

Have a safe

T R I P

National Highways Seasonal Campaign

Autumn 2026

Partner Toolkit



Campaign background

National Highways is responsible for operating, maintaining and improving 4,500 miles of England's motorways and major A-roads. We link towns, cities, ports and airports, and get people where they need to be.

Our T.R.I.P. campaign aims to reduce the number of breakdowns, saving costs, time, and keeping the Strategic Road Network (SRN) moving.

It also aims to make journeys safer. While our roads are some of the safest in the world, our ambition remains that no-one should be harmed while travelling or working on our network.

To support this vision, our long-term T.R.I.P. campaign encourages drivers to prepare properly for long or significant journeys.

Objective and audience

Objective

The overall campaign goal is to motivate drivers to conduct their T.R.I.P. checks before long journeys.

By doing this, it aims to help drivers keep themselves and their passengers as safe as possible.

The autumn campaign wave aims to increase the number of drivers who check their tyres before long journeys, and take necessary action.

Audience

The campaign aims to reach all road users, but with a focus on families.



Why this campaign wave is needed

The number of breakdowns recorded on the SRN is increasing at a rate disproportionate to traffic growth. While traffic volume rose by 2.5% from 2024 to 2025, the number of breakdowns increased by 7% during the same period.

Despite this, 11% of UK driving licence holders missed or delayed their last MOT, while 17% postponed or skipped a service. And among those, 56% continued to drive their vehicle.

Tyre-related issues were the biggest cause of breakdowns on England's motorways and major A-roads last year, accounting for 19% of all incidents recorded by National Highways last year. However, almost a quarter (23%) of UK driving licence holders say they've ignored or delayed a tyre-related MOT advisory.

Our approach

This autumn's campaign wave encourages drivers to inspect their tyre tread, pressure and condition before long journeys, in support of Tyre Safety Month. As the weather changes, the campaign wave will explore why so many drivers ignore tyre-related MOT advisories, despite the clear link between poor tyre maintenance and costly breakdowns.

By highlighting the real-life consequences of putting off tyre maintenance, the campaign wave will encourage drivers to check their tyres before setting off on long journeys.

We will also highlight how properly inflated tyres can help reduce tyre wear, fuel consumption and associated emissions.

The campaign launches across paid, earned, shared and owned channels on 21 September 2026.

For more information on how to inspect your vehicle, read our guidance [here](#).



Key insights

1. Breakdowns are on the rise:

- The number of breakdowns recorded on the motorways and A-roads increased by 24% between 2022 and 2025

2. Tyre issues are the main cause of recorded breakdowns on the motorways and A-roads

- In 2025, tyre issues were the main reason for 19% of breakdowns recorded on motorways and A-roads

3. UK driving licence holders are skipping MOTs

- 11% missed or delayed their last one
- For 24%, they thought the vehicle seemed safe to drive
- 19% knew there were issues with the vehicle that they weren't ready to repair

4. Services are also being missed

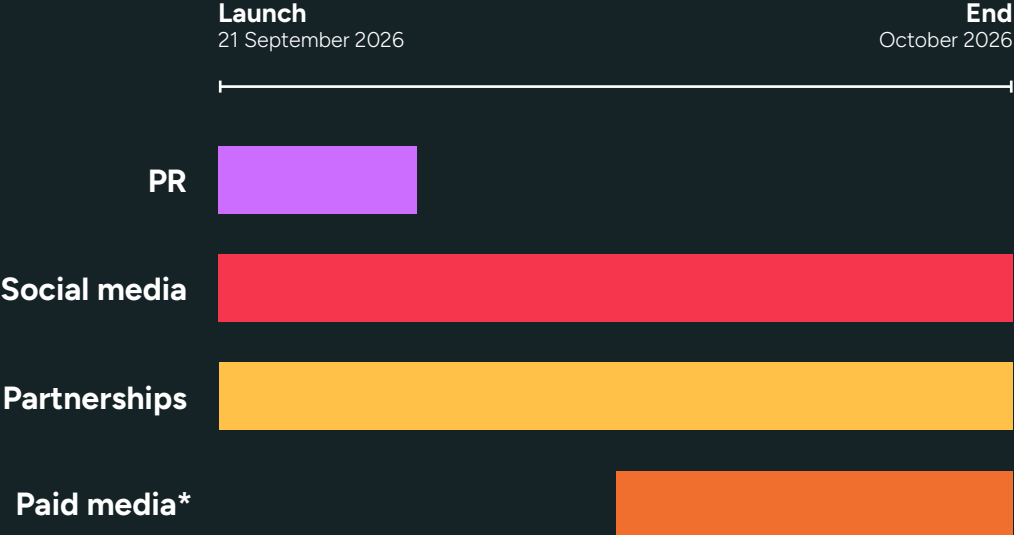
- 10% of those who ignored or delayed their last service (17% of drivers), did so on purpose
- 27% did so because they couldn't afford it

