

SHARING THE ROAD REPORT 2017



halfords
for life's journeys



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FOREWORD BY KAREN BELLAIRST

HALFORDS CHIEF CUSTOMER OFFICER

Welcome to Halfords' first ever Sharing The Road Report, our look at the nation's journeys and consumer trends, as well as a snapshot into what the future might hold.

Other than wanting to inform, we wanted to use this report as a means to celebrate the fun, freedom and togetherness that journeys bring to us all. But perhaps most importantly, we wanted to examine whether there was a genuine willingness among cyclists and motorists to share the road, and we were pleasantly surprised with what we discovered.

This year has been remarkable in many ways, with significant political, cultural and economic upheaval. 2017 was also Halfords' 125th year of trading, which puts us firmly in the position of one of Britain's retailers to have stood the test of time. And whether in 1892, or 2017, our efforts

remain focused on making life easier for our customers. Whether it's getting an expert under the bonnet or to look at spokes, or even helping to choose that all important first bike.

As our lives in 2017 seem to become busier than ever, with journeys increasing in both length and frequency every year, we thought it was apt to use this report as an opportunity to ask all road users to pause and think of one another. We decided to call this report 'Sharing The Road,' because, whether you choose to drive, cycle or both, taking the time to consider and understand all road users will lead to better, safer and more enjoyable journeys for us all.

I hope you'll enjoy reading this report as much as we have putting it together.

WELCOME TO SHARING THE ROAD

Learning to drive - and earning the right to roam the UK's 245,000 miles of highways and byways - has long been a national rite of passage, delivering untold freedom and opportunities to generations of travellers. It's enabled millions to explore parts of the UK that would have remained a mystery - while opening up social, educational and employment opportunities once undreamed of.

So there's little wonder that with 34,378,076 [1] vehicles on the road, motoring is our preferred mode of transport, accounting for a huge 64 per cent of UK trips each year [2]. The same government statistics reveal that 78 per cent of total distances travelled are now tackled in the comfort of our cars. All of which puts Halfords, the UK's biggest motoring and cycling retailer, right at the centre of the nation's lives.



We are clearly a nation of road users. Exclusive new Halfords research shows that **76 PER CENT OF ADULTS NOW HOLD A FULL DRIVING LICENCE**, with a further nine per cent holding a provisional licence.

And we are increasingly sharing the roads too. Cycling is experiencing its own boom: **MORE THAN 2.5 MILLION PEOPLE AGED 18 AND OVER CYCLE TWO TO FIVE TIMES A WEEK** according to Cycling UK [3].

Many drivers are enjoying the cycling boom too. Cycling UK research shows that 15 per cent of full driving licence holders cycle more than twice a month and 18 per cent cycle once a year to twice a month.

Halfords' new YouGov survey of 2,042 adults underlines this exciting trend, confirming that driving and cycling are by no means mutually exclusive activities. It reveals that **31 PER CENT OF DRIVERS ALSO OWN AT LEAST ONE BICYCLE**.

In fact Halfords' research reveals an enduring, lifelong love-affair with two wheels across Britain. Nearly half of those surveyed (47 per cent) said their journey began with lessons at home when their father taught them to ride, with

one in five taught to pedal by their mother. Just over a quarter (27 per cent) learned to ride a bicycle at the tender age of five or under, while **29 PER CENT OWNED THEIR FIRST BICYCLE BETWEEN THE AGES OF SIX AND 10**.

More than half of those surveyed (54 per cent) own a car, while 49 per cent passed their driving test first time. And **A QUARTER OF MOTORISTS OWNED THEIR FIRST CAR BETWEEN THE AGES OF 16 AND 18**.

"What our new research makes very clear is that the car is still the nation's favourite means of getting around," says Karen Bellairs, Halfords' Chief Customer Officer. "But a vast number of adults who drive also cycle, and most adults who cycle can drive too."

"At times this can be a source of tension, as our research reveals, but what it also demonstrates is widespread support from motorists towards cyclists – and vice versa. There is massive support among motorists for better training, more cycle lanes and improved facilities for cyclists – along with a genuine willingness to share the road, something that Halfords, which champions motoring as well as cycling, is very keen to foster."

[1] <https://www.gov.uk/government/statistics/vehicle-licensing-statistics-2016>

[2] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/551437/national-travel-survey-2015.pdf

[3] <http://www.cyclinguk.org/resources/cycling-uk-cycling-statistics#How many drivers cycle? And how many cyclists drive?>

