



ConTe launches road safety campaign

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Our Italian business, ConTe, has launched an eight-part video series to help improve road safety. The campaign aims to help drivers better understand everyday risks on the road, traffic rules and the role technology can play in safer driving. By challenging common misconceptions and sharing practical guidance, the campaign encourages safer, more informed decisions behind the wheel.

One video highlights the dangers of using smartphones while driving. At 100 km/h (around 62 mph), a vehicle can travel roughly the length of a football pitch in just four seconds. The striking comparison shows how far someone could drive while looking at their phone and serves as a powerful reminder that even a brief distraction can have serious consequences.

The wider road safety campaign explores aquaplaning, blind spots and keeping a safe distance from the vehicle in front, while also clarifying commonly misunderstood rules around roundabouts and overtaking. It challenges misconceptions about alcohol and driving and explains how telematics products can help drivers develop safer habits behind the wheel, while potentially reducing insurance premiums.

Through practical guidance and myth-busting content, ConTe's campaign is helping drivers make safer, more informed choices behind the wheel and contributing to safer roads for everyone. Explore the full campaign on [ConTe's LinkedIn page](#).