



For Immediate Release

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BEFORE YOU HIT THE ROAD THIS THANKSGIVING: BUCKLE UP, AMERICA - EVERY TRIP, EVERY TIME.



Every Thanksgiving thousands of Americans wish they had worn their seatbelts.

White Plains, NY,
November 19, 2014 –The **National Highway Traffic Safety Administration (NHTSA)** is joining in a national effort to reach out to all Thanksgiving travelers with one important message: buckle up. Historically, Thanksgiving is the busiest travel time of the year, putting more people on the road, and unfortunately increasing the likelihood of crashes.



Each year in our country, tens of thousands of passenger vehicle occupants die in motor vehicle crashes. In 2012, more than 300 people were killed in crashes on Thanksgiving weekend alone. It's a sad statistic, but even sadder is that many of those deaths could have been prevented with one simple click of a seat belt.

2012

More than **300** people were killed in crashes on Thanksgiving weekend,

but almost **12,174** people survived a crash because they were buckled up.



BUCKLING UP COULD SAVE YOUR GIBLETS.

BUCKLE UP
AMERICA
Every Trip. Every Time.

Looks like you forgot a buckle.



Buckle up this Thanksgiving.



Younger drivers are the most likely to be unbuckled in a fatal crash. In 2012, among passenger vehicle occupant fatalities where restraint use was known, the age group 21 to 24 had the highest percentage of occupants killed who were unrestrained: 2,254 fatalities where restraint use was known, of which 63 percent were not wearing seat belts.

The second highest percentage of seat belt nonuse among passenger vehicle occupants killed was the 25- to 34-year-olds, at 61-percent unrestrained.



PROPER SEAT BELT USE

REDUCES THE RISK OF:

Fatal Injury

Moderate to
Serious Injury

by
45%

by
50%

Front Seat Passengers

In 2012, approximately 12,174 people survived crashes because they were buckled up. If everyone had worn their seat belts that year, an additional 3,031 lives could have been saved. And that's just the point of this national seat belt campaign: Buckle Up America – Every Trip, Every Time.

Thanksgiving weekend in 2012

(6 p.m. Wednesday, November 21, to 5:59 a.m. Monday, November 26)

DAY



60% or 6 out of 10

vehicle occupants killed in crashes
were not wearing seat belts

NIGHT





69% or 7 out of 10

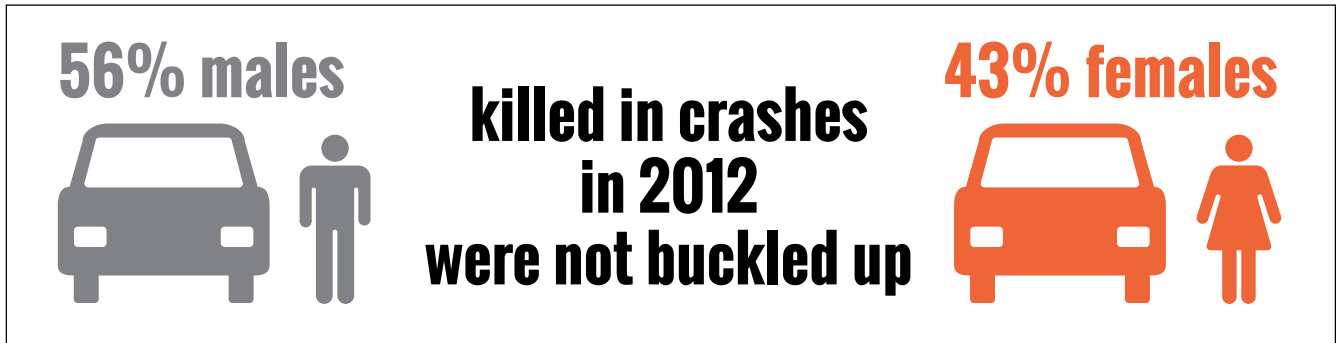
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NHTSA data also reveals that **MALES** are more likely to be unbuckled than **FEMALES** in a fatal crash.



87% overall seat belt use in US

313 million people in US, and almost 40 million are still not using seat belts



More than half the drivers and passengers being killed in crashes aren't wearing seat belts. In 2012, a total of 21,667 passenger vehicle occupants were killed in crashes, which means more than 10,000 of those occupants were not buckled up.

So this Thanksgiving, and every day of the year, make sure your seat belt is buckled before you start any road trip—whether it's one mile or a thousand.

For more information about traveling safely during Thanksgiving, please visit www.trafficsafetymarketing.gov.

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