



ATV Safety Institute
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Latest Consumer Product Safety Commission Report Shows Continuing Decline in ATV Incidents

Industry Commitment to National Safety and Training Programs Contributes to Reduced
Number of Incidents

IRVINE, Calif., Feb. 23, 2016 – The newly published U.S. Consumer Product Safety Commission (CPSC) 2014 Annual Report of ATV Deaths and Injuries confirmed once again that fatalities and injuries related to all-terrain vehicles (ATVs) continue to decline. The Annual Report has shown a decrease in fatalities and injuries every year since 2007.

From 2007 to 2011, ATV-related fatalities declined by 23 percent and ATV-related fatalities involving children declined by 40 percent (reporting for 2012 to 2014 is ongoing).

The CPSC also reported (as it did in the 2011, 2012 and 2013 Annual Reports) a significant decline in ATV injuries. The Annual Report states: “During the years 2007 through 2014, ATV-related injury estimates generally decreased each year.... When considering the entire 8 years together (2007–2014), CPSC staff found a statistically significant decreasing linear trend.” The Annual Report also states that ATV-related injuries to children of all ages decreased 38 percent from 2007 to 2014, and this decrease is a “statistically significant downward trend.”

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“Member companies of the ATV Safety Institute (ASI) remain committed to continuing to work to further reduce incidents on ATVs through rider education programs, raising awareness regarding the importance of parental supervision, and continuing to advocate for state ATV safety legislation,” said ASI President and Chief Executive Officer Tim Buche. “Since 1984, the major manufacturers and distributors of ATVs in the United States have worked closely with the CPSC to implement ongoing safety initiatives. We appreciate the CPSC’s safety efforts, including the agency’s promotion of its ATV safety website (www.atvsafety.gov).”

ASI urges all ATV enthusiasts and their families to follow the ATV Safety Institute’s Golden Rules:

1. Always wear a DOT-compliant helmet, goggles, long sleeves, long pants, over-the-ankle boots, and gloves.
2. Never ride on paved roads except to cross when done safely and permitted by law – another vehicle could hit you. ATVs are designed to be operated off-highway.
3. Never ride under the influence of alcohol or drugs.
4. Never carry a passenger on a single-rider ATV, and no more than one passenger on an ATV specifically designed for two people.
5. Ride an ATV that's right for your age.
6. Supervise riders younger than 16; ATVs are not toys.
7. Ride only on designated trails and at a safe speed.
8. Take a hands-on ATV *RiderCourse*SM; and the free online E-Course. Visit atvsafety.org or call 800.887.2887.

The All-Terrain Vehicle Safety Institute[®] develops rider training programs and promotes the safe and responsible use of ATVs. The ASI[®] works to reduce crashes and injuries resulting from improper ATV use. Formed in 1988, the ASI is a not-for-profit division of the Specialty Vehicle Institute of America[®]. For safety information or to enroll in an ATV *RiderCourse*SM nearest you, visit atvsafety.org or call (800) 887-2887.