



Driver & Vehicle
Standards
Agency

Beat the Rush

Campaign Toolkit

Helping you **stay safe** on **Britain's roads**

Overview

We granted 6-month MOT exemptions to vehicles due a test after 30 March 2020 and before July 31 as part of our measures to help stop the spread of coronavirus.

Those exemptions will begin to expire this autumn. We predict October and November will be extremely busy for garages – with almost twice the usual demand for MOT tests at what is traditionally the busiest time of year anyway.

To help you cope with this demand, we have produced some materials to help you encourage motorists to book their MOT.

If we can get people with an exemption, or with their MOT due to expire in the autumn to book early, you can start to effectively plan how to manage your local demand.

Our research shows:

- 40% of MOT customers prefer to choose a garage they have used before
- 83% of your MOT customers will prefer to get any necessary repairs fixed by your garage
- 52% of customers will come to you if they have questions about their MOT.

Your customers will want to use your garage for their MOT and repairs – but during October and November, you could see up to 60% more customers than in a typical year. By encouraging customers to book early, you can ensure you can manage your order book and help your customers during a busy time.

Overview

We predict there will be up to 60% more MOTs needed in October and November due to increased demand.

We want to help you get through this time, and work with your customers to encourage sensible decision-making about their MOT.

From 31 July 2020, we rolled out a campaign to encourage motorists to move their MOT forward and avoid getting their MOT done during the busy period this autumn.

This pack contains some ideas to help you reach your customers and prompt them to book their MOT early.

You may have social media accounts, customer email addresses, or send text messages to customers – we have provided ready-made content for all of this for you.

Of course, you do not have to use any of the material in this pack.

However, by working together to provide customers with consistent, useful information, and to explain the predicted surge in demand in autumn and encourage them to get their MOT booked early, we can make this challenging time much easier for everyone.

Your help in getting advice to drivers is hugely important to this campaign. We look forward to working with you now and in the future.

About the campaign

Our plans

The campaign has evolved to target all drivers who need their MOT this autumn, and the message is for them to book early.

As well as encouraging motorists to book their MOT early, the campaign presents an excellent opportunity to highlight the useful, free MOT services we provide to your customers – such as the MOT Reminder service and the MOT history check.

This campaign is primarily a media, social media and partnership campaign.

We will speak to national media to try to get stories in the press, we will post messages on our social channels, and we will directly contact customers who have signed up for our MOT Reminder service whose MOT will be due in autumn.

Your contribution in helping us to reach customers will be invaluable. If you cannot use social media, email or text to contact customers, then the key messages below give you some things to raise in conversation to prompt customers to think about booking their MOT early

The campaign will focus on encouraging motorists whose MOT will be due in October or November to:

- Book an MOT early to avoid the rush
- Get your MOT test up to a month minus a day before its due and retain your renewal date
- Sign up for free MOT reminders / use the MOT history check service

Throughout the campaign we will be using the hashtags #MOT and #beattherush and signposting people to <https://www.gov.uk/getting-an-mot>

Key messages

Our overall message to customers who have an MOT exemption until October or November is:

Book your MOT now to beat the rush

Proposition

Autumn will be extremely busy, as motorists granted an MOT exemption will need to book for tests. Autumn tends to be the busiest time of year for MOT tests – and we're expecting demand to rise up to 60% in October and November. If you have an MOT exemption until autumn, book your test now to avoid the rush.

Call to action

- **Book your MOT early to avoid the rush**
- **If you choose to get your MOT done as soon as possible, you'll know your vehicle is safe and roadworthy**

Supporting messages

- **MOT due this autumn? It's going to be very busy. We can do your MOT now, so you can beat the rush, get your test out the way, and ensure your vehicle is safe to drive.**
- **We're open and here to help you keep your vehicle safe to drive. Book your MOT now to beat the rush later in the year.**
- **All MOT garages will be busy this autumn as the demand for tests will be much higher than usual. Book your MOT now to avoid the rush.**
- **MOT exemptions ended on 1 August. Millions of vehicles will need their MOT test this autumn. Book your MOT now to beat the rush and avoid delays.**
- **Vehicles are more likely to fail the MOT the longer it has been since their last test.**

Supporting messages

There are several ways you can get involved in this campaign:

