

Let's Champion Rider Safetysm

Creating a culture of safety around ATV/UTV use



Why the time is right

Whether they're used for work or for fun, ATVs and UTVs can be dangerous. Nationwide® is championing riders' attention to all safety precautions and responsible operating procedures.

By the numbers

700+deaths involving

off-highway vehicles (OHVs) occur each year.1

estimated emergency department-treated

100,000

injuries involving OHVs occur each year.¹

1 in 4

OHV fatalities in the U.S. in the first half of 2023 were children under age 16.²

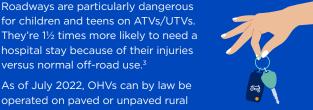
11,000 nonfatal ATV/UTV-related

injuries among children and teens occur every year.³

agriculture states loosen regulations.

Sales and popularity are rising as some key

- for children and teens on ATVs/UTVs. They're 1½ times more likely to need a hospital stay because of their injuries versus normal off-road use.3 As of July 2022, OHVs can by law be operated on paved or unpaved rural
- roads in some states under specific circumstances.4



Review these guidelines for safely operating an ATV or UTV on a farm.5 Wear protective gear

Safe riding practices

Avoid paved roads

- Never ride under the influence of alcohol or drugs Never exceed passenger-number or weight limits
- Ride vehicles designed for the driver's age and size Drive only in designated areas, at a safe speed
- Take online and hands-on training



on an ATV/UTV Visit the Ag Insight Center to learn more about:

Why the time is <u>Agribusiness</u> Creating a safe







Contact me to learn how you can join us in championing rider safety.

- ¹ U.S. Consumer Product Safety Commission. ² Consumer Federation of America.
- ³ Nationwide Children's Hospital. ⁴ ATV Safety Institute.

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⁵ Adapted from the ATV Safety Institute's Golden Rules and the Recreational Off-Highway Vehicle Association (ROHVA) standards.