MAKING THE GRADE

76%

OF ADULTS
HAVE A FULL
DRIVING LICENCE



9%

HOLD A
PROVISIONAL
LICENCE



15%

DO NOT HAVE
A DRIVING
LICENCE



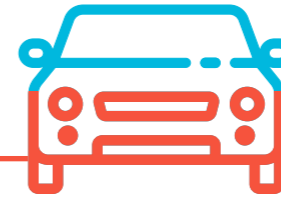
45%

PASSED THEIR
DRIVING TEST
AGED 16-18

LEARNED TO
RIDE A BIKE AGED
5 OR UNDER

27%

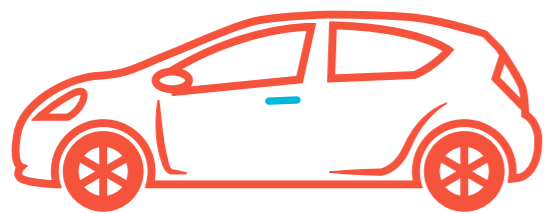
54%
OWN
A CAR



31%
OWN
A BIKE

**26% OWNED THEIR
FIRST CAR AGED 21-25**

**29% OWNED THEIR
FIRST BIKE AGED 6-10**



49% PASSED THEIR DRIVING TEST FIRST TIME

12% TOOK THEIR TEST THREE TIMES

2% TOOK IT FIVE TIMES OR MORE

18%



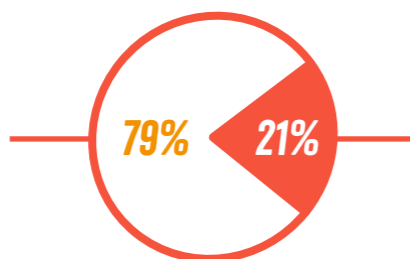
BELIEVE DRIVERS SHOULD
BE REQUIRED TO LEARN TO
RIDE A BICYCLE AS PART
OF THE DRIVING TEST

50%



BELIEVE CYCLISTS SHOULD BE
REQUIRED TO TAKE PROFICIENCY
TESTS BEFORE BEING ALLOWED
TO CYCLE ON ROADS

CLAIM TO KNOW THE
HIGHWAY CODE WELL



DON'T FEEL CONFIDENT
IN THEIR KNOWLEDGE

**26% BELIEVE CYCLISTS SHOULD BE SPOT
CHECKED ON THEIR UNDERSTANDING OF
THE HIGHWAY CODE**



GOOD CYCLISTS MAKE BETTER DRIVERS

There's no doubt about it – you can learn invaluable road craft skills through cycling, especially in towns and cities, where fast-changing road conditions demand total concentration. Your safety is utterly reliant on keen observation, understanding the rules of the road – and learning how to interact with other traffic.

It's why nearly half of those questioned in Halfords' exclusive YouGov survey (48 per cent) agree with the statement, 'Being a cyclist makes me a better driver as I have a greater understanding of the road'. **ALMOST ONE IN FIVE (18 PER CENT) SAY THAT DRIVERS SHOULD BE REQUIRED TO LEARN TO RIDE A BICYCLE AS PART OF THE FORMAL DRIVING TEST.**

Drivers are equally forthright in their calls for higher standards of riding among cyclists: **86 PER CENT NOW BACK THE INTRODUCTION OF TOUGHER PENALTIES FOR CYCLISTS WHO DON'T ABIDE BY THE HIGHWAY CODE.**

A further 81 per cent would like to see tougher action being taken against those who cycle aggressively. Controversially, a convincing **59 PER CENT OF RESPONDENTS EVEN BACK THE INTRODUCTION OF NUMBER PLATES FOR CYCLISTS**, to encourage responsible riding.

Just over half say cyclists should have to take a proficiency test before being allowed on the road, although only 11 per cent back driving licence-style accreditation for cyclists, slightly less than those (13 per cent) who say they want lower speed limits for cars. Just under a third (31 per cent) call on cyclists not to exceed speed limits, and 26 per cent back spot-checks on cyclists' understanding of the Highway Code.

A solid **80 PER CENT ALSO CALL FOR TOUGHER PENALTIES TO BE IMPOSED ON MOTORISTS WHO DRIVE AGGRESSIVELY NEAR CYCLISTS**, with over 67 per cent demanding tougher penalties for drivers who pass too close to cyclists. Safety-wise, 65 per cent want cyclists to make themselves safe and visible by wearing high vis clothing, while 39 per cent call on car drivers to use dipped headlights when approaching cyclists in the dark.

Further evidence of a willingness to share the road comes as **45 PER CENT THINK THERE SHOULD BE DEDICATED CYCLE LANES ON ALL ROADS**. Almost a quarter (22 per cent) want more public places to park and lock bicycles, and 17 per cent think there should be better facilities for cyclists at work, including showers and bicycle storage.

AN OVERWHELMING 93 PER CENT SAY IT WOULD BE BENEFICIAL FOR ALL EDUCATION TO BE AIMED AT CYCLISTS AND MOTORISTS, TO FOSTER A CLIMATE OF ROAD-SHARING.

"Our survey shows that there are concerns on both sides, amidst rising levels of traffic and as driver and cyclist numbers rise," says Karen Bellairs. "Reassuringly however, when we delve into the statistics, it's not so much an 'us and them' attitude that we find, but a 'let's work together' mindset."

CYCLING PROFICIENCY

The first Cycling Proficiency Test took place 70 years ago, in October 1947, at RoSPA's Road Safety Congress – and many cyclists have fond memories of it.

Today, cycling lessons still have a vital role to play in preparing cyclists to ride confidently and safely on UK roads, even giving future motorists a vital insight into the unique challenges faced by cyclists.

Halfords' research reveals that while only seven per cent of those surveyed attended cycling proficiency lessons, **56 PER CENT BELIEVE THAT CYCLING SHOULD NOW BE INCLUDED IN THE NATIONAL CURRICULUM**, so that important safety skills and awareness are taught in school.

