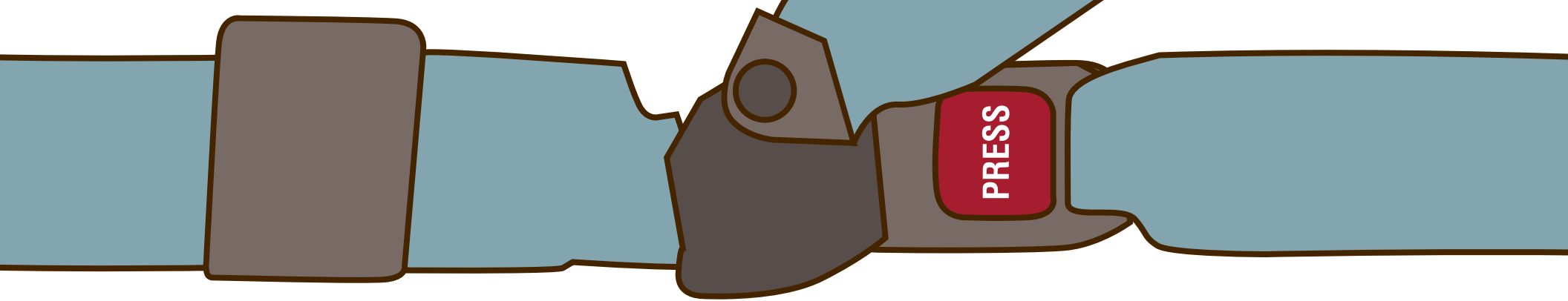


IMPORTANCE OF SEATBELT SAFETY

Why buckle up? Well, we'll tell you.



WHY SEATBELTS?

- + Unbelted auto occupants are **14 times more likely to die** than belted occupants. Seat belts reduce your chances of colliding with the windshield, dash board, steering wheel, etc. Trying to brace yourself is rarely successful.
- + Accidents can happen anywhere at anytime. Fatal **crashes occur 42 percent more in rural areas** than in urban areas.
- + Between 1975 and 2000, **safety belts prevented 135,000 fatalities and 3.8 million injuries**, saving \$585 billion in medical and other costs. If all vehicle occupants had used safety belts during that period, nearly 315,000 deaths and 5.2 million injuries could have been prevented and \$913 billion in costs saved.
- + **In fatal crashes, 74 percent of all passenger vehicle occupants who were totally ejected were killed.** Safety belts are effective in preventing total ejections: only 1 percent of the passenger vehicle occupants reported to have been using restraints in fatal crashes were totally ejected, compared with 29 percent of the unrestrained occupants.