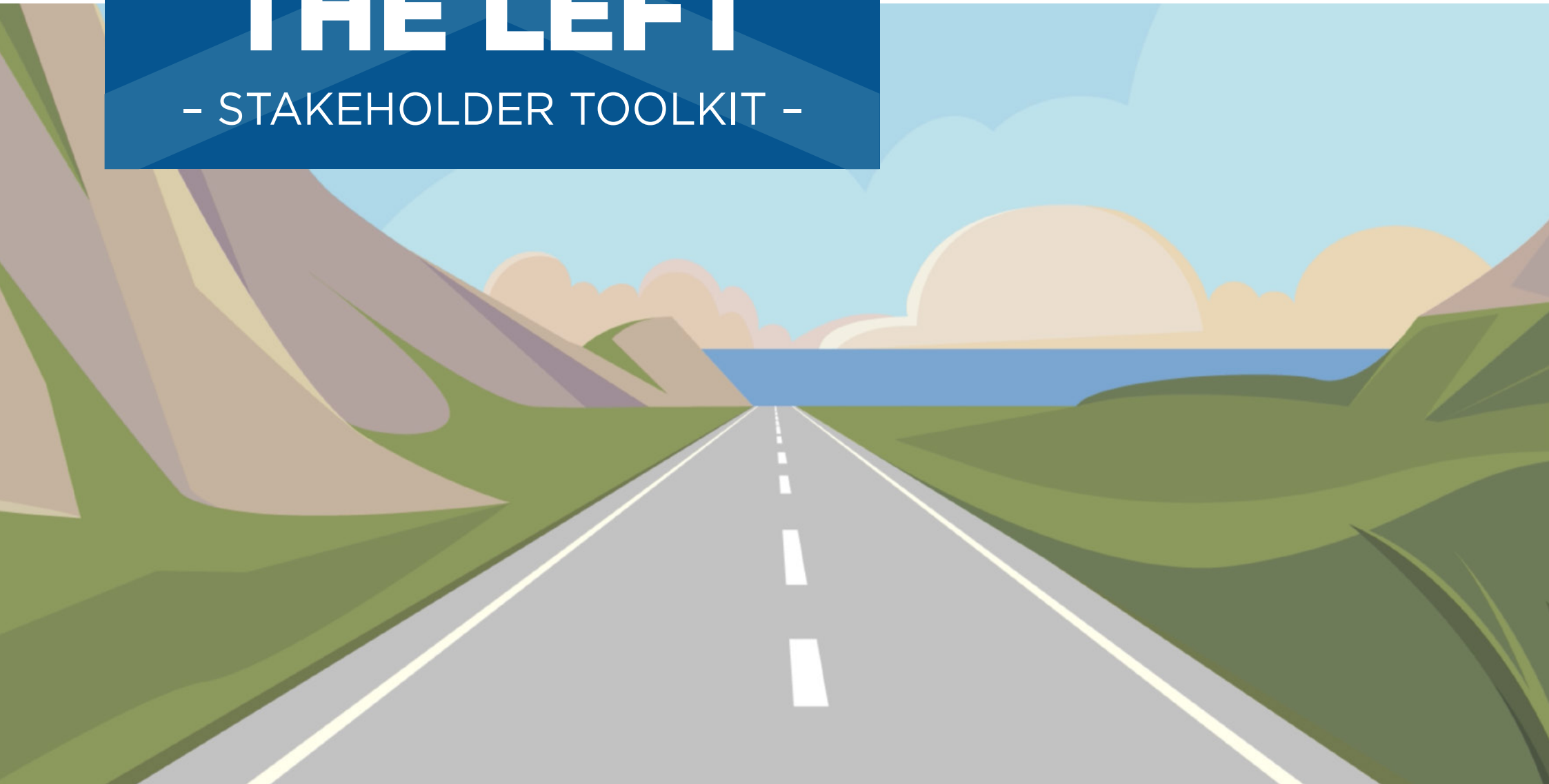


DRIVE ON THE LEFT

– STAKEHOLDER TOOLKIT –



About the Drive on the Left campaign

The Scottish Government and Road Safety Scotland have launched their Drive on the Left campaign, reminding visitors to drive on the left on Scotland's roads this spring and summer.