According to 46 per cent, cycling safety publicity campaigns should be specifically aimed at young children, while **32 PER CENT SAY THEY WOULD WELCOME A SPECIAL NEW CYCLING HIGHWAY CODE SPECIALLY AIMED AT YOUNG RIDERS.**

READY TO HIT THE ROAD?

BE BRIGHT, BE SEEN

Be a peacock when cycling! Always make sure you're wearing bright clothing when cycling, whether it's a high vis jacket or a high vis vest, as long as it's nice and visible. This clearly becomes even more important when it starts getting dark early. And don't forget to use your bike lights and pack a spare pair with you just in case.

EXPECT THE UNEXPECTED

It's an oldie but a goodie, perhaps used by your parents when you were younger to scare you into doing something, but it remains completely valid. You can't control what everyone else does, but you can keep an eye out for pedestrians who aren't looking where they're going, dogs not on leads, drivers opening doors and children playing.

PLAN AHEAD, TO STAY ON TOP

Plan your journey so you know exactly where to go ahead of setting off. If you have no sense of direction, simply connect your bike up to a navigation device so it does the thinking for you.

THE NATION'S JOURNEYS: HOW WE MOVED THIS YEAR

STERLING FEARS DROVE A STAYCATION SURGE

In the 1960s and '70s, a holiday for many Brits meant heading to the seaside in the family car. Then the package holiday went into overdrive, and it was sun, sea and sand all the way. Until in 2008 a new buzzword – 'staycation' – arrived on the scene, signalling a revival of interest in holidaying in your own 'back yard'.

A survey by Visit England this year revealed that 43 per cent found holidays at home far less stressful than going abroad and 37 per cent said a key benefit was being able to drive to their preferred UK vacation spot. How things change.

The survey found that nearly half of all Brits – 47 per cent – were now keener than in the past decade to enjoy a spontaneous break, or days out in the UK. In fact nearly half of all Brits had taken a last minute 'staycation' within the UK in the last year.

Driven partly by concerns over security and the falling value of sterling, **THE STAYCATION IS HERE TO STAY**. It explains why, at Halfords, there has also been a rise in the sales of camping and outdoor gear, with items such as tents, cycle carriers, roofboxes and sleeping bags rising by over eight per cent, year on year.

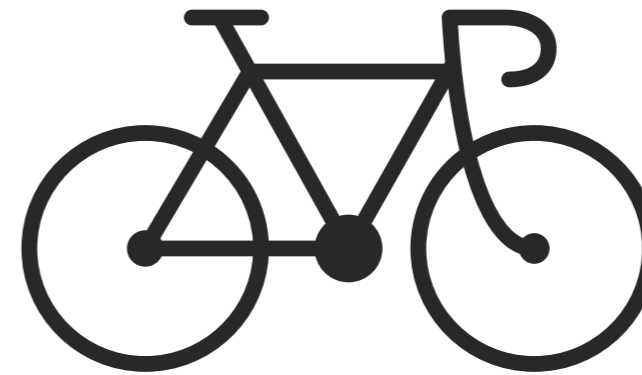
When Halfords asked its customers to shed some light on the revival

54 PER CENT SAID EXPLORING THE GREAT OUTDOORS WAS THEIR MAIN MOTIVATION FOR CAMPING, WHILE 50 PER CENT SAID IT WAS SIMPLY MORE AFFORDABLE THAN HOLIDAYING ABROAD. And who can argue with that?

Other reasons for the staycation explosion? A total of **41 PER CENT SAID CAMPING WAS THE 'PERFECT' WAY TO SPEND TIME WITH FAMILY MEMBERS**, while 23 per cent saw it as the antidote to the stresses and strains of modern life – and the chance to switch off from technology.

Almost a third (30 per cent) said their children enjoyed camping, 32 per cent said it was a great way to enjoy Britain's beautiful sights, while nine per cent said it meant they didn't have to grapple with a foreign language. Thirty seven per cent summed up the staycation experience with the following words: "It's easy – I can just get up and go!".

Staycations haven't been the only changes in the nation's journeys, however, as Halfords' YouGov survey reveals...



ON AVERAGE, IN ENGLAND:

BY BIKE

EACH PERSON MADE

15 TRIPS

DURING THE YEAR

(ALL AGE GROUPS) AND CYCLED

53 MILES



CAR/VAN DRIVERS MADE

389 TRIPS

AND DROVE 3,289 MILES

EACH PERSON MADE 954 TRIPS BY 'ALL MODES'

(I.E. CAR, PUBLIC TRANSPORT, WALKING ETC.)

& CYCLING

ACCOUNTED FOR 1.5% OF ALL TRIPS



THE AVERAGE DISTANCE OF A CYCLE TRIP WAS

3.5 MILES

WHILE THE AVERAGE DISTANCE OF A CAR TRIP WAS

8.5 MILES

THE E-VOLUTION: THE RISE OF E-DRIVING

As the UK has seen an astonishing 250 per cent increase in the number of ultra-low emission vehicles registered in the past two years – according to figures from OLEV (the Government's Office for Low Emission Vehicles[1]) – Halfords has been championing the growth of the electric vehicle revolution across its business.

