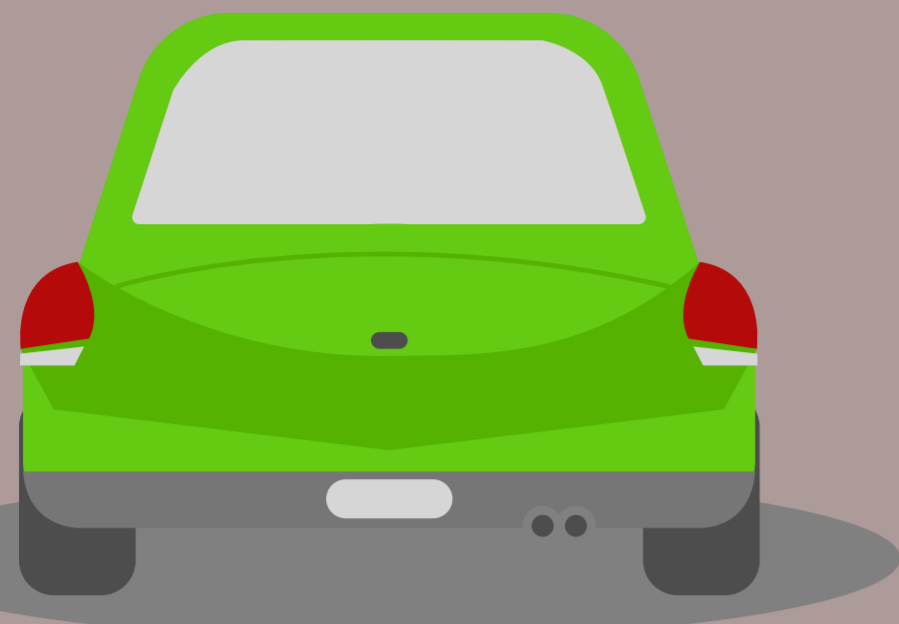
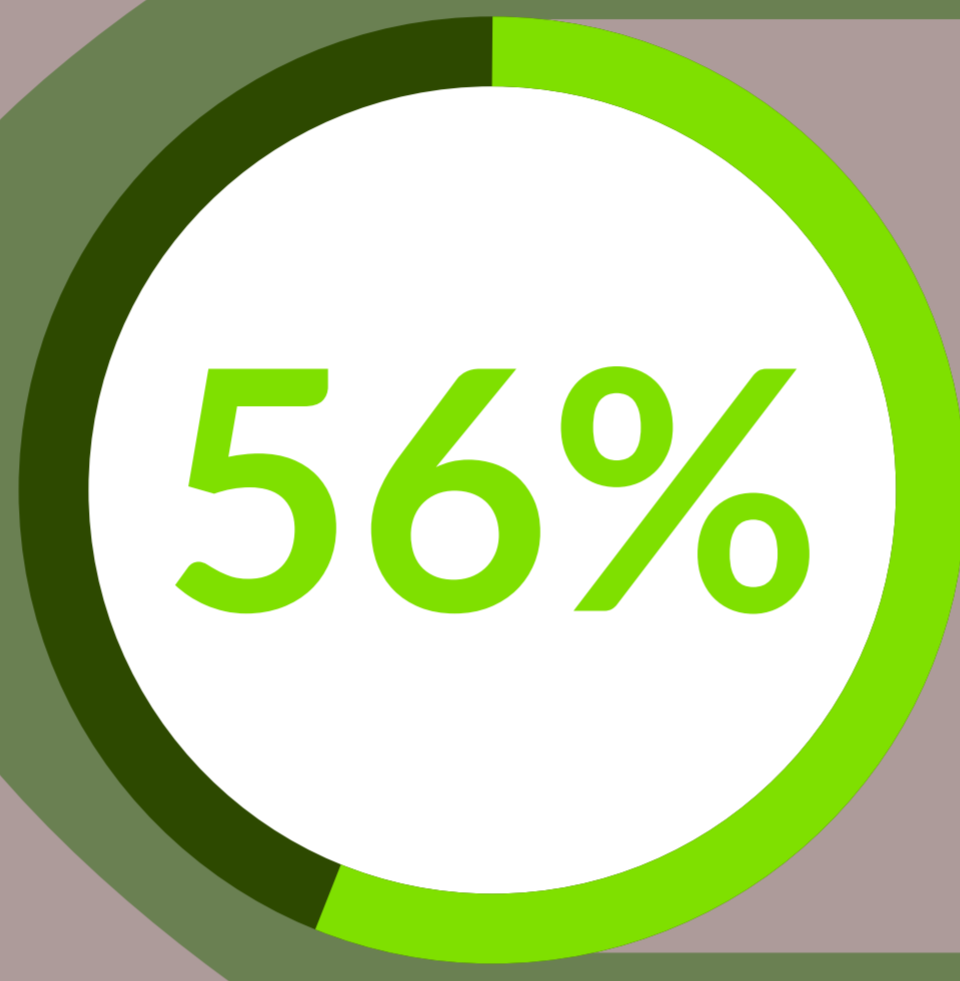
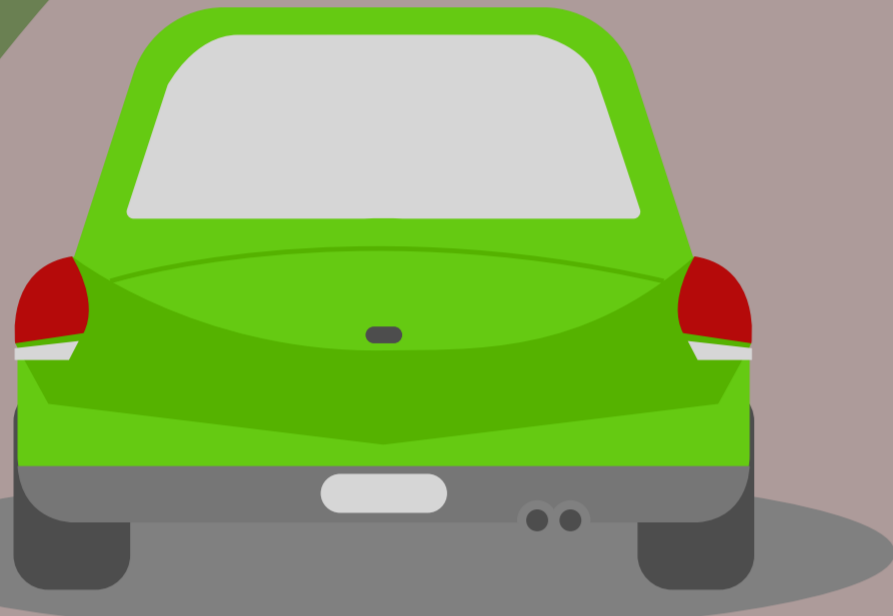


