



Pointers for Parents

Keeping Families Safe Behind The Wheel

(NAPSA)—If you're like many parents, you're no stranger to the road.

According to the U.S. Census Bureau and traffic experts, parents spend about 100 minutes a day behind the wheel, totaling several hundred hours a year.

While many parent-drivers take advantage of the latest technologies to help keep their precious passengers safe, experts say the single biggest factor in vehicle safety isn't linked to electronics or even air bags. It's driver vision and studies show it's a factor in more than 40 percent of all vehicle crashes.

"I can't imagine anything being more important than the ability of the driver to see clearly through the windshield," says Alexia Hayes, a product development engineer for Michelin branded wiper blades—and a new mom.

Hayes notes that collision risk usually increases by 50 to 100 percent during precipitation, and much of the elevated risk during rainfall appears to be related to visibility.

Seeing Solutions

Fortunately, one of the easiest ways to help drivers' vision is also one of the least expensive solutions: checking and replacing

worn wiper blades. Hayes suggests checking blades periodically and replacing them about every six months.

"Wiper blades are one of the most overlooked pieces of safety equipment," says Hayes. "But you won't find a faster or lower-cost way to make the windshield time for you and your family safer and less stressful than by changing them."

Better Blades

Worn, torn or inefficient blades leave streaks, a film and an inconsistent view of the road that can limit vision or impair driver judgment. But experts say new blades, such as the new advanced frameless design wiper blades from Michelin, can provide a better and longer-lasting clear view of the road.

The blades are made with a special rubber compound that helps maintain an effective wiping edge and extend blade life by reducing friction and wear.

Plus, the frameless design eliminates the joints or openings that can clog with ice, snow and debris. Hayes says the result is clean, powerful wipers and reliable all-weather performance.

For more information, visit www.michelinwiper.com.