



HIGH POLLEN LEVELS COULD PUT DRIVERS AT RISK

Insure The Box warns young motorists to check hay fever medication before getting behind the wheel to avoid the risk of a driving ban

www.insurethebox.com

London, 3rd July 2017 – With high pollen levels sweeping across the country¹, Insure The Box, the global pioneer of telematics-based car insurance, is warning young drivers to check the strength of any medication they might be taking. Common over-the-counter hay fever treatments can affect hearing, vision and reaction times, all of which can severely impact a motorist at the wheel. Recent research has found that one in 25 drivers with hay fever admit to having had an accident as a result of driving after taking allergy medication². This is despite the fact that if pulled over and deemed unfit to drive due to the effects of said medication they could be subject to an unlimited fine or even a prison sentence.

Insure The Box believes that young and new drivers in particular could be unaware of just how serious the side effects of common over-the-counter medications can be, and that all drugs, whether prescribed, over the counter or illegal, are covered by the same laws. Side effects of standard hay fever treatments include drowsiness, dizziness and nausea. It's important, therefore, that hay fever sufferers read any accompanying literature before considering whether they're fit to drive.

Simon Rewell, Road Safety Manager at Insure The Box, comments, "Hay fever causes misery for millions of people in the UK and many head to their local chemist for tablets and other treatments. Although the medicines ease the sniffy nose and itchy eyes, drivers may not be fully aware of the significant impact these side effects can have on their ability to drive safely.

¹ <http://www.metoffice.gov.uk/public/weather/pollen-forecast/#?tab=map&map=Pollen&fcTime=1497524400&zoom=5&lon=-4.00&lat=54.50>

² <https://www.confused.com/on-the-road/driving-law/drug-driving-cases-hit-high>

“If a motorist is pulled over by the police and deemed unfit to drive due to the effect of drugs in their system, it could lead to an unlimited fine or in the worst case, a prison sentence. It’s therefore crucial that drivers read the information that comes with their hay fever medication. We believe this is particularly important for young and recently qualified drivers, who make up some of our most vulnerable road users and are less likely to be aware of the side effects of any medication. Drug driving is a serious charge and all drivers need to take responsibility for checking their medication and deciding whether or not they’re fit to drive.”

ENDS

Media enquiries to:

Parm Heer/Charlotte Hart/Elsa Findlay/Wendy Harrison/Alison Reeson

Tel: 0208 977 9132

Email: itb@harrisonsadler.com

Notes to Editors

Insure The Box

Insure The Box Limited launched in June 2010 with its first product; insurethebox, and is the UK’s largest telematics (or black box) insurance provider, now holding over 3 billion miles of driving data and associated claims. As well as insurethebox and drive like a girl (another Insure The Box brand) it also administers other telematics offerings. Aioi Nissay Dowa Insurance Company of Europe Limited (ANDIE), subsidiary of Aioi Nissay Dowa Insurance Company Limited and part of the major Japanese insurance group MS&AD Holdings, Inc., acquired the majority stake in Box Innovation Group Limited (which is the 100% owner of Insure The Box) in March 2015. Together they are taking a leading role in the development of technologies that will change the face of motor insurance and the way we view the car.