Throughout the campaign we will work with partnership organisations and local businesses to share useful information for drivers visiting from overseas to help them stay safe on Scotland's roads, including how to navigate single-track roads and passing places.

The campaign highlights the importance of staying alert and being well-rested to avoid switching to autopilot while driving. This can easily happen when the roads are quiet or the driver is tired, causing them to enter a roundabout the wrong way or turn onto the wrong side of the road at a junction.

Visitors are also reminded that weather conditions can change quickly in Scotland, making it even more challenging to navigate long and twisty roads.

Drive on the Left wristbands, available in eight languages, will be distributed to visitors via car rental companies including Hertz, Avis, Enterprise, Sixt and Europcar, along with Driving in Scotland leaflets.

The leaflets offer practical advice about driving on single-track roads, looking both ways at junctions, speed limits, planning your journey and taking regular rest stops to avoid fatigue.



Key messages

Key messages for drivers who are visiting Scotland from overseas

- ★ We want you to enjoy our beautiful country safely by remembering to drive on the left.
- ★ Driving on the left-hand side of the road requires greater concentration if you're not used to doing it - not just on the first day of driving, but throughout your visit.
- ★ It's important to drive 'consciously' and avoid switching to autopilot – especially when entering an unfamiliar road with no other traffic or when entering a roundabout.
- ★ Junctions can be tricky if you're not used to driving on the left, especially if there is no other traffic around. Make sure you look right, then left, and then do a final check to the right before making your turn. When clear, turn onto the correct side of the carriageway.



- ★ Scotland's scenic roads can be long, twisty, undulating and often single-track.
- ★ Single-track roads use passing places to allow vehicles to pass each other.
- ★ If the passing place is on your left, pull in and give way to oncoming traffic.

continued...

Key messages...

- ★ If the passing place is on the right, wait opposite to allow traffic to pass.
- ★ Our weather can be unpredictable, and driving in the dark can be more challenging on unfamiliar roads.
- ★ Avoid being distracted by passengers or your sat-nav as this can impact your concentration.
- ★ Invite the front-seat passenger to act as a second 'pair of eyes' to assist driving on unfamiliar roads.
- ★ If you feel tired while driving, stop for a coffee and have a rest. Plan your journey and take regular breaks to avoid driving tired.
- ★ Look out for our Driving in Scotland leaflets and wristbands which will be distributed to overseas drivers when they collect a hire car.
- ★ For more information visit roadsafety.scot/driving-on-the-left



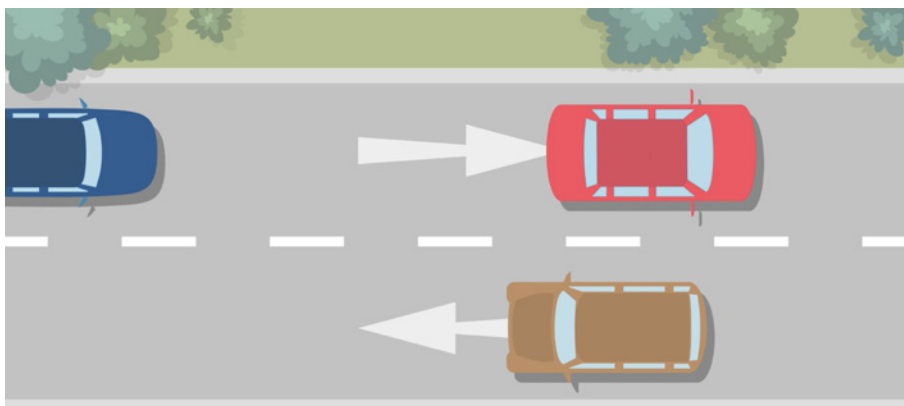
How you can support the campaign

Here you will find information to help you support and share the campaign messages with your overseas customers and visitors, who will be driving during their stay in Scotland.

Social media

You can access social media assets on our [Campaign Assets](#) page to post on your own channels with the suggested copy in this toolkit.

