

# AVOIDING REAR END COLLISIONS

Helping you avoid common rear end collisions

Some of the highest impact collisions are from being hit from behind. They have the potential to cause not only severe damage to vehicles but also personal injury to drivers and passengers, especially when multiple vehicles are involved. Other factors, such as not applying the appropriate driving style to suit weather conditions, can increase the risk of collision.

Admiral Insurance saw over 400,000 rear end collisions in the UK within a 12-month period. Typically, they are low speed but still have the potential to result in whiplash claims and costly repairs. Rear end collisions account for 75% of all bodily injury claims. This, in turn, can affect organisational productivity with Vehicle Off Road (VOR) time and employee absence.

## Seven valuable tips to increase your safety

### ONE

Look ahead to spot traffic stopping long before the vehicle in front of you suddenly brakes hard. This gives you time to brake early and gently, forcing vehicles behind you to brake sooner.

### TWO

Check your mirrors often, especially when slowing or stopping. When coming to a stop, always look in the rear-view mirror to be sure vehicles behind you are also stopping.

### THREE

As you slow to a stop, identify a possible escape route in case the vehicle behind you does not stop.

### FOUR

Avoid harsh braking when approaching a red light. Slow gradually as this will force the vehicle behind you to brake gently, too. If you rush to a red light and brake hard, the driver behind you may not react swiftly enough. The added benefit is the light may change to green before you reach it so you may not need to brake at all.

### FIVE

When you stop, leave two or three vehicle lengths between you and the vehicle in front. If you pull up tight behind a vehicle, you lock yourself into a potential danger zone, eliminating any options of escape. Giving yourself room ahead will give onrushing vehicles a little more braking space.

### SIX

While stopped, visualise what you can do should the vehicle behind you not show signs of stopping in time. Remind yourself that you need to step off the brake and steer in the direction you want to go. Most drivers will push their brake harder when being struck from behind as an instinctual reaction. It is unfortunately the wrong response. Be prepared to accelerate and steer to where you want to go.

### SEVEN

Consider the effect on stopping distances when driving in poor weather conditions. Distances typically will double on wet roads and by ten in icy and snowy conditions.