# Mass demonstration against SUV dangers planned for Sunday



Thousands of families across the UK are expected to participate in a mass demonstration this Sunday morning aimed at raising awareness about the increasing presence and size of SUVs on British roads. The event, known as the Kidical Mass Ride, will spotlight research indicating that SUVs are responsible for 30 per cent more fatalities among vulnerable road users, particularly children.

Oliver Lord, the UK Head of Clean Cities, has voiced concerns regarding the safety implications of larger vehicles, stating, “We know that SUVs lead to more fatal crashes, cause more potholes and crowd out parking spaces. No one would want to buy a car thinking it would be more dangerous for a child." He emphasised the need for both central and local government to work collaboratively on strategies that could not only save taxpayer money but also generate revenue that could be redirected towards public transport, walking, and cycling initiatives.

Lord further suggested that local councils might consider implementing a system of parking charges whereby larger or heavier SUVs would contribute a fairer share to the costs associated with road use, or revisit the current vehicle tax framework to account for the impact oversized SUVs have on urban infrastructure.

Recent data from Autocar reveals a significant trend in the automotive industry, showing that the average weight of new cars has surged by approximately 400 kilograms over the past seven years, climbing from an average of 1,153 kilograms to 1,947 kilograms. This undeniable shift raises questions about public safety and urban planning.

The demonstration is not limited to the UK as it aligns with a broader global movement. Last year, over 200,000 individuals participated in Kidical Mass bike rides in countries across Europe, the US, Africa, and Australia, illustrating widespread concern regarding road safety for younger populations.

Parents, such as Nicola Pastore from Lambeth, are at the forefront of the protests. She plans to bring her three children to the event and expressed her apprehensions, stating, “We know that SUVs are getting bigger and heavier every year and that children hit by larger cars when walking and cycling are far less likely to survive... As these cars get bigger, our children's worlds are getting smaller as parents become too scared to let their children walk or cycle around on their own. Nobody wins.”

In light of these concerns, the Labour Party government may find itself under pressure to consider escalating tax measures for households owning SUVs. These prospective changes would serve as part of a wider dialogue on urban safety, transport policy, and environmental impact linked to the size and prevalence of such vehicles on roads.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.gbnews.com/lifestyle/cars/labour-higher-car-taxes-suvs-concerns-by-families> - This article supports the claim about the Kidical Mass ride and its focus on the dangers posed by SUVs, highlighting the need for action from the Labour Party.
* <https://kidsonbike.org> - This URL explains the global Kidical Mass movement, which aligns with the article's description of a worldwide effort to promote safe streets and sustainable mobility for children.
* <https://www.gbnews.com/lifestyle/cars/labour-higher-car-taxes-suvs-concerns-by-families> - It details Oliver Lord's concerns about SUVs, including their role in fatal crashes and crowding out parking spaces, validating the safety and infrastructure issues raised in the article.
* <https://kidicalmassreading.co.uk/page/2/> - This site discusses local Kidical Mass efforts, emphasizing the need for safer active travel infrastructure and highlighting the impact of large vehicles like SUVs on road safety.
* <https://kidsonbike.org> - This source provides background on the Kidical Mass movement, confirming its global reach and focus on children's mobility and safety.
* <https://www.gbnews.com/lifestyle/cars/labour-higher-car-taxes-suvs-concerns-by-families> - It mentions the potential for tax reforms and parking charges based on vehicle size, aligning with the article's discussion on the financial strategies being considered for SUVs.