

MEDIA RELEASE

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YOUNG DRIVERS: JUST NOT ALL FAST AND FURIOUS

A recent survey* of 18-25 year olds conducted by Just Car Insurance found that almost two-thirds of youth (62%) believe young drivers are unfairly criticised for their driving.

"It is understandable that young drivers might feel that, as a group, they are being unfairly criticised, considering that six in ten (59%) believe they are confident and safe behind the wheel," said Andrew O'Hara, National Manager Just Car Insurance.

"One in six (17%) say other drivers would describe them as cautious, slow and responsible and one in four (23%) say they would be described as a fast, aggressive but good driver – only 2% said they would be described as an unsafe and sometimes dangerous driver."

The car shopping list

The same survey also found that youth were focusing on sensible criteria when shopping for a car. Most young people (93%) rated value for money as an important factor when purchasing a car, followed by safety and security (85%). More than half (52%) of the respondents rated environmental friendliness as a key factor, while items such as brand, colour and how the vehicle looks to others rated lower on the scale.

"It's reassuring to see that factors such as safety, security, value for money and environmental friendliness are rated as important or very important for youth when purchasing a vehicle, as it shows they are clearly thinking about what really matters in a car," said Mr O'Hara.

Do looks matter?

Car image does play a role among young drivers – three in ten (27%) believe you can tell what somebody is like by the car they drive and 30% also say they are more likely to take notice of somebody who has an expensive car. However, four in ten (38%) say the look of the car doesn't matter – it only needs to get them from A to B.

"A vehicle's sex appeal wasn't lost on youth either – one in five (18%) are more attracted to someone who drives a really nice car and twice as many (40%) say having a nice car helps attract the opposite sex," said Mr O'Hara.

"Some of the results differed between the sexes and overall the guys were more interested in vehicle style and the impression it gives – six in ten young men (57%) rated how it looks to others as important versus four in ten young women (40%) – while the women were more interested in safety and security features (91% of women versus 79% of men)."

Most who rated brand as an important factor earn \$45K a year or more (74%), while those who earn less than \$45K rated safety and security (88%), and interestingly performance (88%), as important.

* National survey of 1053 18-25 year olds conducted on behalf of Just Car Insurance by independent third-party, *amr interactive*.

Just doing the right thing

“There is a perception out there that youth are all driving around in ‘hotted up’ modified vehicles, but almost three-quarters (72%) are driving standard vehicles without modifications. Also, two-thirds of young people (68%) pay for their car insurance themselves and almost three-quarters (72%) know how to change their own car tyre – showing they can be responsible car owners,” said Mr O’Hara.

“Cars and driving play a large role in the lives of Australian youth – providing independence and freedom – and it’s comforting to know that most of them are doing the right thing. This is important to us as a preferred insurer of 18-25 year olds, and we want to make sure young drivers are well looked after on the road.

“When a potential customer phones our call centre they will be answered by a person, not a machine, who can help them with their insurance and who also understands what they want, because our call centre staff are young car enthusiasts themselves.”

Just Car Insurance specialises in insurance for young drivers and drivers being insured for the first time. Just Car Insurance is underwritten by AAMI, one of Australia’s leading car and home insurance companies.

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