



For information, contact: (949) 727-3727 ext. 3091

## Fact Sheet

### ATV INDUSTRY SAFETY PROGRAMS

ATV companies are proud to be leaders among private industry in implementing creative and comprehensive approaches to encourage safe and responsible use of its products, and to deter children from using those products intended for adults.

Following the expiration of Federal Consent Decrees on ATV safety, ATV Companies not only maintained all key elements of the consent decrees, but also implemented additional safety programs.

Highlights of these safety programs include:

#### POINT-OF-SALE SAFETY INFORMATION:

- **Warning labels, hang tags and owner's manuals:** ATV products include on-product warning labels, hang tags containing the age recommendations, and owner's manuals that include extensive safety information.
- **Safety videos:** Every new ATV comes with a safety video for purchasers to review at home.
- **Safety Alerts:** ATV Companies continue to provide each ATV purchaser with a "safety alert" at the point-of-purchase that reiterates the principal warnings about safe and proper ATV use, including the age recommendations.

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### **SAFETY COURSES:**

- Member companies offer free, nationwide hands-on training courses under the direction of the ATV Safety Institute (ASI), a unique offering that no other industry undertakes.
- Children aged six to fifteen are encouraged to participate in the training course, and are only trained on youth-size models.
- One manufacturer also offers point-of-purchase training.
- Training is available to anyone (of the right age) who wants it. The cost is \$150 for 16 years and older and \$55 for 6 – 15 year olds.

### **EDUCATIONAL CAMPAIGN:**

The ATV industry has undertaken a nationwide public awareness campaign promoting ATV safety, and specifically child safety. Activities include:

- **Classroom Safety Materials:** Education and instructional guides provide information on the risks to children of operating adult-size ATVs or riding as passengers. ASI Instructors are available to conduct ATV safety seminars in schools.
- **National Print Ad Campaign:** safety messages were a focus of print ads targeted at parents.
- **American Honda “Stupid Hurts” Campaign:** SVIA member American Honda conducted a “Stupid Hurts” safety awareness campaign.
- **ATV Hotline:** ASI maintains a toll-free, 24 hour ATV safety hotline, to provide safety and training information, including the age recommendations for ATVs.

### **DEALER DIRECTIVES:**

- ATV dealers are prohibited from selling adult-size ATVs for use by children under 16 and actions are taken against dealers who fail to meet this requirement.
- Random investigations of dealers are conducted annually to monitor compliance with the age recommendation directives. “Secret shoppers” attempt to purchase adult-size ATVs for use by children under 16, and report any violations of the age recommendation directives by dealers.

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The Specialty Vehicle Institute of America® (SVIA) is an information source about the all-terrain vehicle 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 BRP, Honda, Kawasaki, KYMCO USA, Polaris, Suzuki, Textron Off Road and Yamaha.