

New DVLA campaign highlights the risks for drivers who evade vehicle tax

DVLA has launched a new advertising campaign in the highest evading areas across the UK reminding motorists of the real risk of failing to tax their vehicles on time.

The message is clear to motorists – if you do not tax your vehicle on time, DVLA will take action – ‘tax it, don’t risk it’.

The adverts are running on radio, poster sites, social media, digital channels and in print. The table below shows the areas across the UK where some of the highest numbers of enforcement actions took place in 2021:

Area	Total enforcement actions (includes fines, penalties and clamping)
London	97,013
Birmingham	52,073
Manchester	28,703
Glasgow	25,304
Sheffield	24,962
Cardiff	24,159
Nottingham	21,810
Bristol	20,018
Newcastle	18,890
Swansea	18,220
Leeds	14,930
Reading	14,573

Alongside automated enforcement penalties for registered keepers of untaxed vehicles, DVLA’s enforcement teams and wheelclamping partners also travel around the UK as part of their day-to-day activity taking action against untaxed vehicles. Over 98% of vehicles are correctly taxed but it’s right that we take action against those who continue to break the law.

This year’s campaign focuses on the clear message that untaxed cars are ‘hard to hide, easy to tax’ and for those that continue to flout the rules, the consequences include financial penalties, court action, clamping and even the loss of a car.

It’s never been easier to tax a vehicle – DVLA offers a range of options including the online vehicle tax service which is available 24 hours a day, 7 days a week or taxing at the Post Office and even spreading the cost using direct debit.

DVLA Chief Executive Julie Lennard said:

This campaign has a clear message for anyone that delays or avoids taxing their vehicle.

It really has never been easier to tax a vehicle, from using our 24/7 online service to direct debit options. We want motorists to understand that's it not worth taking a risk and always tax their vehicles on time.

Motorists can go online, 24 hours a day, to [tax a vehicle](#) or [check whether their vehicle tax is up to date](#).