

At the heart of the matter is driver alertness and distraction. It is all too easy to become absorbed in conversation, particularly if it is an important call. Using our five point plan means you reduce this risk.

The O₂ five point plan is intended to supplement the very clear advice in the Highway Code: "it is far safer not to use any telephone while you are driving – find a safe place to stop first".

Remember, on a motorway, parking doesn't mean the hard shoulder which, by law, can only be used in an emergency. Using a mobile phone on a petrol station forecourt is forbidden. As a personal precaution, try not to park conspicuously; lock the doors and secure the windows. If you are driving in your job, always check your employer's guidelines as well.

For further advice or information on O₂'s services visit you local O₂ store or online at www.o2.co.uk

Useful websites for further information on safer driving:

www.think.dtlr.gov.uk

www.theaa.com

www.rac.co.uk

www.greenflag.co.uk

Tips for safer driving

o2.co.uk

O2 (UK) Limited, 260 Bath Road, Slough, Berkshire SL1 4DX
Registered in England No. 174 3099. Registered Office as above.

O2PR001 KGL 11/04

The O2 logo is located in the bottom right corner of the page. It consists of a large white 'O' with a smaller white '2' positioned to its bottom right. The background of the entire page is a blurred image of a road with a yellow dashed line, suggesting motion and driving.

Safer driving

Four out of every five people in this country have a mobile phone. Virtually indispensable for many, we all recognise the vital role they can play in many kinds of emergency, while their convenience and ease of use is good news, both for socialising and business productivity. Every year, over seven million 999 calls are made from mobile phones with a further seven million to emergency motoring services.

Of course, we want you to be able to make the most of your mobile services. In addition to making and taking mobile calls, the exciting new era of 'smart' devices such as the Xda II from O₂, brings instant access to your emails and the Internet. At O₂ we're naturally great believers in the benefits of fast, efficient communications that reward your attention wherever you are. But – and it is a big but – we really don't want you to talk yourself into trouble.

At O₂ we'd ask for your support, to bring an end to the alarming sight of motorists trying to drive and hold a mobile phone at the same time. It is illegal, unacceptable and unnecessarily dangerous.

The law states that it is an offence to hold, or cradle in your neck, a mobile phone at any point during the set up, making or taking of a phone call, text message or any other data related mobile communication. The use of fully installed car kits or handsfree accessories is permitted but you can still be prosecuted for using a hands-free mobile phone if you fail to have proper control of your vehicle. If you must make a handsfree call when driving, keep it brief and use a handsfree cradle for your mobile phone. Use Voicemail wherever possible and listen to your messages when you are safely parked.

5 point plan

It's a fact that anyone who drives a vehicle has a special responsibility for the safety of themselves, their passengers, other road users and pedestrians. This is why O₂ has developed the five point plan to help drivers make an informed choice about when, where and how to use mobile communications services and keep in control.

Follow these simple guidelines and you can enjoy the benefits of being in touch while you travel safely.

NEVER use a hand-held mobile phone or communications device for any reason while driving.

USE Voicemail wherever possible by switching off your mobile and listen to your messages when you are safely parked.

IF you have to make a handsfree call, make sure it is safe to do so and keep it brief.

NEVER send or read text messages or view mobile content while driving.

END handsfree calls that become difficult, distracting or stressful immediately.

When in doubt – switch it OFF.

Handy tips

Handy tip 1: If you have a passenger, ask them to manage your mobile calls for you.

Handy tip 2: Why not give yourself time and concentration for your mobile calls by taking a break from driving and parking safely?

Handy tip 3: If you receive a handsfree call, tell the caller you are driving before you begin your conversation and that you may need to end your short call at any time.

Handy tip 4: Voice messaging means you never need miss a call.