5. Drivers are ignoring tyre-related MOT-advisories

- 87% assume if their car passes its MOT, it's safe to drive
- 23% have ignored a tyre-related MOT advisory
- Of those, 34% thought it wasn't urgent and 28% couldn't afford the repair
- 8% did not realise how serious it is

Campaign media landscape

The campaign will be promoted through paid, owned and earned media channels including social media and partnership activity.



*paid media is subject to change

How you can get involved



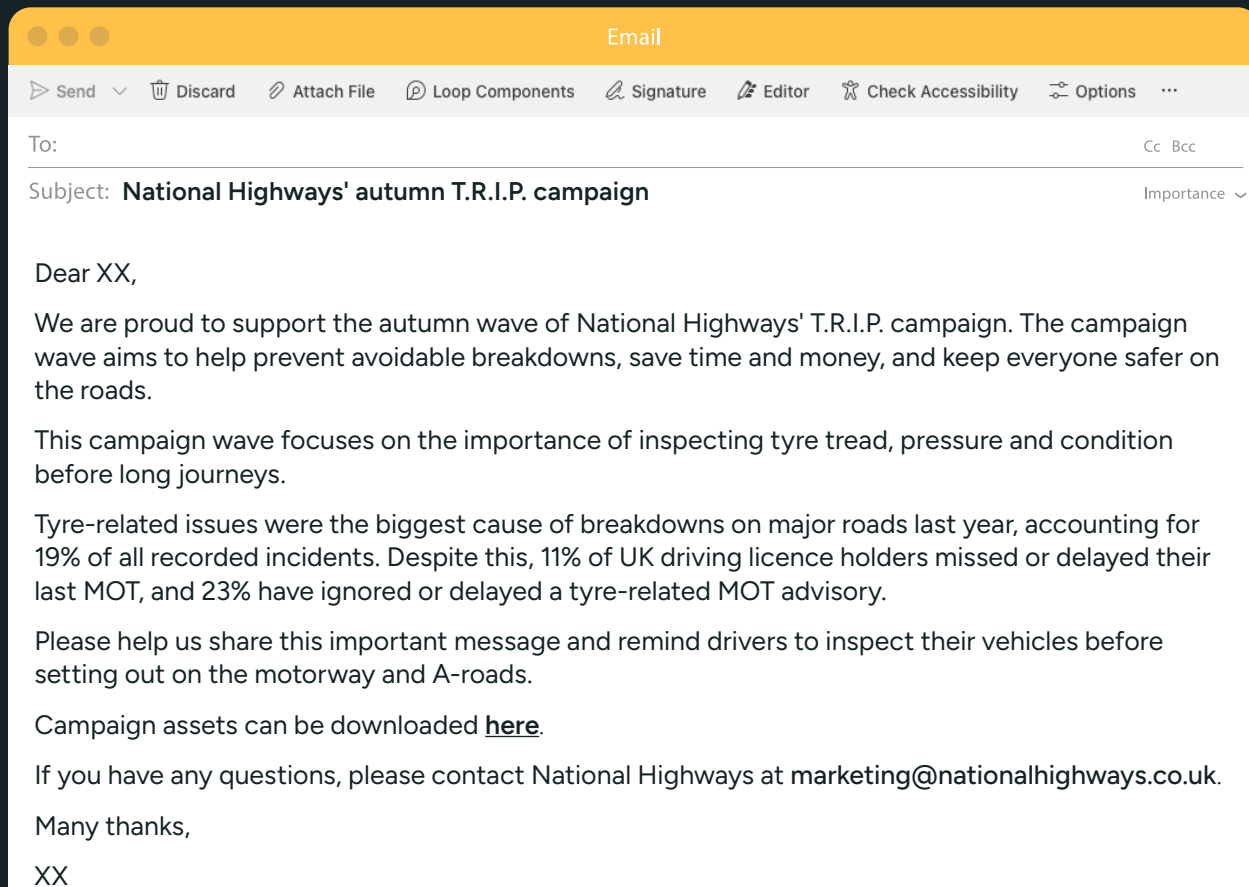
You can help support this campaign wave through your own channels. To do this:

