most coveted in-car gadget
1 motorist in 4 believes a dash cam would improve their driving*

A new RAC Shop study* has revealed the number of motorists now using dash cams to record their journeys on UK roads has more than doubled in the last year to 2.9 million**.

The research shows almost a quarter (24%) of motorists think having a dash cam installed would improve their driving. In addition, one in five (20%) of

those surveyed have previously been involved in an accident where there was a dispute over who was at fault, 69% of whom believe a dash cam would have helped them solve their case.

And, with [Insurance Premium Tax \(IPT\) set to rise to from 6% to 9.5% on 1 November](#), the results indicate that 63% think insurance companies should encourage the use of dash cams, especially if it guarantees a reduction to the cost of their policy – an incentive the RAC has introduced.

The RAC Shop survey also shows that men are three times more likely to own a dash cam (13%) than women (4%). And, findings indicate that older drivers appear to be the most tech savvy, as the majority (22%) of motorists that already own a dash cam are aged 50 and over, followed by those aged 35-39 (6%).

What's more, the results suggest the popular recording device is the latest must-have in-car gadget as more than half (52%) of motorists are currently considering purchasing one, placing it at the top of this year's Christmas car tech wish-list. Also topping this year's wanted list are parking sensor kits (42%), hands-free phone kits (25%) and sat navs (20%) which all play a role in assisting those behind the wheel.

RAC head of retail Lynn Hayzelden said: "We have seen a surge in the number of dash cams purchased from racshop.co.uk in 2015 and, as the results suggest, this is a trend that shows no sign of slowing down.

"Not only do dash cams encourage safer driving and provide excellent protection against insurance fraud, they can also now save you money on your car insurance. We've listened to what motorists want and are pleased to announce that we are now offering a £30 discount to our motor insurance customers who have one of our five RAC dash cams installed***.

"We've also recently improved our offering by launching three brand new in-car dash cams in time for Christmas. The RAC 03, which incorporates built in GPS - a world first for a rear view mirror dash cam – is joined by the RAC 04 and RAC 05, all of which give motorists more choice when it comes to buying a quality dash cam, at a price point that suits their wallet.

"What's more, the RAC 04 features built in GPS and an emergency button, this

means that when pressed, the current sector of recording becomes protected, and will not be lost when the camera continues recording on a loop. The RAC 05 also uses built in GPS to alert drivers when their vehicle approaches a speed or safety camera. There's sure to be a model for everyone, from learners, right through to the most seasoned drivers."

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Notes to Editors

* Research conducted by RAC Opinion Panel with 2,100 respondents

** From 4% of motorists (2014) to 9% (2015). Percentage extrapolated to 31.9 million UK driving licence holders

*** The £30 dash cam discount will be applied to the annual insurance premium at point of purchase for the first year only, and so will not be applied at renewal. The discount is only valid on new quotes and purchases made by calling RAC Car Insurance direct on 0330 159 0490 after the purchase of an RAC dash cam. Proof of purchase may be requested at any point during the policy term. Existing RAC Car Insurance customers will be excluded from this offer and promotion. Not available to customers who have purchased RAC Car Insurance directly using a quote reference obtained from a comparison site. Any additional products, add-ons, fees and charges will not be discounted and the offer cannot be used in conjunction with any other offer. We reserve the right to withdraw this offer at any time. Minimum annual car insurance premium of £30 applies in order to qualify for this promotion.

About the RAC Shop

The RAC online shop offers more than 80,000 motoring products, ranging from bulbs to batteries and sat-navs to socket sets as well as bespoke car

parts and accessories such as pet seat belts and custom gear knobs and much more. Aiming to provide motorists with everything they need to keep their car on the road and looking good, the RAC Shop has the following categories: Parts & Maintenance; Accessories & Cleaning; Travel & Breakdown; Books & Gifts and Workshop & Tools.

The shop includes a vehicle registration look-up to ensure customers purchase the correct part for their car.

Motorists buying a new car battery are able to have it fitted at one of more than 400 RAC approved garages across the UK, or by an expert RAC patrol at their home or workplace if they are not confident enough to fit it themselves.

About the RAC

With more than eight million members, the RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, buying a used car, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information – the RAC offers a solution for all motoring needs. The RAC is committed to making motoring easier, safer, more affordable and more enjoyable for drivers and road users.

The RAC is the motorist's champion and campaigns to support the interests of its members and UK motorists at a national level, including advancing levels of road safety, supporting the needs of young drivers and voicing concerns about the increasing cost of motoring. The RAC's annual [Report on Motoring](#) – first published in 1989 – provides a clear insight into the concerns and issues facing today's motorists.

For the very latest news on UK fuel prices, check [RAC Fuel Watch](#) or follow [#racfuelwatch on Twitter](#). This is a comprehensive guide to the latest UK unleaded petrol and diesel prices – both at the wholesale level and at the pump. RAC Fuel Watch analyses how prices changed through the previous month and compares the most recent prices with those from three, six and 12 months before.

The RAC supports and is a founding member of [FairFuelUK](#) which campaigns

for fairer taxes on petrol and diesel.

Key facts:

- RAC patrols fix four out of five vehicles at the roadside and on average within 34 minutes
- RAC vans carry more than 500 parts and tools to get members' vehicles going again
- 98% of members would recommend RAC Rescue to their friends and family

Contacts



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