



Driver & Vehicle
Standards
Agency

Autumn MOT demand

Toolkit for MOT garages



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

Overview



Last year, we ran a campaign to help MOT garages and motorists plan for the end of the MOT exemptions and the expected “rush” of MOT tests in the autumn.

By working in partnership with you and raising awareness through media coverage and social media channels, we saw lots of motorists move their MOTs to earlier months to help ease the demand.

We knew the campaign would not be able to reset MOT demand to what it was before the extensions. But we wanted to support you through this period and encourage motorists to take action at a time when they would be most receptive to doing so.

This year, we want to support you again through the months when MOT demand will be higher.

Overview

Many motorists may feel more confident about booking an MOT over the next few months because they managed to get one last year without any major issues. So the 'Beat the Rush' message may not be as effective in 2021.

From our latest MOT research with motorists, we can see that using their usual garage is important. We found that:

- 9 in 10 motorists trust the garage they used
- 9 in 10 motorists agreed they were treated fairly by their garage
- 71% of motorists returned to the garage they had used previously

This year, our messages to motorists will focus on the relationship they have with you.

We'll recommend they book now to avoid missing out on their usual garage, building on awareness from national and local media coverage about MOT demand in the autumn.

Encouraging customers to plan ahead will give them peace of mind about getting an appointment with your garage, help you plan your workloads better and keep vehicles safe to drive.



The toolkit

The background of the slide is a solid red color. In the bottom right corner, there is a complex geometric pattern composed of several overlapping triangles and lines in various shades of red and white, creating a dynamic, abstract shape that resembles a stylized arrow or a modern logo element.



Using this toolkit

We want to support your workload planning over during the autumn by encouraging motorists to get their MOTs booked now.

We have reviewed the Beat the Rush toolkit from last year to help you reach your customers and prompt them to book their MOT ahead of time.

Some garages may already have started to do this but if you have not had an opportunity to, this toolkit will give you some ideas on what you can do.

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.

How we plan to help



We want to support you again during the autumn to encourage all drivers who need their MOTs this autumn to book their tests now. This includes cars, motorcycles and vans.

We will try to get stories in the press and post on our social channels to draw attention to the key messages.

We have also created some images for you to use in your communications with customers and on social media channels, if you have any.

You can use any of the materials in this toolkit to reach out to your customers.



Key messages

Key messages



The key messages are:

Overall message

MOT due in the autumn? Book your MOT now to get an appointment with your usual garage

Secondary message

You can get an MOT test up to a month minus a day before its due and retain your renewal date

Supplementary messages

Use DVSA's free MOT services – MOT reminders and MOT history check

Keep your vehicle safe to drive

Message templates

Social media posts

[*] = replace as appropriate

- (1) Is your MOT due soon? We're going to be a lot busier over the next few months.
Book your MOT now to make sure you can get a slot with us.
[*BOOKING LINK/PHONE*]
- (2) MOT due in the autumn?
There's no time like the present to book as we're going to be really busy.
Get a slot now to make sure your vehicle will be safe to drive.
[*BOOKING LINK/PHONE*]
- (3) 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.
We're going to be really busy over the next few months.
Book your MOT with us to make sure you can get a slot.
[*BOOKING LINK/PHONE*]
- (4) Don't forget the MOT for your van.
Make sure you get a slot by contacting us early. The next few months are our busiest so plan early to avoid missing out and your van being off the road. [*BOOKING LINK/PHONE*]
- (5) Unsure about your MOT date?
You can check your MOT history, get a reminder, or check if a part on your vehicle has been recalled [*DELETE ITEMS NOT NEEDED*] <https://www.gov.uk/check-mot-history> ** <https://www.gov.uk/mot-reminder> ** <https://www.gov.uk/check-vehicle-recall>

Email template

[*] = replace as appropriate

[*SALUTATION*]

This autumn is going to be our busiest period of the year for MOTs.

We're getting in touch with you to recommend you book your test now.

This way you can make sure you get a slot with us.

If you only book near your test expiry date, you might not be able to get a slot and may have to go to another garage.

You may also want to come in a little early. You can book an MOT test with us up to a month minus a day before yours is due to expire and still keep your renewal date.

Contact us on: [*BOOKING NUMBER / EMAIL / WEBSITE] to get your slot and have peace of mind.

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*]

Graphics

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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 the autumn MOT demand activity

www.gov.uk/dvsa
[@DVSAgovuk](https://twitter.com/DVSAgovuk)

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