- Use a range of digital and social resources on your social media channels, websites or any other digital channels, e.g. digital screens. The resources are downloadable [here](#)
- Use your internal communication channels such as email, intranet and newsletters to communicate campaign messages to your colleagues, customers or members
- Learn how to perform your own T.R.I.P checks with our 'how to' videos on [YouTube](#) and share them with your audiences
- Reshare the campaign's social posts from National Highways' [Facebook](#), [Instagram](#) and [LinkedIn](#) on your social channels
- Have a conversation with your audience, letting them know about the importance of vehicle checks and journey planning, and direct them to the campaign page for more information nationalhighways.co.uk/TRIP

If you do support the campaign, we would love to hear about it for our evaluation – please email us on marketing@nationalhighways.co.uk

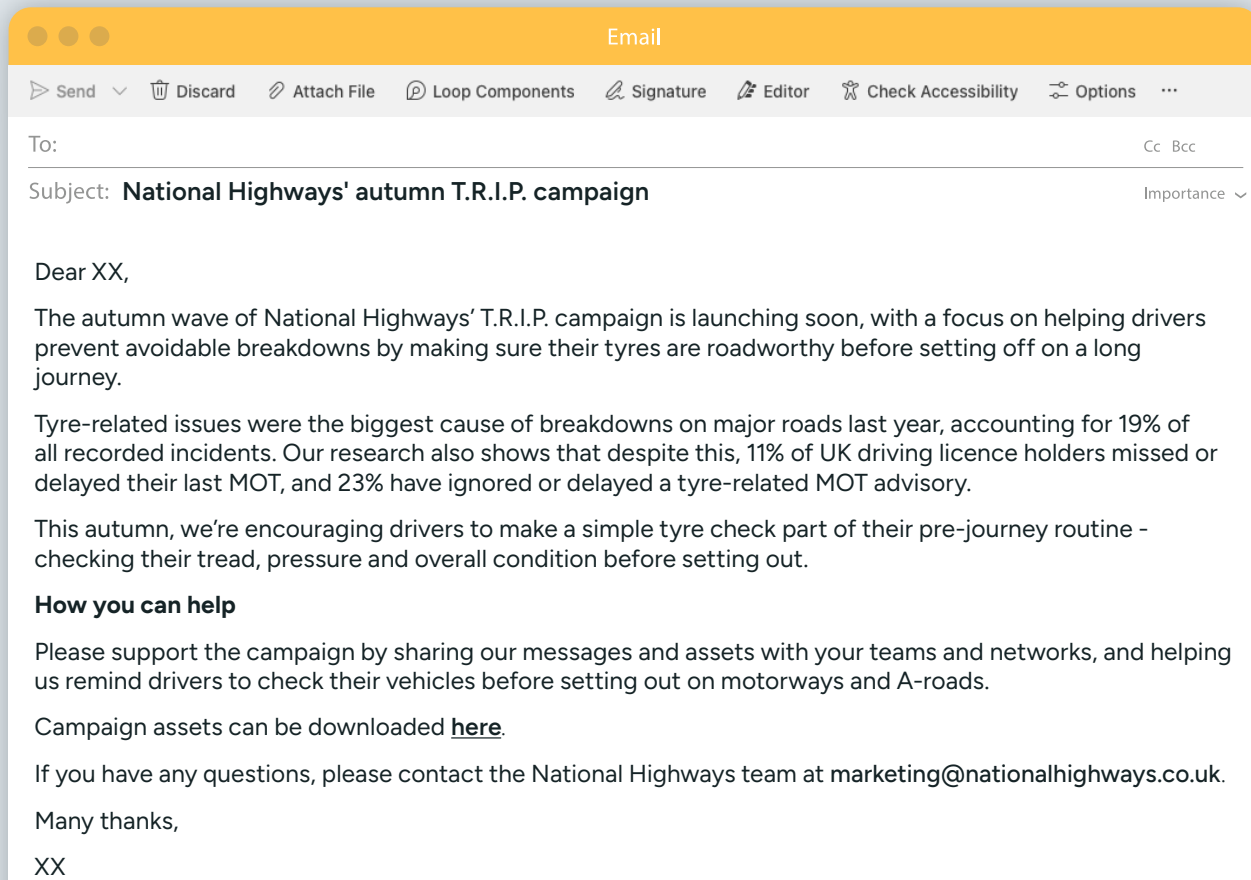
Share the campaign with your external audiences

Use this email template to share autumn T.R.I.P. campaign content with external audiences.

