

BRAKE - ROAD SAFETY WEEK 2025

Safe Vehicles, Save Lives.

The Kent and Medway Safer Roads Partnership is supporting Brake Road Safety Week (16 – 22 November). This year's theme is safe vehicles – this infographic will provide you with information about the latest vehicle technology and key road safety messages.



Kent and Medway
Safer Roads
Partnership

What is a safe vehicle?

Safe vehicles are designed to prevent road crashes and protect people if a crash does happen.



Safe vehicles
are roadworthy



Prevent
crashes



Protect
people

SAFE
VEHICLES
SAVE LIVES.

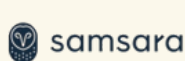
Road
Safety
Week

16–22 November 2025
#RoadSafetyWeek

Organised by



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ECALL/ SOS SYSTEM

The eCall / SOS System automatically contact emergency services after a crash, sending critical data such as your exact location and will open a voice line to emergency services.

This feature can also be used manually, if you witness a serious crash and need to call emergency services.

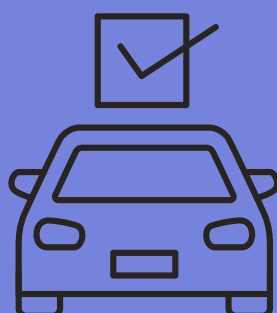


YOUR VEHICLE'S SAFETY STARTS WITH YOU

When was the last time you checked your tyres, brakes, lights, oil and wipers to ensure that your car is ready for the road?

Check out National Highway's TRIP campaign with key information on how to prepare for any TRIP.

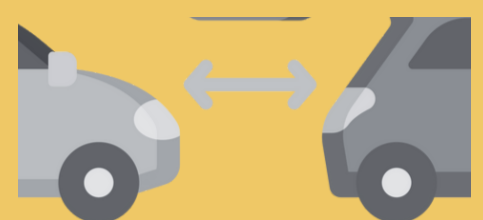
[TRIP resources - National Highways](#)



SEASONAL SAFETY REMINDER- STOPPING DISTANCES/SPEED

With rainy season upon us, it is important to consider whether your speed is appropriate for the conditions.

Wet roads mean longer stopping distances – keeping more space between you and the vehicle in front provide you with more time to react to any hazards ahead.



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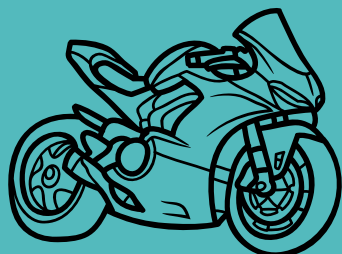
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ADVANCED RIDER ASSISTANCE SYSTEMS (ARAS)

Similar to new vehicle technology, motorcycles now feature rider-focussed versions of ADAS such as:

- Corner ABS - Adjusts braking force based on lean angle – crucial for safe braking whilst turning
- Blind Spot Detection – warns riders of vehicles in their blind spots via lights on mirrors

These features assist you as a rider - it is important to always ensure you are paying full attention to the task of riding.



HAVE YOU HEARD OF ADAS?

Advanced Driver Assistance Systems – this technology helps prevent crashes before they happen.

Common features within vehicles are:

- Collision avoidance
- Lane Assistance
- Cruise and Speed Control
- Parking Assistance
- Driver Monitoring
- Visibility Enhancement.



SMART SAFETY SYSTEMS

Lane Departure Assist, Adaptive Cruise Control, and Automatic Emergency Braking work quietly to keep you safe every drive.

These features assist you - it is important to always ensure you are paying full attention to the task of driving.



SEASONAL SAFETY REMINDER - LIGHTS

With the evenings getting darker, it is important to see and be seen.

If you have Automatic/Daytime Running Lights (DRL) ensure they work as expected, or you may need to consider manually turning your lights on

