

The Rt Hon Heidi Alexander MP
Secretary of State for Transport
Great Minster House
33 Horseferry Road
London SW1P 4DR

1st October 2025

Dear Secretary of State,

Re: Urgent need to adopt the latest Vehicle General Safety Regulation updates in the GB Type Approval Scheme

We write again as a collective of organisations and individuals committed to improving road safety across Britain, following our previous correspondence dated 9 July 2024 (copy enclosed), regarding the adoption of the latest Vehicle General Safety Regulation updates into the GB Type Approval Scheme. We also acknowledge the response from the then Transport Secretary Louise Haigh MP on 5 August 2024 (copy enclosed), in which she reassured us that ‘delivering enduring improvements in road and vehicle safety’ was a key priority.

Despite the strength of evidence and widespread support across sectors, we are yet to see progress towards implementing these critical safety measures. We therefore reiterate our urgent call for the Government to make a clear and time-bound commitment to adopting these updates.

As outlined in our previous letter, these regulations include features such as advanced emergency braking, intelligent speed assistance, and driver drowsiness detection - technologies that are already mandatory in the European Union and being rolled out in Northern Ireland. These features are not only proven to prevent injuries and save lives but also improve protection for more vulnerable groups including women and older adults in the event of a collision.

The public support for these measures remains strong. New research by Brake and Seeing Machines in 2025 shows that a clear majority of drivers not only value these safety features but believe they should be standard in all new vehicles sold in the UK (see enclosed report). The technology exists, it is cost-effective, and it has the potential to prevent thousands of deaths and injuries over the coming decade. The question is no longer *whether* we should act, but *when*, and we believe that moment is now.

The recent cross-party collaboration on the Automated Vehicles Act demonstrated what is possible when the Government and Parliament come together with ambition and urgency for road safety reform. We ask that this same commitment is applied to ensuring that all new vehicles on British roads meet the highest safety standards.

With every day that passes, five lives are being lost and many more are changed forever due to crashes that could have been prevented. We urge you to seize this opportunity to deliver on your promise of a new Strategic Road Safety Framework and take the essential step of adopting the latest Vehicle General Safety Regulation updates.

We remain ready to support the Department for Transport in delivering this much-needed reform and look forward to your response.

Yours sincerely,



Ross Moorlock
CEO
Brake the road safety charity

Other signatories:

Dr Mike Lenné, Chief Safety Officer, Seeing Machines
Jamie Hassall, Executive Director, Parliamentary Advisory Council for Transport Safety
Richard Woods CEO, Global NCAP
Adrian Berendt, Director, 20's Plenty for Us CIC
Edmund King OBE, AA President
Karen Blair, CEO, Aftermath Support
Dan Campsall, Chair, Agilysis
Wesley Bateson, UK Lead, Aisin RoadTrace
Sue Percy CBE, Chief Executive, Chartered Institution of Highways & Transportation
James Evans, Founder & CEO, Co-Pilot Group Limited
Ean Lewin, Managing Director, DTec International Ltd
Richard Owen, Director, Insight Warehouse
Cyrena Lafronte, Policy and Engagement Officer, Institute of Highway Engineers
Heidi Duffy MBE, Shiny Side Up Partnership and National Young Rider Forum Facilitator
Rob Heard, Chair and Founder of Older Drivers Forum, Older Drivers Forum
James Luckhurst, Founder, Project EDWARD (Every Day Without A Road Death)
Simon Williams, Head of Policy, RAC
Dr Nick Reed, Founder, Reed Mobility

Dr Suzy Charman, Executive Director - Road Safety Foundation.
Rob Shearing, CEO, Road Safety Markings Association
Trevor Hall, Managing Director, Road Safety Support and Emma Kelly, Development, PR, & Advocacy Manager, Road Safety Support & Trustee, Road Safety Trust
Ruth Purdie OBE, Chief Executive, The Road Safety Trust
Steve Cole, Director of Policy, Campaigns, and Public Affairs, The Royal Society for the Prevention of Accidents
Irene McAleese, Co-founder & Director, See.Sense
Mick Kiely, Fleet Manager, TES 2000 Ltd
Jonathan Hewett, Chief Executive, Thatcham Research
George K. Atkinson and Giulietta Galli-Atkinson, Founders/Treasurers, The Livia Memorial Fund & The Livia Award for Professionalism and Service to Justice
Dr Adrian Davis, Professor of Transport & Health, Transport Research Institute, Edinburgh Napier University
Richard Cuerden, Director, TRL Academy
Ruth Purdie OBE, CEO, UKROEd and the Road Safety Trust
Professor Richard Rowe, University of Sheffield
James Gibson, Executive Director, Road Safety GB
Professor Charles Musselwhite, Aberystwyth University
David Ward, Executive President, Towards Zero Foundation
Sue Robinson, Chief Executive, National Franchised Dealers Association
Symon Cook, Head, National Motorcycle Dealers Association
Kealie Franklin, CEO, ARTSM
Nikolina Kotur, Head of Market, Nordics & UK, Vianova
Gareth Evans, Director of Strategy and Business Development | EMEA – HAAS Alert
Meera Naran MBE, Road safety campaigner, Founder, Dev's Law
James Dewhurst, Sales Director, Webfleet UKI
Ian Howells, Executive Vice President, Honda Motor Europe
Professor Gemma Briggs, The Open University
Dr Neale Kinnear, Head of Behavioural Insights, Aon
Sushila Dhall, Chair, Oxford Pedestrians Association
Dr Sam Chapman, Co-Founder, The Floow, and Co-Chair of South Yorkshire Transport Forum
Dr Lisa Dorn, Associate Professor of Driver Behaviour, Cranfield University

Letter signatories and supporters:

