



For Immediate Release

Contact: 949/727-3727, ext. 3091

SVIA to Address Safety Issues at CPSC Safety Hearing in Albuquerque, NM

**ATV Industry's Call-To-Action for Improving ATV Safety Includes
State Legislation, Rider Training/Education, and Parental Supervision**

***Latest CPSC Report Shows 5% Decline in ATV Injury Rates from 2001 to 2002;
15% Decline Since 1997 in the Proportion of Total ATV-related Injuries that Involve Children Under 16***

Irvine, Calif., November 3, 2003 -- On November 6, 2003, at a regional Consumer Product Safety Commission (CPSC) hearing in Albuquerque, NM, representatives from the Specialty Vehicle Institute of America (SVIA) and the ATV Safety Institute (ASI) will join with other concerned members of the community to address issues involving ATV safety. As defined by the American National Standards Institute, Inc. (ANSI), an all-terrain vehicle is "Any motorized off-highway vehicle designed to travel on four low pressure tires, having a seat designed to be straddled by the operator and handlebars for steering control, and intended for use by a single operator and no passenger."

The ATV industry participated in two CPSC field hearings held in West Virginia and Alaska earlier this year. At these, the majority of witnesses offered enthusiastic support for ATVs and consensus that education, state legislation with enforcement, and adult supervision are the keys to improving ATV safety.

By agreement with CPSC, the sale of adult-sized ATVs for use by children is prohibited and has been since 1988. The ATV industry promotes model state legislation that restricts the use of adult-size ATVs to person aged 16 and older. ATV warning labels clearly demonstrate these restrictions and new ATV purchasers are required to sign a statement indicating that they have read and understood these vehicle age restrictions and other "warned against" behaviors. Over the past two decades, the ATV industry has made unprecedented efforts aimed at promoting safe and responsible ATV use and deterring parents from allowing their children to use adult-sized ATVs.

According to SVIA President Tim Buche, "The most recent CPSC report (released October 28, 2003) shows a 5% decline in injury rate from 2001 to 2002 and a decline of 31% from 1988 to 2002, when the industry initiated these programs. The CPSC data also shows a 14% decline in the estimated fatality rate from 1999 to 2001. In addition, it shows that the proportion of total ATV-related injuries that involve children under 16 has fallen 15% since 1997. That said, even one injury is one injury too many. The ATV industry is committed to the safety of its customers and continues to work with the CPSC, user groups, retail dealerships, and all others interested in promoting ATV safety through model state legislation, rider training and education, and parental supervision."

(more)

“We applaud the commitment of New Mexico Senator Dede Feldman, who has gone on record indicating her desire to introduce safety legislation,” said Buche, “SVIA has offered its assistance to help her enact constructive ATV safety legislation in the 2004 session.”

At the upcoming Albuquerque hearing, SVIA will present highlights of its ATV model state legislation, which it has been promoting since 1986. The majority of ATV-related accidents and fatalities involve behaviors that the industry warns against in its rider education programs, in all its literature, and on-vehicle labels. All of these behaviors are addressed in the Model Law. Its primary safety components include:

1. Requires protective gear: All ATV riders are required to wear eye protection and an approved safety helmet.
2. Prohibits passengers: The carrying of passengers is not allowed in any circumstance.
3. Codifies operator age restrictions: No one under age 16 may operate an adult-sized ATV (engine capacity greater than 90 cc) on public land. Youth-size ATVs (engine capacity 70 cc up to and including 90 cc) may be operated on public land only by those aged 12 and older.
4. Requires adult supervision: Persons under age 16 must be under continuous adult supervision while operating an ATV on public land.
5. Promotes education: States must implement a comprehensive ATV safety education and training program, which provides for the hands-on training of ATV operators.
6. Establishes safety certification: All persons operating an ATV on public land must have a safety certificate.
7. Prohibits ATV operation on public roads.

Risk level comparable to bicycling and swimming

The risk of fatality associated with ATV use (2.4 fatalities per 100,000 participants) is comparable to the risk of fatality associated with such common recreational activities as bicycling (2.4) and swimming (2.2). The safety of its customers is of paramount importance to the ATV industry. And since even one injury is one too many, the industry will continue to enhance its multi-tiered efforts aimed at further reducing the number of accidents and injuries caused by improper use of ATVs.

ATV Golden Rules

- Take an approved training course. Call toll-free **(800) 887-2887**
- Ride an ATV that’s right for your age. The guidelines are:
 - Age 6 and older – under 70cc
 - Age 12 and older – 70cc to 90cc
 - Age 16 and older – Over 90cc
- Supervise riders younger than 16 years of age.
- Always wear the right safety gear, especially a helmet.
- Never carry a passenger.
- Always avoid paved surfaces. Never ride on public roads.
- Ride only on designated trails and ride responsibly.

SVIA

The Specialty Vehicle Institute of America® (SVIA) is an information source about the all-terrain vehicle (ATV) industry. SVIA provides information on ATV standards as well as promoting model state legislation on ATV riding. It also serves as a liaison with state and federal agencies on ATV training and their influence upon the environment. Membership is open to all corporations regularly engaged in the business of manufacturing, importing or wholesale distribution of ATVs in the United States. SVIA was formed in 1983 as a national not-for-profit trade association and is based in Irvine, California. Its members include AlphaSports, Arctic Cat, Bombardier, John Deere, Honda, Kawasaki, Suzuki and Yamaha.

ASI

The All-Terrain Vehicle Safety Institute® (ASI), a not-for-profit division of the Specialty Vehicle Institute of AmericaSM (SVIA), was formed in 1988 to implement an expanded national program of all-terrain vehicle (ATV) safety education and awareness. ASI’s primary goal is to promote the safe and responsible use of ATVs, thereby reducing accidents and injuries that may result from improper ATV operation by the rider.

www.atvsafety.org