



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

100,000

estimated emergency department-treated 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

Sales and popularity are rising as some key agriculture states loosen regulations.

- Roadways are particularly dangerous 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



Safe riding practices

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

- Wear protective gear
- 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



Stay safe whenever you climb on an ATV/UTV

Visit the Ag Insight Center to learn more about:



[Why the time is right to become an ATV/UTV safety champion](#)



[Agribusiness ATV/UTV safety](#)



[Creating a safe ATV/UTV culture among children and teens](#)

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.

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

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