

News story: New DVLA campaign highlights consequences for drivers who evade vehicle tax



The message is clear to motorists – if you don't tax your vehicle on time, DVLA will take action: tax it or lose it.

The 11 areas of the UK have been targeted where vehicle tax evasion is highest (based on the number of enforcement actions that took place in 2018).

Area	Clamped	Fines or Penalties	Totals
London	27,605	94,550	122,155
Northern Ireland	5,516	67,944	73,460
Birmingham	5,076	50,045	55,121
Manchester	7,573	26,214	33,787
Glasgow	2,666	29,705	32,371
Sheffield	3,987	25,291	29,278
Cardiff	3,021	24,598	27,619
Nottingham	3,507	21,346	24,853
Bristol	3,496	20,412	23,908
Leicester	3,344	19,196	22,540
Coventry	1,257	18,193	19,450

The advertising campaign focuses on the consequences of not taxing your vehicle – from financial penalties to court action to clamping and finally the loss of a car.

A giant clamp at the centre of the campaign image reflects the fact that DVLA take enforcement action against untaxed vehicles on streets across the country and it will happen to you if you don't tax your vehicle on time.

DVLA Head of Enforcement Tim Burton said:

This campaign has a clear message for anyone who flouts the law in this way – tax it or lose it.

It's never been easier to tax your car, so there really is no excuse. We would rather not have to clamp or remove vehicles, but this campaign highlights the consequences of not taxing a vehicle. Having your vehicle clamped is expensive and inconvenient – and you could end up losing your car.

Motorists can go online, 24 hours a day, to [tax a vehicle](#) or [check whether their vehicle tax is up to date](#). You can even check by asking Amazon Alexa or Google Home – all you need is your vehicle registration.

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