



For Immediate Release

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ATV Industry Supports Passage of ATV Safety Legislation in South Carolina

South Carolina one of the few states with no ATV safety laws

IRVINE, Calif., April 16, 2004 – The ATV industry called on South Carolina’s legislature to pass that state’s first all-terrain vehicle (ATV) safety law. This week, the proposed legislation, H 4921, was favorably reported out of the House Agriculture Natural Resources and Environmental Affairs Committee and is expected to be ready for debate on the House floor next week.

“We’re extremely pleased that the Committee took this positive step and we will continue to push for the enactment of landmark ATV safety legislation in South Carolina,” said Specialty Vehicle Institute of America (SVIA) Vice President of Government Relations Kathy Van Kleeck. SVIA is the national nonprofit trade association representing manufacturers and distributors of ATVs in the United States.

SVIA representatives in South Carolina are active in supporting ATV safety legislation and continue to advocate for the industry’s safety initiatives. SVIA’s efforts to raise visibility in advance of this year’s legislative session began last fall when the organization provided its Model State ATV Safety Legislation and related information to the House Education and Public Works Committee. The industry has been actively engaged in promoting ATV safety legislation nationwide since the mid-1980s.

Research has shown that the vast majority of ATV crashes result from inappropriate use of the product. In fact, more than 92% of all accidents involve one or more user behaviors that are strongly and visibly “warned against” by the industry in dealerships, in product literature, in public awareness messages, through rider training, and on the vehicle itself. These risky behaviors include riding without a helmet, riding with a passenger, children riding adult-sized ATVs, riding on public roads, and riding at excessive speed. To address these “warned against behaviors,” the industry’s Model Legislation imposes age limits and other restrictions on ATV operation and has served as the basis for

many existing state ATV safety laws. In February 2004, West Virginia's legislature passed its first ATV safety law, an effort in which SVIA was heavily involved for many years.

South Carolina's proposed ATV safety legislation, H 4921, includes several of the key provisions contained in the industry's Model Legislation, namely helmet and education requirements, and a prohibition on operation while under the influence of alcohol or drugs. However, SVIA's Model legislation contains mandatory helmet and education provisions for all riders, not just those 16 and under.

"While the helmet and education provisions only apply to children ages 16 and under, enactment of H 4921 would still go a long way toward improving ATV safety in South Carolina," said Van Kleeck. "The industry will also call for amendments to prohibit use on paved roads, prohibit operation of adult-size ATVs by children under age 16, and prohibit the carrying of passengers. Research shows that safety laws do work to reduce accidents and injuries caused by the improper use of ATVs, and the industry will continue to push for comprehensive ATV legislation in all states."

The safe and responsible use of ATVs remains the top priority of the ATV industry, and 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. 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.

The major ATV manufacturers and distributors – through the ATV Safety Institute (ASI) or their own dealers – offer free training to all purchasers of new ATVs and their eligible family members, a safety initiative unparalleled in any other industry. In fact, most manufacturers offer a \$100 cash incentive to first-time purchasers who take training. Consumers can visit ASI's website, www.atvsafety.org or call **1-800-887-2887** for information on training at nearly 1,000 sites in the United States. Since 1988, more than 510,000 riders have taken the half-day, hands-on ASI RiderCourse. In any given week, 200-300 training classes are conducted nationwide by one of 1,500 licensed ASI Instructors.

SVIA

Since 1983, the Specialty Vehicle Institute of America[®] (SVIA) has promoted the safe and responsible use of All-Terrain Vehicles (ATVs) through rider training programs, public awareness campaigns, and state legislation. SVIA also serves as a resource for ATV research, statistics, and vehicle standards. SVIA, based in Irvine, California, is a not-for-profit trade association sponsored by AlphaSports, Arctic Cat, Bombardier, Honda, John Deere, Kawasaki, Suzuki and Yamaha. For membership information, call (949) 727-3727; for safety information or to enroll in an ATV *RiderCourse*SM, call (800) 887-2887 or visit www.atvsafety.org.

ASI

The All-Terrain Vehicle Safety Institute[®] (ASI), a not-for-profit division of the Specialty Vehicle Institute of America[®] (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. For safety information or to enroll in an ATV *RiderCourse*SM, call (800) 887-2887 or visit www.atvsafety.org.