And those surveyed by Halfords are moving with this trend: **35 PER CENT WOULD BE 'VERY COMFORTABLE' DRIVING AN ELECTRIC CAR AND 39 WOULD BE 'FAIRLY COMFORTABLE'.**

A further 56 per cent say they believe that more electric and hybrid cars would help protect the environment, while a convincing **55 PER CENT CALL FOR MORE ELECTRIC CHARGING POINTS, TO SPEED UP THE ELECTRIC CAR REVOLUTION.**

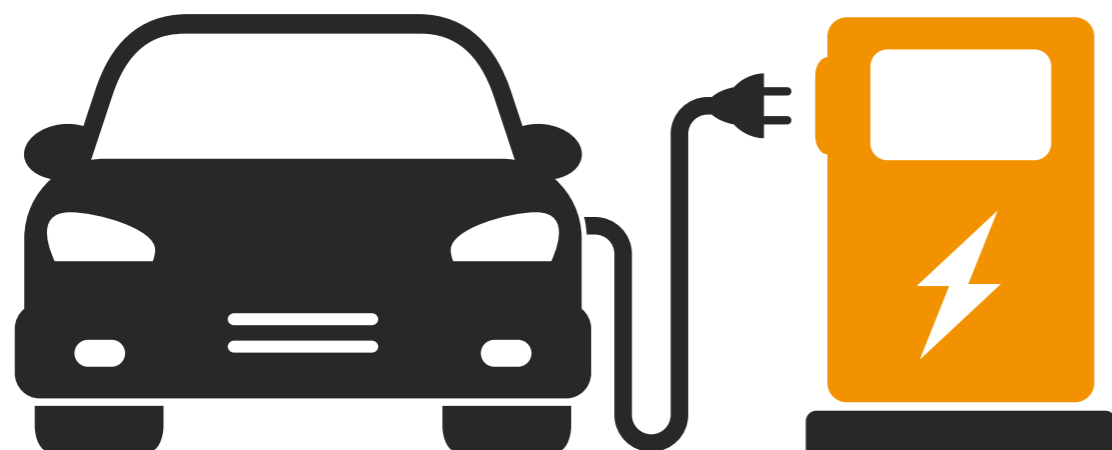
Halfords has committed to increasing the number of specially-trained EV technicians across its garages. As it stands, **202 COLLEAGUES ARE NOW TRAINED TO LEVEL II IN HYBRID ELECTRIC VEHICLE MAINTENANCE** and 161 Halfords Autocentres now have the capability of servicing hybrid electric vehicles.

In fact, the Government's announcement that it would ban the sale of diesel and petrol cars and vans from 2040 is a move that has been widely backed. And 2017 has shown us that the growth of the electric market is no longer just limited to traditional car manufacturers.

In September 2017, Dyson announced that it is designing an electric vehicle (EV) and will launch it by 2020. The company reportedly already has 400 staff working on the project, including key staff formerly with Aston Martin and Tesla.

This level of disruption to the market signals new competition, fresh innovation and huge opportunity for businesses, including those not traditionally associated with the automotive supply chain, to be involved in the electric vehicle industry.

With an increased number of electric cars on the market, this will slowly become the obvious new car of choice for future consumers. Although a widespread charging infrastructure, access to charging where we live, work and play and a shored up, sustainable power supply will be crucial in achieving this level of growth.



THE YEAR OF THE E-BIKE

Electric cars aren't the only vehicles experiencing a surge of interest – this year Halfords launched its biggest ever range of e-bikes, including models for mountain biking, a foldable bike for easy commuting and two general purpose hybrids.

As a result, **HALFORDS E-BIKE SALES INCREASED BY AN IMPRESSIVE 230 PER CENT**, as consumers discovered how convenient these machines really are for longer rides, and for tackling air quality issues in cities. It seems we like the fact that each of Halfords' e-bikes boasts a range of 40 miles or more, and is powered by an efficient lithium-ion battery that takes just six hours to charge at home or in the office.

E-bikes are also fun; with top speeds of 15.5 mph, they have been transforming the cycling experience, widening the audience to younger, regular cyclists and older riders too – while making longer, further-flung trips a genuine possibility.