# DRIVING ON COUNTRY ROADS



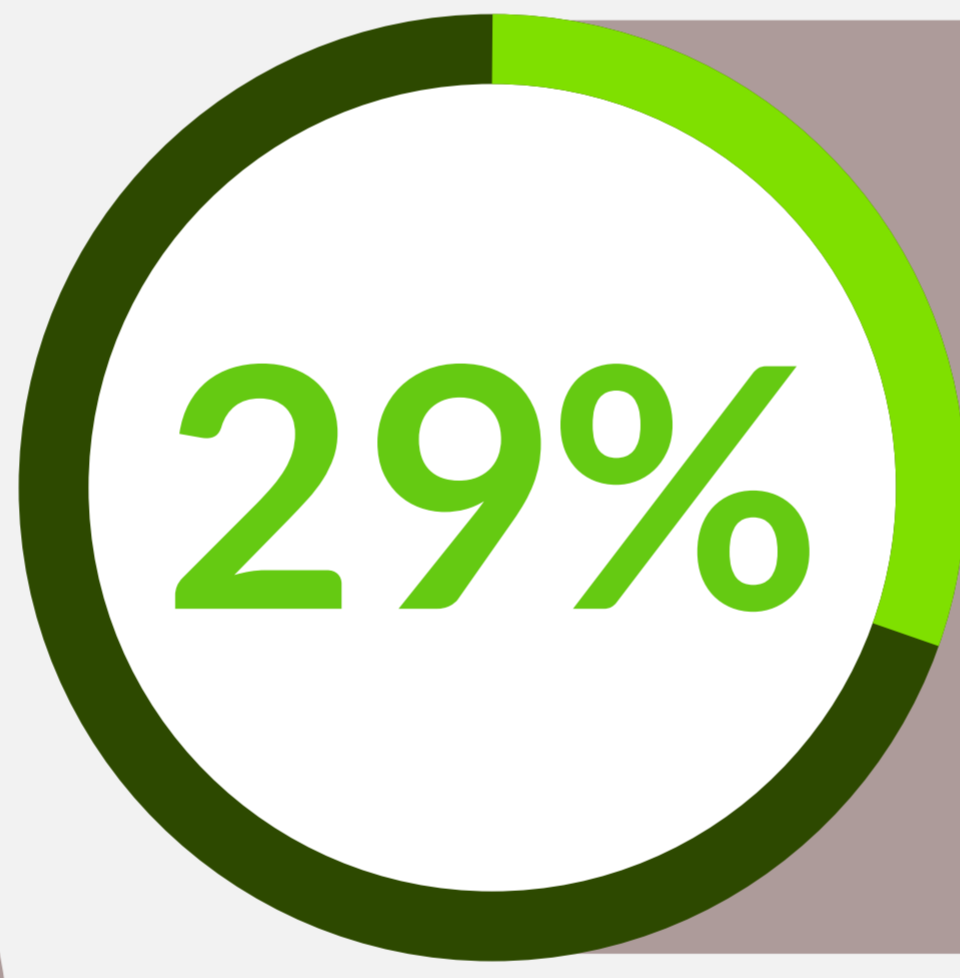
25% of all serious accidents happen on country roads

## EXPECT THE UNEXPECTED



56% of all serious accidents happen due to loss of control

## BRAKE BEFORE THE BEND



29% of all serious accidents are caused by lane-crossing or head on collisions

## ADJUST YOUR SPEED



3 people are killed every day on average on country roads

## READ THE ROAD AHEAD

With over 4 billion miles of driving data, insurethebox has unique insight into what constitutes good driving and the behaviours that put road users at risk.