You can also support the campaign on your social media channels by sharing posts from the Road Safety Scotland X and Facebook pages.



Our Facebook page:
facebook.com/roadsafetyscotland



Our X handle: [@RoadSafetyScot](https://twitter.com/RoadSafetyScot)



Campaign website:
roadsafety.scot/driving-on-the-left



Please use the campaign hashtag:
[#DriveOnTheLeft](#)



Link to Campaign Assets page

Suggested social media posts

 Visiting Scotland from overseas? Our roads might be a little different from what you're used to. Take a look at this advice from Road Safety Scotland to help you plan ahead: **roadsafety.scot/driving-on-the-left** **#DriveOnTheLeft**

 We're supporting Road Safety Scotland's campaign reminding visitors to **#DriveOnTheLeft** in Scotland. If you're visiting Scotland from overseas and will be driving, take a look here: **roadsafety.scot/driving-on-the-left**

 For many visitors, Scotland's roads are unfamiliar and can be a little tricky. If you're planning a trip to Scotland, take extra care to stay on the left at junctions and roundabouts. More about driving in Scotland here: **roadsafety.scot/driving-on-the-left** **#DriveOnTheLeft**

 Whether you're enjoying Scotland by car, motorcycle or caravan, navigating Scotland's roads can be tricky - especially if you're not used to driving on the left. More advice about driving in Scotland here: **roadsafety.scot/driving-on-the-left** **#DriveOnTheLeft**



A family in a car approaching a roundabout. Caption reads: 'Visiting Scotland? Take extra care to stay on the left at junctions and roundabouts.'

Partnerships

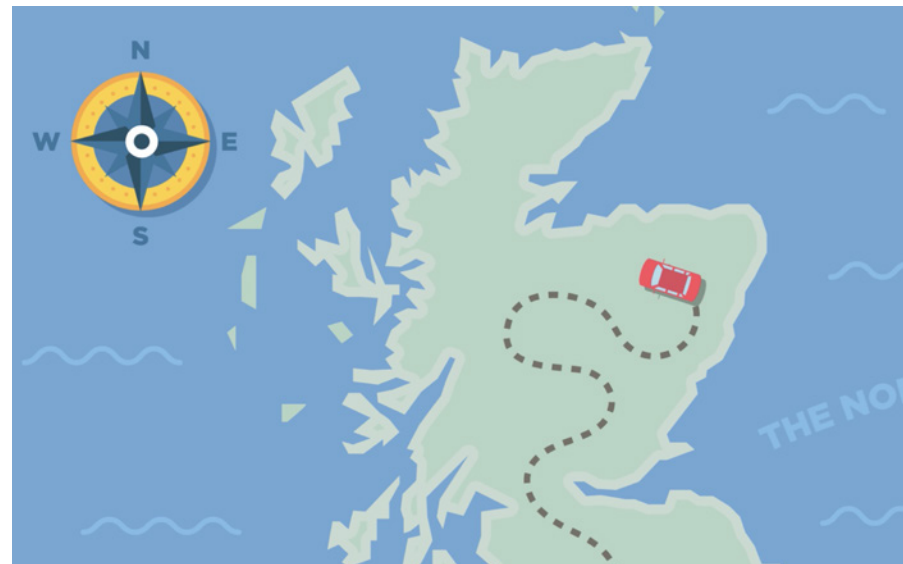
We are working with partner organisations to spread road safety messages as wide as possible. If you would like to be involved as a partner, or to order Drive on the Left wristbands or leaflets to share with drivers visiting from overseas, please contact SGMarketing@gov.scot.



Stakeholder assets

You can access the following assets on our [Campaign Assets](#) page:

- 'Driving in Scotland' animated film
- 'Driving in Scotland' leaflet (for European visitors)
- 'Driving in Scotland' leaflet (for Rest of World visitors)
- Social media assets
- Posters



Get in touch

We look forward to working with you on the Drive on the Left campaign. If you want to get involved or have any questions, suggestions or comments, please get in touch with the Road Safety team:

roadsafety@smarts.agency

SGMarketing@gov.scot