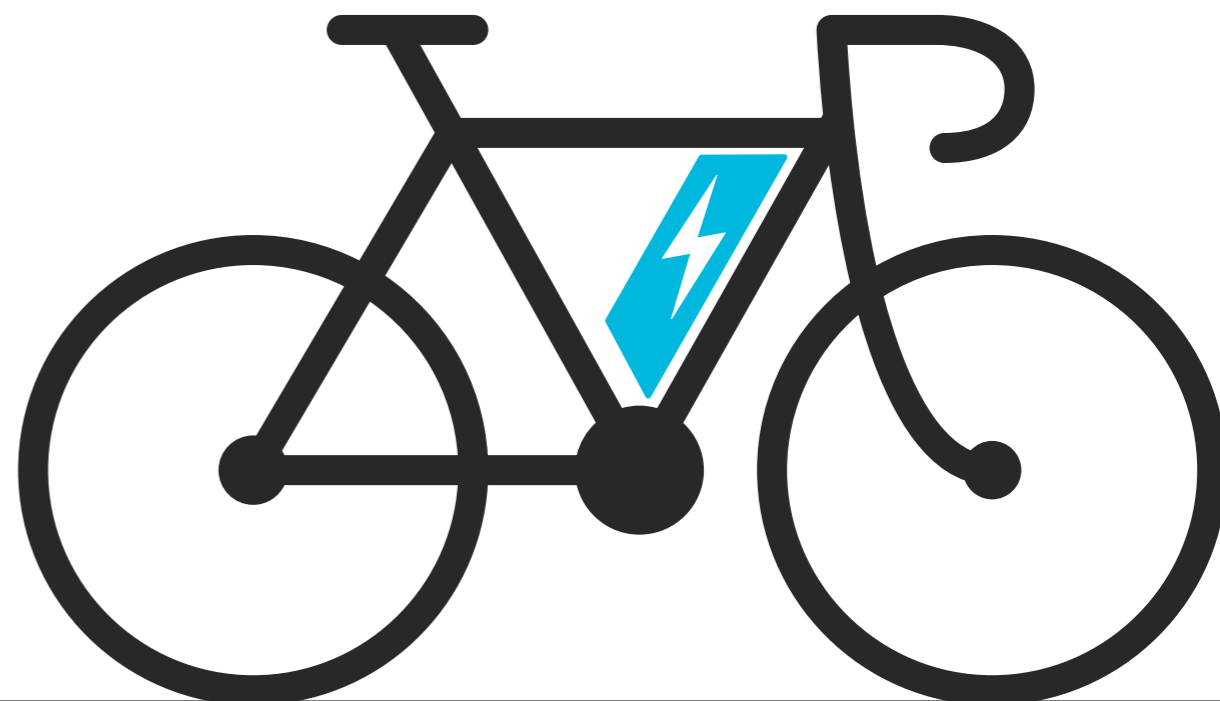
In Halfords' exclusive YouGov survey, nearly seven in 10 people (68 per cent) back proposals for government grants delivering

discounts on the purchase price of e-bikes – along similar lines to grants that are available for electric vehicles. And **62 PER CENT WOULD FEEL 'FAIRLY COMFORTABLE' RIDING AN 'E-BIKE'.**

A further 54 per cent say e-bikes are a good way for older or less able cyclists to remain active, while 38 per cent say e-bikes are a great way to commute to work.

E-bikes' suitability for making longer journeys is welcomed by 28 per cent, while nearly a quarter (22 per cent) say they believe that e-bikes represent the 'future' of commuting in cities.

"It's true – e-bikes are a lot of fun, and let you travel further than perhaps you might with a standard bicycle," says Carla Treece, e-bikes expert at Halfords. "In parts of Europe, they are used in sports and by weekend riders to access areas that were previously difficult to reach, such as up in the mountains and hills. They are catching on fast and we expect to see this boom continuing."



DO-IT-FOR-ME OR DIY?

The pressures of modern life mean that many of us have enough on our hands on a day-to-day basis without using up time carrying out awkward, messy maintenance chores. It's a gap that Halfords works hard to fill, providing professional, highly trained technicians at its stores to help with those very issues for motorists and cyclists.

Halfords' survey reveals that **41 PER CENT 'DON'T KNOW ANYTHING' ABOUT CAR REPAIRS**, preferring instead to get problems seen to by a professional. **EVEN THE 20 PER CENT WHO CLAIM TO DO THE 'EASY BITS' OF CAR REPAIR AND MAINTENANCE THEMSELVES, ADMIT THAT THEY PREFER TO SEEK EXPERT HELP FOR MORE TECHNICAL CHALLENGES.**

Only five per cent of those questioned say they try to carry out as much maintenance and repair work as possible, to save money. And two per cent claim to enjoy the process of DIY car maintenance.

"This is a trend we are increasingly seeing, perhaps as cars – and even in some cases, bicycles – become more technical, more complicated," says Karen Bellairs.

"It's given rise to what we call the 'Do-It-For-Me generation'. And why not? In recent years, Halfords has noticed a big change in customer mindset when it comes to DIY, with more and more customers turning to trusted experts for even the smallest of fixes. If you can find a professional to do it for you instead, while you enjoy your hard-earned leisure time, why not? At Halfords, we are happy to lend a hand."

It all explains why so many motorists beat a path to Halfords. In the survey, **60 PER CENT WOULD GET A MINOR DEFECT TO THEIR CAR REPAIRED AS QUICKLY AS POSSIBLE**, while 30 per cent say they would get it repaired 'at a convenient time'. Only three per cent would

wait for the fault to be picked up at an MOT test, while two per cent admit they would postpone getting the problem fixed, until it threatened to damage the car.

The same trend seems to apply to cyclists. The survey found that only **48 PER CENT KNOW HOW TO REPAIR A PUNCTURE** (which can be fiddly and awkward), and only **43 PER CENT KNOW HOW TO REPLACE LIGHTS** and tighten a loose chain. 37 per cent know how to adjust their own brakes – sometimes necessitating help from a friend, or a store professional instead.

Only 36 per cent know how to attach mudguards, 31 per cent can clean their gear mechanisms and a mere 16 per cent feel able to fix a broken spoke.

