



Why your customers should upgrade to At Home breakdown cover this Winter

At Home cover provides RAC attendance for cars that have broken down in the driveway.

In the Winter months the cold can cause issues such as alternator and battery failure, blown headlights, windscreen wiper and washer problems, frozen locks and door handles and broken road coil springs.

In the event that your vehicle were to break down at home, we would come to your house and help to get you on your way.

With the cold days drawing in and winter ever closer, a large proportion of RAC call outs will be to customer's homes. So this added benefit would provide peace of mind for the cold snap.

2,402,225

2015 breakdowns in the UK

648,064

Happened during the Winter months





25%

of all 2015 Winter breakdowns were tyre related



23%

of all 2015 Winter breakdowns were mechanical issues



5%

of all 2015 Winter breakdowns were electrical problems



4%

of all 2015 Winter breakdowns were involved in an accident



2%

of all 2015 Winter breakdowns were because of a lock out

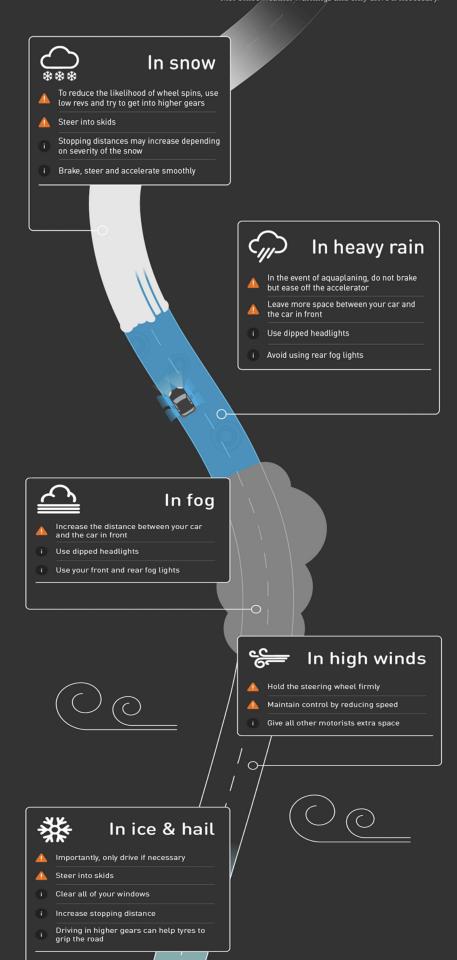


1%

of all 2015 Winter breakdowns were because of misfuelling

Driving in Extreme Conditions

If the driving conditions are extreme then do take note of Met Office weather warnings and only drive if necessary.



Patrol hero advice

1. Take your time



Gary Stanton

"Take your time and pay attention to other road users."

2. Clear your windows

Phil Kerby

"Spend five minutes allowing your car to warm-up and to clear your windows fully of snow or ice."



3. Check the forecast

lan Webster



"Check the forecast, assess
the road conditions and
adjust your speed
accordingly and leave more
distance between your car
and the vehicle in front."

4. Skid control

Ryan Guy

"If you feel your car is starting to skid on ice then steer into the direction of the skid to regain control and avoid breaking sharply."





Win a Winter Breakdown kit

To be in with a chance of winning, simply email using the subject line 'Winter' to jbrown@rac.co.uk