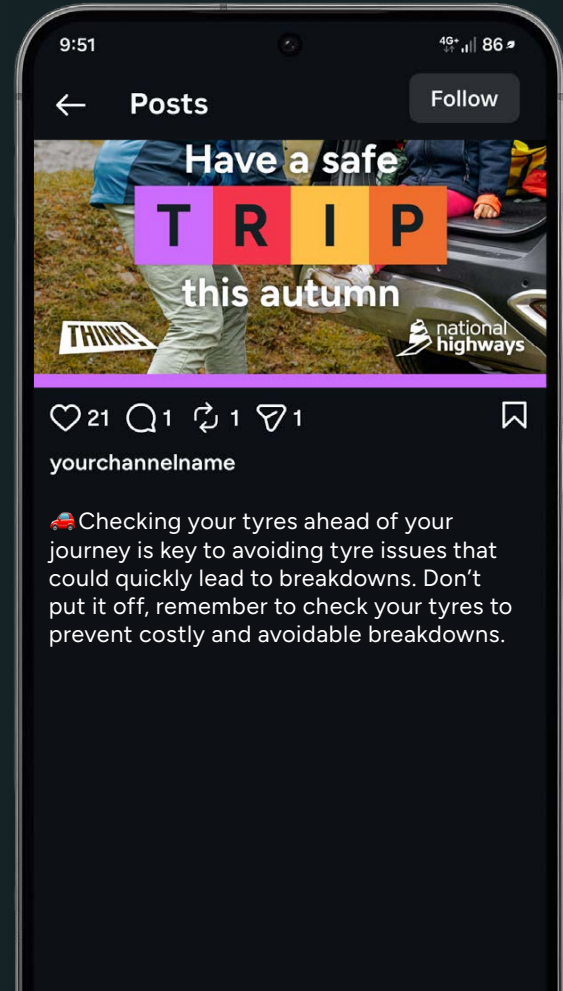
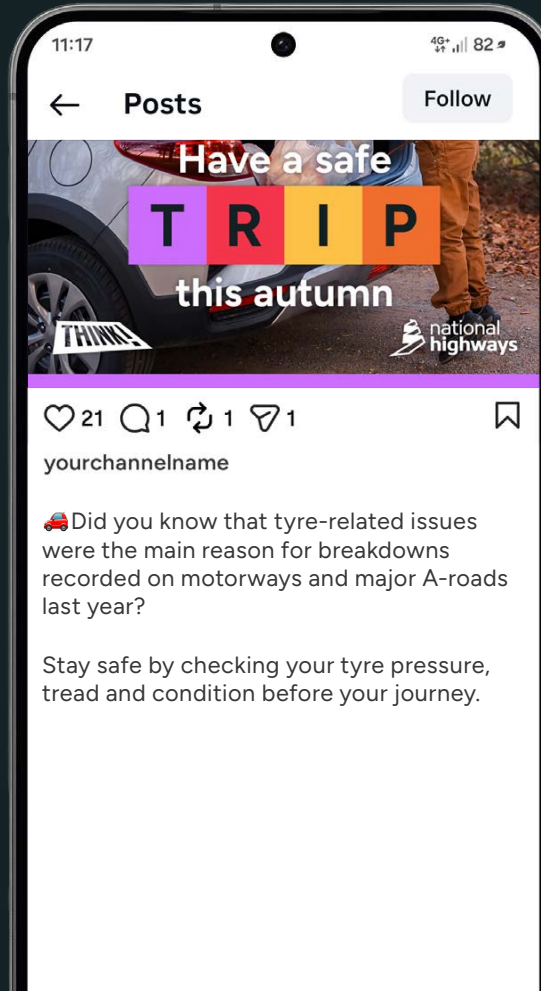


Share the campaign with your colleagues

Use this email template to share autumn T.R.I.P. campaign content with colleagues.



