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## Creating confidence for drivers: The AA motoring manifesto

- **96% members say road maintenance is top transport issue**
- **81% want 'smart' motorways scrapped**
- **72% think a graduated licence limiting passengers is good idea**
- **69% think motoring taxes will increase**
- **65% want better EV infrastructure**

The AA today (15) launches its motoring manifesto '*Creating Confidence for Drivers*' –ahead of the upcoming local and mayoral elections, and a pending General Election.

As a nation we rely on our roads to connect our communities, grow our economy, and keep families functioning. Drivers make a significant contribution to the public purse as well as play a major part in the transition to net zero, so it is vital their voice is heard by all political parties.

The AA has been supporting drivers for over a hundred years and today represents more than 14 million members in the UK. Our research shows that many of those drivers are confused and concerned across a range of issues – unsure about how and when to make the shift to electric vehicles (EVs) and worried about the state of our roads and infrastructure, as well as the affordability and safety of driving overall.

Our manifesto highlights **five** critical areas of action to address those concerns:

1. **Supporting drivers:** keeping motoring costs low through fuel duty freeze, better fuel price transparency and reducing Insurance Premium Tax.
2. **Sustainable future:** providing the right incentives, infrastructure, and information to support the switch to zero emission vehicles. For example, helping those without on-street parking by cutting VAT for on-street EV charging.
3. **Smoother journeys:** addressing the pothole crisis with ring-fenced funds and use of technology for more permanent repairs. Scrapping the failed experiment of 'smart' motorways.
4. **Safer roads:** reducing road deaths through setting clear targets, increased roads policing and addressing the tragedy of new driver deaths through graduated licences such as restricting passengers for six months after passing their test.
5. **Strengthening the industry:** providing support to the sector to enable greater investment in innovation and skills. Maintain push for regulations to allow access to

vehicle data to improve the safety, convenience, running costs and environment via connected car services.

**Jakob Pfaudler, AA CEO**, said: “I hope this manifesto proves informative and helps to shape a better road ahead for all drivers as we enter a critical juncture for the nation. There are 50 million people with a driving licence in Great Britain and around 40 million licenced vehicles. Driving forms a vital part of the majority of people’s daily lives whether for work, deliveries, leisure, holidays or visiting family and friends. Driving matters to them and their views should matter to us as we head to the polls later this year. Implementing our motoring manifesto will help to create confidence for drivers now and for the future.”

**Edmund King, AA president**, added: “The AA’s manifesto is backed by polling of our members. We know that permanently fixing potholes is the number one issue, but we also know that drivers want action on scrapping ‘smart’ motorways, improving the safety of new drivers and being given more incentives and reassurance before switching to zero emission vehicles. Our message to all parties is ‘motoring matters’.

Full details of The AA Motoring Manifesto can be found [here](#)  
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### **Survey sources**

*AA Yonder General Election online survey of 11,963 AA members, 11 to 23 January 2024. AA Yonder EV online survey of 1,567 AA members, 6 to 12 October 2023. Yonder is a founding member of the British Polling Council and abides by its rules.*

### **About The AA**

*The AA is the UK’s leading provider of roadside assistance serving 14 million members with approximately 2,700 patrols attending an average of 9,000 breakdowns daily. The AA has been recognised by Which? as a Recommended Provider for the last six years, and is rated by drivers as the first choice for electric vehicle breakdown.*

*The AA’s mission is to create confidence for drivers now and for the future – anticipating drivers’ needs since 1905 and striving to be always ahead. The AA provides services across its roadside businesses from AA Driving School and BSM, to DriveTech, the leader in driver education. In addition, AA Smart Care provides bookings for MOTs, maintenance, service and repair in AA certified garages. AA Cars is a trusted vendor of used cars with free history checks and breakdown cover. The AA’s insurance broker offers motor and home policies, operating a diverse panel of underwriters including the AA’s in-house underwriter, plus AA Financial Services and Accident Assist. The AA continues to invest in connected car innovation and digital services.*