

Motorists warned that neglecting winter checks could 'end in disaster'

Submitted by: [Motortrades.co.uk](http://www.motortrades.co.uk)

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Online motoring directory [Motortrades.co.uk](http://www.motortrades.co.uk) (<http://www.motortrades.co.uk>), are warning UK motorists that if they cut corners on car maintenance prior to winter, the consequences could be very costly according to the Guild of Experienced Motorists (<http://www.motoringassist.com>).

As temperatures start to plunge and conditions worsen across the country, an increasing number of financially-squeezed motorists every year are discovering perils of neglecting those of pre-winter checks on their cars.

"It's never too early to get your vehicle fully prepared for the wintry weather", said Guild of Experienced Motorists (<http://www.motoringassist.com>) Chief Executive David Williams, who was awarded an MBE in 1998 for his services to road safety. "Carrying out the necessary checks ahead of the wintry weather, and being properly prepared, could make all the difference between a safe journey and one that could possibly end in disaster."

Mr. Williams supports the Lighter Later (<http://www.lighterlater.org>) for the introduction of lighter evenings all year long – although Scotland would suffer from darker mornings if the time was changed.

He added: "We know tighter budgets and rocketing fuel costs have had a negative impact on motorists' car maintenance habits, as many see it as a low priority in these tough times. But this lack of care will undoubtedly make cars less reliable, and driving an unsafe vehicle puts drivers, passengers, and other road users in unnecessary danger."

While it is important to ensure the car is in good condition, it is also vital for drivers to know how to handle their vehicles in snow and ice. "Not only is it important for drivers to be ready for winter but they must also be aware of the changes in driving dynamics," he said.

Elderly and young drivers are prone to forgetting to carry out pre-winter checks and it is not uncommon to see people with vehicles from these age groups either breaking down or being stopped by police for random checks.

Haydn Davies, Marketing Director of Subaru UK (<http://subaru.co.uk>), commented: "winter brings more hazardous driving conditions, with cold temperatures, damp or icy roads and poor visibility."

In late October, fire-fighters in Cheshire offered motorists free winter checks. In the hope of improving road safety, motorists received safety leaflets, tyre pressure and depth gauges and screen wash.

Peter Horton, Managing Director of Britannia Rescue (<http://www.britanniarescue.com>), said: "The important thing is to regularly have your car serviced as this will ensure your vehicle is fit all year

round.”

Eight checks for a reliable winter car

- Check the antifreeze
- Inspect the tyres
- Replace worn wipers
- Ensure there is plenty of windscreen washer fluid
- Clean the battery
- Inspect the brakes
- Check the engine oil
- Check the lights

Motortrades.co.uk (<http://www.motortrades.co.uk>) provides UK drivers with access to a huge range of motoring services and products, so get ready for winter before it's too late!

Ends

Notes to Editors:

Motortrades.co.uk (<http://www.motortrades.co.uk>) is an internet directory service helping consumers find businesses or services connected to motoring in their local area.

The site was launched in 2007 to help independent motoring businesses connect with and compete for new customers. During August 2012, there were nearly 92,000 unique visitors to the site and over 3.5 million total hits. The site is currently one of the fastest growing online motoring directories in the UK.

Businesses pay for a listing which includes company name, full contact information and three hyperlinks to the company's website. An entry also includes a colour logo, 150 words of text to explain the business activity, bulleted links to social media and a photo gallery.

The site is in the process of being completely redesigned at a cost of £100,000.00 and the will launched in December, can also include opening times and customer testimonials.

Motortrades.co.uk (<http://www.motortrades.co.uk>) is the trading name of Motor Trades Limited which is a privately owned business, founded in 2006 by Steve Jakes who remains the Managing Director today. The company is based in Brentwood, Essex and has recently opened a second office in Colchester.

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