



PRESS RELEASE

Mobility Roadshow  
Stand E2

30 June 2011

### **MOBILITY SCOOTER LICENCE IS LAUNCHED**

Kudos First, a leading supplier of lifestyle and mobility products, has today launched the PMV (Personal Mobility Vehicle) Licence at The Mobility Roadshow. The licence has been designed to give responsible mobility scooter owners and other road users total peace of mind.

The test makes sure that drivers can use controls, drive safely and confidently on the road and on pavements and charge their vehicles, all in their own environment. Drivers are also assessed on their physical abilities and eye sight, and need to demonstrate an understanding of what they can and can't do legally. In addition, they are asked about any conditions they may have and are asked to give details about any medication they are taking.

The licence costs £99.00, or comes free with certain Kudos First models, and includes one year's insurance, breakdown recovery, 'at home' cover, and half yearly scooter health checks after the first year. Kudos First customers will be briefed on the driving test and the Highway Code during their initial scooter assessment, and will undergo the test on delivery of their vehicle.

Kevin Clinton, Head of Road Safety at RoSPA said: "RoSPA believes that mobility scooters fulfil a valuable and important function. They enable a great many people to move about and enjoy a much better quality of life than they would otherwise be able to do. Without mobility scooters, many users would become virtually housebound, with all of the disastrous effects that would have on their mental and physical health and ability to socialise and do everyday tasks, such as shopping.

"We occasionally receive calls from people concerned about being nearly knocked down by mobility scooters, and although these calls are relatively low in number, they do occur regularly. Usually, the complaint is that the mobility scooter user appeared to lack the ability to use their scooter safely, or was not showing any consideration for other people. With this in mind, we are really pleased that

Kudos First has introduced their mobility scooter licence, and we hope that other firms will follow suit.”

Prakash Mohan, Director, Kudos First said: “We wanted to do something positive for the mobility industry as a whole and show that there are responsible drivers out there worthy of being on the road. Not all of our customers have been road users in the past, and we see it as our responsibility to ensure they are as equipped and confident as possible to drive, not only for their own safety but for the safety of others. Where this will differ from a traditional driving licence is that we are setting up the PMV Licence Club to bring our customers great savings and to encourage them to live life fully.”

Kudos First will be extending the PMV Licence to other mobility scooter owners. To apply for the licence customers will need to service their scooters with Kudos First. This is to ensure the vehicles are sound. Once they have taken the driving test, the licence will cost £65. This will give the customer the same benefits of club membership, insurance, and breakdown cover.

- Ends -

For further information, please contact Maria Kennedy at cremePR on 01234 834800, 07932 644771 or email [maria@cremepr.com](mailto:maria@cremepr.com).

**Images available on request.**