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RAC comments on plans to de-clutter roads of unnecessary signs

RAC spokesman Simon Williams said: “Signage is at its most effective when it’s well designed and used in just the right location – and that location is rarely one that is surrounded by a plethora of other signs. A move to de-clutter our roadsides therefore makes a lot of practical, as well as economic sense, and will be welcomed by the 63% of motorists we spoke to that said our roads are too full of unnecessary signage.

“While responsibility for local signage should rest with councils, we do not believe the option of axing small speed limit repeater signs makes much

sense. All road users benefit from regular reminders of the speed limit, especially on roads where the limit is not immediately obvious.

“We welcome ‘use by’ dates on signage - we’ve all seen signs announcing ‘new road layout ahead’ when the layout changed many months, if not years ago. Giving residents the power to ask councils to take down expired signs makes perfect sense, although we hope that cases of people having to do this will become exception rather than the norm.”

The press office email address is press.office@rac.co.uk and media centre is at media.rac.co.uk. **Please note:** the press office is unable to help with individual customer enquiries - please visit the RAC contacts page to find the right contact.

About the RAC

The RAC, an iconic UK brand, provides complete peace of mind to nearly 14 million UK private and business drivers, whatever their motoring needs. As well as its premium nationwide breakdown assistance service – with an expert branded patrol workforce attending more than two million breakdowns every year – it offers a wide range of market-leading products across insurance, legal services, vehicle inspections and service, maintenance and repair. Included in this is the first-of-its-kind nationwide Mobile Mechanics service which brings the garage to homes and workplaces.

At the forefront of new solutions for business fleets and consumers, the RAC’s breakdown service is electric-ready with mobile EV charging technology and can be called on using myRAC – the all-in-one route planner, fuel finder and breakdown reporting app.

Visit the RAC website.

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