



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 in September. We predict October and November will be extremely busy for garages – with 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 customers to get their MOT done this summer.

If we can get people with an exemption, or with their MOT due to expire in the autumn to move their test forward, into August for instance, we can reduce the demand for tests later in the year.

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.

We know many garages have remained open – and you may have seen media stories showing more than 2 million MOTs were conducted during April and May – at the height of restrictions.

We also know that autumn is traditionally the busiest period for MOTs. This September, October and November, that usual increase in demand will be compounded as vehicles lose their MOT exemptions and need to get a test.

# Overview

**We predict twice as many MOTs will need to take place in September, October and November due to increased demand.**

This surge in demand may cause challenges for your business. 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 will roll 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 this August.

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 done 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 will be targeted at motorists whose vehicles have an exemption currently and those whose MOT is due in the autumn.

We will encourage these motorists to get an MOT test done during the summer to avoid the peak of demand this autumn.

As well as encouraging motorists to think about bringing their MOT date forward, 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 almost 1 million 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 bringing forward their MOT date.

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

- Get an MOT test done this summer and 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 hashtag #MOT and signposting people to <https://www.gov.uk/getting-an-mot>

# Key messages

Our overall message to customers whose MOT is due in September, October or November is:

**Get your MOT test done this summer and beat the autumn 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 double in September, October and November. If your MOT is due this autumn, consider getting it done this August instead to avoid the rush and ensure your vehicle is safe and roadworthy.

## Call to action

- **Get an MOT test done this summer and avoid the rush**
- **If your MOT is due in September, you can get it done in August (up to a month minus a day before its due) and keep your renewal date**
- **Getting your MOT done as soon as possible means you know your vehicle is safe and roadworthy**

# Supporting messages

- **Ready to return to the road after lockdown? We can do your MOT now to check your vehicle is safe to drive.**
- **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. If you get your MOT done now, you can be sure your vehicle is roadworthy – and you'll 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. Please consider getting your MOT done this summer to avoid the rush.**
- **The MOT exemption ends on 1 August. Millions of vehicles will need their MOT in autumn. If your MOT is due later this year, consider getting it done during August, when garages will be quieter.**
- **Want to avoid the September rush but keep your September MOT date? You can get your test done in August, up to a month (minus a day) early, and still retain your renewal date.**
- **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 whose MOTs expire in September, October and November and encourage them to book their MOT this summer
  - 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
  - We have created graphics for you to use with social media posts
  - We have provided template social media posts for Twitter, Facebook and Instagram
  - 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 below on your website and link to: **<https://www.gov.uk/getting-an-mot>**



# Message templates

# Social media posts

[\*] = replace as appropriate

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

#MOT exemptions end on 1 August. You can get your vehicle tested early to ensure its safe and avoid the busy autumn period.  
[\*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!  
[\*BOOKING LINK/PHONE\*]

6 month #MOT extension?  
Consider getting your MOT test now to 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.

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. Twice as many people as usual will need an MOT in September, 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 – get your test done now

There's an easy fix. If you get your MOT done this August, you'll make sure your car is safe to drive – and you can beat the rush.

If you want to keep your annual MOT date the same, it's worth knowing you can book an MOT test with us up to a month minus a day before yours is due to expire, and you can still keep your renewal date. So if your test is due in September, consider booking with us in August instead – we'll make sure your vehicle is roadworthy and you won't have to worry about getting your MOT done for another year.

Of course, if you absolutely cannot move your MOT forward from autumn, we'll do our very best to fit you in.

But if you can, please do think about getting your test done soon to stay safe on the roads, and beat the autumn rush.

## 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 [\*SEPTEMBER/OCTOBER/NOVEMBER/this autumn.]

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

You might want to get your MOT done early this year to keep your vehicle safe and beat the rush.

Book your test with us 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 done early to keep your vehicle safe to drive.

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

Twice as many MOTs are due this autumn.

We will be busier than ever as demand will double.

You can beat the rush and keep your vehicle safe if you get your MOT done now

To book your MOT: [\*CONTACT US\*]

# Campaign assets

# Facebook post

MOT due in October or  
November?

**Beat the Rush**

Get your MOT done  
this August



# Twitter post

MOT due in October or  
November?

**Beat the Rush**

Get your MOT done  
this August



# Email footer

Beat the Rush, get your MOT done this August







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**For further information, please email:  
[beattherush@dvsa.gov.uk](mailto:beattherush@dvsa.gov.uk)**

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

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

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