That said, the famous Haynes manual, which for years has given clear, concise directions on how to look after or even rebuild your car, is still a popular seller at Halfords. Some motorists are still prepared to get their hands dirty carrying out routine maintenance and servicing, or even bigger repairs to their cars.

The range of DIY abilities revealed by Halfords' survey shows: **71 PER CENT KNOW HOW TO CHECK THE OIL LEVEL**, 67 per cent know how to check tyre pressures, **63 PER CENT CAN JUDGE WHEN A WINDSCREEN WIPER NEEDS REPLACING** and 58 per cent know when it's time to get a windscreen repaired.

More than half (57 per cent) know how to check tyre tread levels, 54 per cent know when to replace a tail light bulb and **40 PER CENT KNOW HOW TO CHANGE A TYRE**, not always an easy task. A total of 36 per cent know how to change a headlight bulb and **33 PER CENT KNOW HOW TO CHARGE A CAR BATTERY**. And with winter fast approaching, that's a very handy skill indeed.

THE UK DO-IT-FOR-ME-MAP

Repair and maintenance skill levels vary considerably up and down the country – some of us are keen DIY-ers, but many are do-it-for-me customers, preferring to rely on the knowledge and know-how of the experts.

LOOSE CHAIN-GERS

Nearly half of Scots (49%) know how to fix a loose chain

SPOKE TOO SOON

The North West scores highest on fixing bike spokes

SAVVY SAVERS

11% of the Welsh like to roll up their sleeves and take on as much maintenance and repair work as possible, to save cash

IF IT'S EASY...

In the Midlands, 24% will opt to give the 'easy bits' of car repair and maintenance a bash themselves

SADDLE SAVIOURS

69% of those from the South West are switched on to bike saddle adjustment

'ME TIME' PURSUITS

Nearly half of Scots (49%) would prefer to get problems seen to by a professional and have more me-time for themselves

DON'T ASK ME...

11% of Geordies admit they don't know about bike maintenance

LIGHTBULB MOMENT

West Midlands scores highest for headlight bulb changes (44%)

PUNCTURE PUNDITS

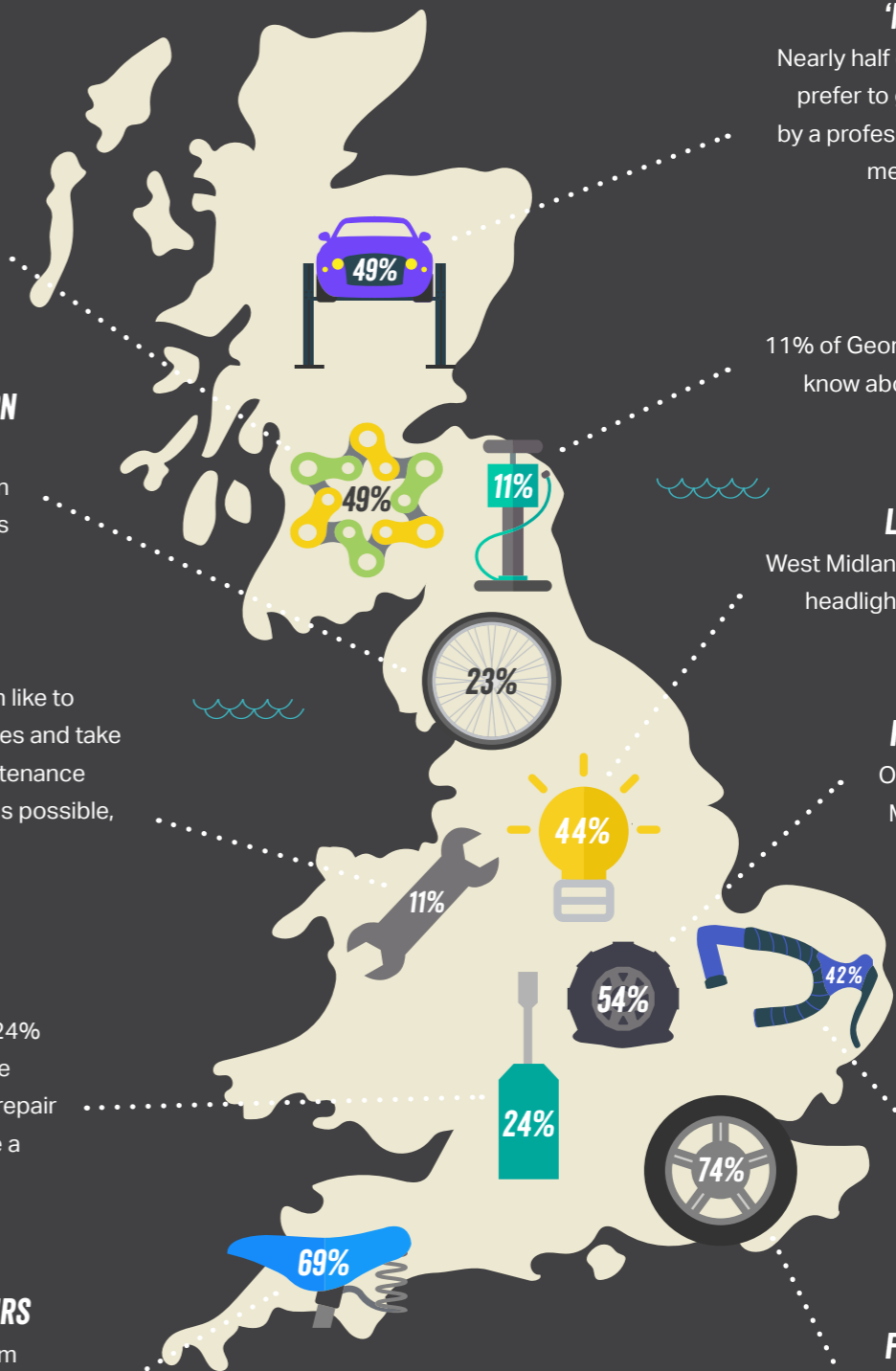
Over half (54%) of East Midlanders claim they know how to repair a puncture

