

DVLA launches new campaign to help move customers online

News story

The campaign highlights the ease, speed and security of DVLA's online services.



Millions of our customers already use our online services every single month, for example, 98% of all taxed vehicles in the UK are taxed via our digital services. However, we know that lots of customers continue to post their applications to us when they could be using our digital services, so encouraging those customers to go online rather than post their applications is critical to ensure customers can transact with DVLA efficiently.

The campaign promotes 3 key services, with the key message of 'quick, easy and secure' to remind customers of the benefits of using our online services:

The campaign launched on 9 November with a press notice [highlighting the financial savings customers could have made if they had used DVLA's online services instead of applying by paper](#). This is one of the many benefits of transacting online, along with the ease, speed and security of our online services being reinforced with our campaign messaging.

You may hear or see adverts over the next few months on radio, social media and on search engines. If you do, and you're able to use an online service, give it a go or tell someone who may need to [change their vehicle details](#), [renew their photocard driving licence](#) or [over 70 driving licence](#).

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