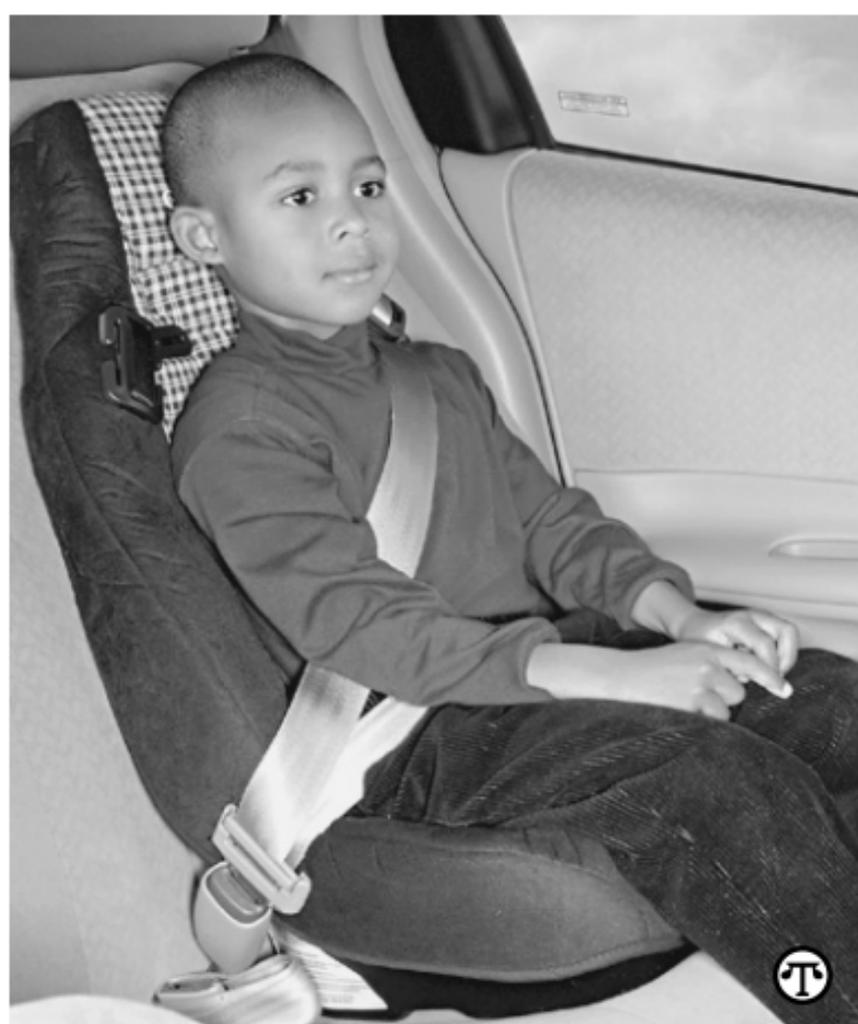


SAFETY SENSE

Boosting Kids' Safety

(NAPSA)—Millions of babies and small children are strapped into car seats every day, helping to protect them from injury should a crash occur. However, studies show older children ages 4 to 8 (weighing between 40 and 80 pounds and up to 4' 9" tall), are rarely restrained properly in the car.



Children who have outgrown traditional child safety seats should be secured in booster seats when riding in a vehicle.

That's significant because traffic crashes are the number one cause of death for children. Booster seats are necessary to lift older kids up to a height which allows the vehicle's shoulder and lap belts to fit properly and safely.

Less than 10 percent of children who should be in booster seats are actually belted in properly, according to the National Highway Traffic Safety Administration (NHTSA). To help combat this alarming trend, the National Automobile Dealers Association (NADA) has joined with NHTSA in a national campaign to raise public awareness of the importance of booster seat use.

"Proper booster seat use can save lives," says NADA Chairman H. Carter Myers, III. "We are committed to helping parents hear that message."

Visit www.nhtsa.gov/people/injury/childps/booster_seat/page1.html for information on the proper use of booster seats.