THAT'S A WRAP

42% from the East of England know how to tape a handlebar

FEEL THE PRESSURE

74% in the South East know how to check car tyre pressure



READY FOR THE FUTURE

Halfords has seen colossal changes in the transport sector – as you'd expect of a company founded 125 years ago. But Halfords knows that some of the most revolutionary changes of all are just around the corner, as the world learns to embrace the world of electric, connected and autonomous travel.

For some – according to Halfords' survey – there's still a long way to go. Asked how they would feel about travelling in a fully driverless car, an overwhelming 69 per cent admit that they would 'not feel comfortable' at all, or would 'not feel very comfortable'. Only 7 per cent would feel 'very comfortable', and **16 PER CENT WOULD BE 'FAIRLY COMFORTABLE' IN A DRIVERLESS CAR.** Over six per cent were so unsure they didn't even know how they felt.

Slightly higher levels of confidence for travelling in a partially driverless car – where the driver retains some element of control – are revealed in Halfords' survey, with 44 per cent saying they would be 'very or fairly' comfortable, and 49 per cent stating that they would remain 'not very' comfortable, or 'not comfortable at all'.

Asked what it is that puts them off, **74 PER CENT OF THOSE OPPOSED TO THE IDEA OF DRIVERLESS MOTORING ADMIT THAT THEY FEAR BEING AT THE RISK OF TECHNOLOGICAL FAILURE** – in other words, something going wrong.

SIXTY EIGHT PER CENT SAY THEY WOULD BE SCARED IF NOT IN 'FULL CONTROL' OF THE VEHICLE – even though, according to research by motor manufacturers, human error is currently the cause of at least 90 per cent of road accidents.

Sixty seven per cent of those surveyed by Halfords admit that they fear driverless cars will become 'confused' in unexpected situations, while 51 per cent fear their car will be vulnerable to malicious hackers.

Fortunately for the government – which has invested heavily in promoting electric car travel and infrastructure – an encouraging **74 PER CENT SAY THEY ARE 'VERY COMFORTABLE DRIVING AN ELECTRIC CAR.** Only 8 per cent say they would not be comfortable. Perhaps they haven't tried it – those who have driven electric cars often praise their high level of refinement, their smooth power delivery – and their ease of driving, not to mention their 'green' credentials.

Motorists will be confronted, increasingly, with the 'connected' car too – as on-board computers 'speak' to remote computers, relaying vital data on the condition

of the engine and other components, even road, traffic and weather conditions. The technology will even let manufacturers – or service suppliers such as Halfords – alert car owners when maintenance checks are required, or when a component needs replacing or upgrading.

This was underlined recently when Climate Change Minister, Claire Perry, informed the House of Commons that by 2035 the UK's autonomous and connected vehicle market would be worth a staggering £28 billion.

With government plans to ban the sale of petrol and diesel cars from 2040 – plans widely backed by respondents in Halfords' research – this is timely.

Asked how they feel about the looming ban, **54 PER CENT SUPPORT THE MOVE TO BAN THE SALE OF PETROL AND DIESEL CARS,** with 21 per cent 'strongly' supporting it, and 32 per cent 'tending' to support it. Only 17 per cent are opposed to the scheme, with a mere 12 per cent strongly opposed.

There is similar, encouraging acceptance of e-bikes, with a convincing **62 PER CENT FEELING COMFORTABLE USING AN E-BIKE,** while 15 per cent would not be comfortable, and 12 per cent replying 'not comfortable at all'.

Meanwhile **60 PER CENT SAY THAT THEY BELIEVE MORE CYCLING AND WALKING ARE THE BEST WAYS TO FURTHER PROTECT THE ENVIRONMENT.** A forward-looking **44 PER CENT BACK THE ROLL-OUT OF HYDROGEN-POWERED CARS ON THE ROAD,** while 38 per cent want to see increased incentives for travellers to make short trips by bicycle, backed, according to 32 per cent, by more public spending to improve cycling infrastructure.

"There's no doubt about it – people are coming around to the idea that we will all have to change how we travel, given the pressures of air quality, finite resources of fossil fuels and population growth," says Karen Bellairs.

"It's encouraging that in our survey there is recognition of this, and a clear willingness to embrace the future, with all its new forms of transport. Halfords has been travelling with motorists and cyclists along this road for well over a century, but we believe the best, and most exciting innovations, are still to come. We look forward to sharing the experience with our customers."

