May 22.

17th May, 1960

A NEW R.A.C. "RECRUIT"

TO LEAD ROAD SAFETY CAMPAIGN

A new personality is to lead a national campaign
for better driver education, the Royal Automobile Club
announced today.   His name is "R.A.C. Reg", the symbol
of The Association of R.A.C. Registered Motor Schools
and Driving Instructors.

From today, all cars belonging to members of the
Association will be readily identifiable because
Reg's picture will be carried on them.   He will also
be seen on office and showroom windows belonging to
R.A.C. Registered Instructors.

The public will know that wherever R.A.C. Reg is
to be seen, first-class driving instruction from
properly qualified teachers will be available.

Instructors submitting themselves for examination
by the R.A.C. face a very stiff written and practical
test.   Those who pass (and about half fail at the
first attempt) can justly claim to be competent
teachers.

The scheme was started in 1935 in pursuance of
the Club's belief that better tuition was the first
step towards greater road safety.   There are now
over 2,300 R.A.C. Registered Instructors and 173
Registered Motor Schools throughout the country.

add R.A.C. Reg - 2

As part of the new campaign to make Britain
Reg-conscious, London members of the Association are
staging a big Rally at Biggin Hill Aerodrome on Sunday,
May 22nd at 2 p.m.

Admission will be free and amongst the items on
the programme will be a massed drive of several hundred
dual control instruction vehicles and driving demonstrations
by R.A.C. Instructors.

There will also be demonstrations by schoolchildren
who have been trained under the R.A.C. "Junior Driver"
Scheme and free driving lessons for those who want to
sample really expert tuition.

Mem. to Editors: R.A.C. Reg's picture is enclosed.
There is naturally no fee for reproduction.   Further
information is available from the R.A.C. Press Office,
Pall Mall, London, S.W.1. (Telephone: Whitehall 4343
extensions 106,107 and 109).