Example social posts you can use

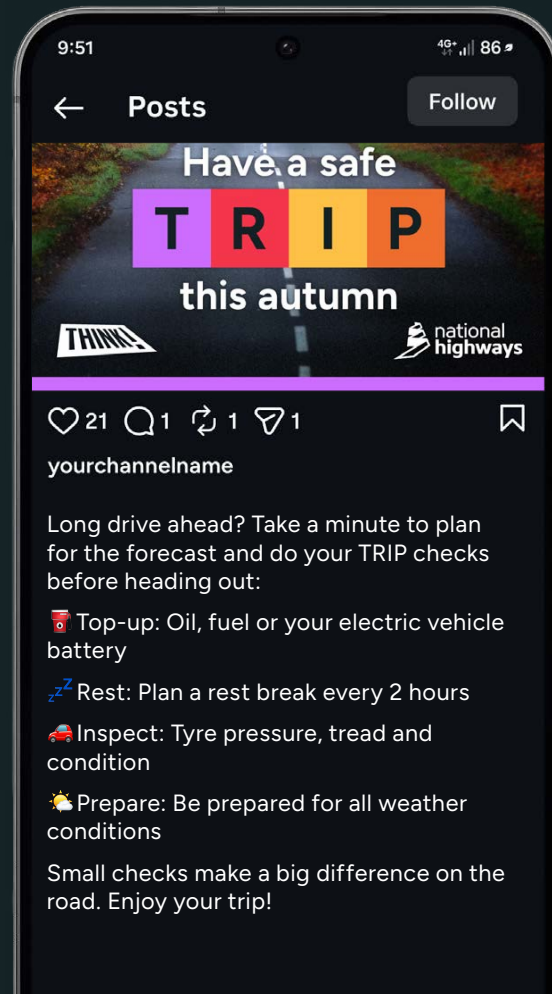
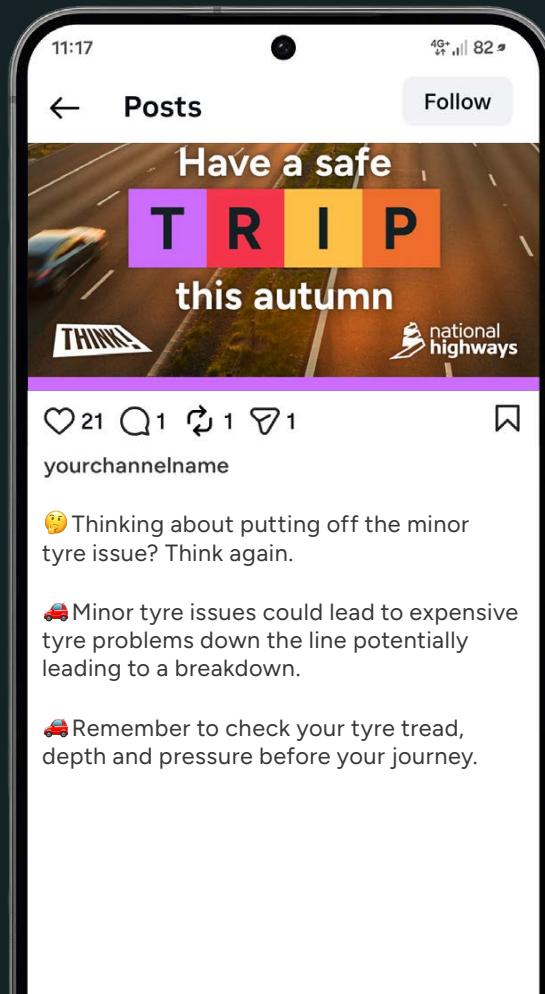


Example social posts you can use

(continued)

Reshare our posts on your social channels to align with our messaging. Please visit our channels here:

- [Facebook posts](#)
- [Instagram posts](#)
- [LinkedIn posts](#)



Imagery for social posts

Imagery asset 9x16



Imagery asset 1x1



Imagery asset 16x9



To download these and our other autumn assets, click [here](#).

Overarching campaign key messages

To have a safe T.R.I.P. follow these steps before you embark on any long journey:

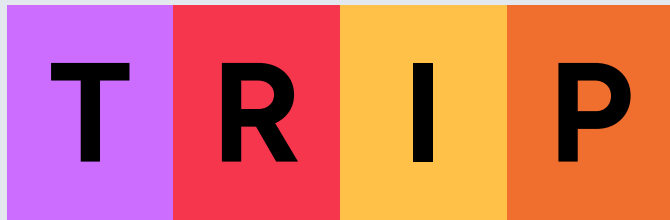
- **Top-up** fuel/battery/charge, oil and screen-wash
- **Rest** plan your rest stops every 2 hours
- **Inspect** tyre pressure and tread
- **Prepare** for all weather conditions

Have a safe



For more detail about the campaign messaging, please visit our [website](#).

Have a safe



this autumn

Thank you for
your support

For any questions about
the campaign please email
marketing@nationalhighways.co.uk

