You’re more likely to die in a vehicle crash than any other way.

It’s true. Motor vehicle crashes are the leading cause of death for every age from 3 through 33. However, among passenger vehicle occupants over 4 years of age, seat belts saved an estimated 12,713 lives in 2009. If ALL passenger vehicle occupants over age 4 wore seat belts properly, an additional 3,688 lives could have been saved in 2009.

Did you know that 3 out of 4 motor vehicle crashes occur within 25 miles of home? An average of 67 persons died each day in motor vehicle crashes in 2009—one every 20 minutes. Why risk it? Your best protection against death and injury in your vehicle is your seat belt. It’s easy. Just reach over—click and you’re set.

Think about it.
THE DEADLY EQUATION: weight \times speed = crash force

Did you know that in a crash or sudden stop, your body weight is multiplied by the speed of the vehicle?

A person weighing 100 pounds (not using a seat belt) in an impact at 55 M.P.H. will strike the interior of the vehicle’s surfaces or objects outside the vehicle with the force of 5500 pounds.

100 POUNDS \times 55 M.P.H. = 5500 POUNDS CRASH FORCE

Do you know what happens in the first fatal second after a car going 55 miles per hour hits a solid object?

0.1 During the initial impact, the front bumper and grille collapse.

0.2 The hood crumples, rising and striking the windshield as the spinning rear wheels lift from the ground. Simultaneously, fenders begin wrapping themselves around the solid object and the REST OF THE DRIVER’S CAR IS STILL GOING 55 MILES PER HOUR. Instinct causes the driver’s legs to stiffen against the crash and they snap at the knee joint.

0.3 The steering wheel starts to disintegrate and the driver’s chest aims for the steering column.

0.4 Two feet of the car’s front end is wrecked while the rear end continues moving at 35 miles per hour. The driver’s body is still traveling at 55 miles per hour.

0.5 The airbag deploys against the unrestrained driver’s body. Blood rushes to the driver’s lungs as the force continues moving the driver’s body towards the steering column.

0.6 The impact builds up to the extent that feet are ripped out of tightly laced shoes. The brake pedal breaks off. The car frame buckles in the middle and the driver’s head crushes through the windshield as the rear wheels, still spinning, fall back to the earth.

0.7 Door hinges rip loose and the doors open. The front of the vehicle has stopped moving. The last three tenths of the second mean nothing BECAUSE THE UNBUCKLED DRIVER IS ALREADY DEAD.

SEAT BELTS SAVE LIVES... BUCKLE UP!