THOUGHTS ON E-BIKES:

THERE IS AN ENCOURAGING ACCEPTANCE OF E-BIKES:



62%

SAYING THEY FELT COMFORTABLE USING ONE

15.8%

SAYING THEY WOULD NOT BE COMFORTABLE

12.7%

REPLYING 'NOT COMFORTABLE AT ALL'

THOUGHTS ON DRIVERLESS CARS:



74% OF THOSE OPPOSED TO THE IDEA OF DRIVERLESS MOTORING ADMIT THAT THEY FEAR BEING AT THE RISK OF TECHNOLOGICAL FAILURE

68%

SAY THEY WOULD BE SCARED IF NOT IN 'FULL CONTROL' OF THE VEHICLE

EVEN THOUGH ACCORDING TO RESEARCH BY MOTOR MANUFACTURERS, HUMAN ERROR IS CURRENTLY THE CAUSE OF AT LEAST...

90%

OF ACCIDENTS



67% OF THOSE SURVEYED ADMIT THAT THEY FEAR DRIVERLESS CARS WILL BECOME 'CONFUSED' IN UNEXPECTED SITUATIONS

WHILE **51% FEAR THEIR CAR WILL BE VULNERABLE TO MALICIOUS HACKERS**

ONES TO WATCH FOR 2018

It's an exciting time for all things technology, and with most of us grappling with daily busy lives, anything that makes things easier and saves us time can make all the difference.

Being connected on the go means you can make more time for the things that matter most, safely. As both consumer demand and expectations increase, innovations like artificial intelligence and automation will with time help us feel more in control, and better connectivity means we can do more on the go.

And what's in store for 2018? Halfords predicts a rise of automation in cars, to help create better, safer and more efficient roads for all road users.



THE RISE OF THE AUTOPILOT

Automotive Advanced Driver Assistance Systems (ADAS) use sophisticated electronics coupled with an array of sensors to improve the safety of drivers, other vehicles and pedestrians, and enhance the driving experience.

ADAS systems attempt to mitigate the imperfect driving behaviour and are increasingly programmed into newly built vehicles.

In 2018, Halfords expects to see a sharp rise in ADAS in the UK, to truly move the technological 'roadmap' towards partially and fully autonomous vehicles.

PERSONAL ASSISTANTS FOR YOUR VEHICLE

The ability to use your voice to control your smartphone and your home already exists, but infiltrating cars will be the next conquest, and 2018 will see it become much more commonplace.

Some might consider smart assistants to be a bit of a novelty but they can help with much more than just checking weather or playing audiobooks, including tasks such as locking your car and even controlling smart home devices.

Halfords expects a big increase in both the integration of the smart voice assistant into new vehicles, and the number of smart voice assistants available to buy and retrofit into older vehicles.

SMARTER CYCLING, BETTER CYCLING

Advances in technology and connected devices over the last few years have had a big impact on cycling and have generated a host of innovations and tech devices to make cycling safer, easier and more fun for riders.

But the innovation isn't just limited to cycling tech products – cities including Glasgow, have used data from cycle tracking apps to guide riders on the best routes through cities and collect data on routes, speeds and problems which can then be used by local authorities to inform and improve bicycle networks.

Smarter cycling on the go is increasingly important and with our cities becoming smarter too, the two innovations will go hand in hand to help cycling become safer and better in 2018.

TIMES ARE CHANGING

As traffic levels across Britain continue to rise and our highways become increasingly congested, competition for road space has never been so intense.

In spite of these challenges however, Halfords' exclusive survey reveals a nation optimistic about the future. In fact it wants to embrace it by learning to share the road, by experimenting with innovative and exciting new ways to tackle pressing environmental challenges – and by exploiting the latest technology.

The rise of the e-bike, a willingness to entertain the idea of travelling in a driverless car and unbridled enthusiasm for clean, green electric vehicles are just some of the encouraging responses unearthed by the survey.

In another sign that we will continue to rub along together as we drive or cycle further into the 21st century, **SIX IN 10 PEOPLE WANT LOCAL COUNCILS AND THE GOVERNMENT TO SPEND MORE ON IMPROVING CYCLING SAFETY FOR CHILDREN** – our future generation of road-users. And what could be more forward-looking than that?

The survey also reveals that **NEARLY EIGHT IN 10 STILL FEEL THEY KNOW THE VITAL HIGHWAY CODE 'WELL'**, with only four per

cent admitting they don't know it 'at all'. Fortunately only one per cent still cling to the dated notion of being a 'boy racer', although a worrying 10 per cent still admit to driving 'fast', not a wise approach on our increasingly busy, increasingly shared, roads.

"We are proud to cater for everyone at Halfords, from highly experienced motorists that we've been serving for years, to recently-passed 'newbies' and of course cyclists too," says Karen Bellairs. "We shall continue to help our customers get the most out of their staycations too – helping them discover what a beautiful corner of the world Britain can be. Especially when you're camping under the stars.

"What is very clear however is that times – and technology – are changing fast. Electric cars and e-bikes are already here and catching on. Connected cars too are beginning to transform the motoring landscape, and the brave new world of driverless cars is just around the corner.

"Just like our customers, we have never felt more excited about the future and we look forward to embracing it with them – every step of the way, as we have done for 125 years."