1. Contact your customers with MOT exemptions due to expire in October and November and encourage them to book their MOT
 - We have created a template email and text messages for you to use
2. Share the campaign materials on your social media channels, using #MOT and #beattherush
 - We have created graphics for you to use with social media posts
 - We have provided template social media posts for Twitter, Facebook and Instagram – these include images of a car and motorcycle
 - We will run campaign social content on our own channels. Please comment on, share and retweet our content with your social media followers via Twitter: **@DVSAgovuk** and **facebook.com/dvsagovuk**
3. Put the campaign banner image on your website and link to: **<https://www.gov.uk/getting-an-mot>** or your online booking service

Message templates

Social media posts

[*] = replace as appropriate

We are open and ready to do your #MOT check.
Book now to #beattherush and make sure your vehicle is safe to drive.
[*BOOKING LINK/PHONE*]

Got an #MOT exemption until autumn?
It's going to be very busy in October and November.
Book now to #beattherush
[*BOOKING LINK/PHONE*]

#MOT exemptions helped keep you moving during the pandemic.
Now you need to think about getting your test done again.
There's no time like the present! #beattherush
[*BOOKING LINK/PHONE*]

MOT due in October or November?
Autumn will be very busy for MOT garages.
Consider booking your MOT test now. #beattherush and make sure your vehicle is safe to drive.
[*BOOKING LINK/PHONE*]

Unsure about your #MOT? You can check your MOT history, get a reminder, and more information about the end of exemptions on GOV.UK: <https://www.gov.uk/getting-an-mot>

Did you know? You can book your #MOT up to a month minus a day before it's due and still keep your renewal date. #beattherush

You can check your #MOT history for free on GOV.UK: <https://www.gov.uk/check-mot-status>

Sign up for a free #MOT reminder – make sure you don't forget your date: <https://www.gov.uk/mot-reminder>

Email template

[*] = replace as appropriate

[*SALUTATION*]

We're expecting record demand for MOTs this autumn. Almost twice as many people as usual will need an MOT in October and November.

That means [*YOUR GARAGE NAME*], and others, will be extremely busy. You may have to wait to get a test, or travel further afield if you can find a garage with capacity.

You can beat the rush – book your test now

There's an easy fix. Book your MOT now and you can beat the rush.

We offer [service offers? – local pickup etc?]

Sign up for free MOT Reminders

While you're here, we'd also like to let you know about the free MOT reminder and MOT history check services on GOV.UK. You can sign up, and find out more about the MOT, at: <https://www.gov.uk/getting-an-mot>

We look forward to hearing from you soon,

[*SIGN OFF*]

[*CONTACT DETAILS*]

Text messages

[*] = replace as appropriate

Your MOT is due in [*OCTOBER/NOVEMBER/this autumn.]

We will be extremely busy this autumn as MOT exemptions end.

Consider booking your MOT now to beat the rush.

Book your test now: [*INSERT CONTACT DETAILS/WEBLINK*]

Demand for MOTs will double this autumn and we'll be very busy.

Beat the rush and get your MOT booked now. We'll help you keep your vehicle safe to drive.

To book, please: [*INSERT CONTACT DETAILS/WEB LINK*]

Almost twice as many MOTs are due this autumn.

We will be busier than ever as demand will rise.

You can beat the rush - book your MOT done now

To book your MOT: [*CONTACT US*]

Campaign assets

Facebook post 1 - car

Got an MOT exemption?

Beat the Rush

Book your MOT now



Facebook post 2 - car

MOT due in October or
November?

Beat the Rush

Book your MOT now



Facebook post 1 - motorcycle

Got an MOT exemption?

Beat the Rush

Book your MOT now



Facebook post 2 - motorcycle

MOT due in October or
November?

Beat the Rush

Book your MOT now



Twitter post 1 - car

Got an MOT exemption?

Beat the Rush

Book your MOT now



Twitter post 2 - car

MOT due in October or
November?

Beat the Rush

Book your MOT now



Twitter post 1 - motorcycle

Got an MOT exemption?

Beat the Rush

Book your MOT now



Twitter post 2 - motorcycle

MOT due in October or
November?

Beat the Rush

Book your MOT now



Email footer

Beat the Rush, book your MOT now





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For further information, please email:
beattherush@dvsa.gov.uk

Please note: this email address will only be used for correspondence related to this campaign

www.gov.uk/dvsa
@DVSAgovuk

Helping you **stay safe** on **Britain's roads**