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**MEDIA
PLANET**

September 2010

AUTO SAFETY



3
TIPS

FOCUS DRIVEN

Fifteen-year-old racecar driver **Zach Veach** has a passion for speed and keeping you safe on the road

PHOTO: ZACH VEACH RACING

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CHALLENGES

Now we're faced with the inevitable work, school and change in weather. This is a good time to make sure we'll **be safe on the road** until next summer rolls around.

Staying safe in any season

Before the weather turns, do a quick car safety check. Check the tires, including the spare. Inspect the engine, battery, hoses, belts and fluids for wear and proper levels. Do a "once around"—test all the lights, wipers and clean the windows, inside and out.

The most important way to stay safe

When the car is ready, buckle up and make sure everyone else does too. It only takes two seconds to fasten your seat belt and is the most important thing you can do to stay safe. Unrestrained occupants stand a 50 percent greater chance of being a fatality as a result of a crash. Make sure kids are in their proper car

safety seat in the back seat—rear facing infant seats for under one year of age, toddler seats for kids up to 40 pounds and booster seats for kids up to 60 pounds.

Stay focused

Inattention and distractions both inside and outside the car account for up to 80 percent of crashes. Don't use the cell phone and don't text—distracted driving is deadly. Even hands free calling, you can easily fall into "inattention blindness" when your brain isn't seeing what's right in front of you because it's too busy with your call. You are unaware that you are driving impaired. It's not what's in your hand, it's what's in your head. Texting takes both your mind and your eyes off the road. At 55 mph, in the five seconds it takes to look away from the road at your



Christopher J. Murphy,
Director, California Office of Traffic Safety

TIPS

Buckle up

1 Unrestrained occupants stand a 50 percent chance of being a fatality as a result of a serious crash.

Pay attention

2 Don't use the cell phone and don't text—distracted driving is deadly.

phone, you've traveled the length of a football field.

Don't take it with you

Have fun, celebrate, but don't take it on the road with you. Alcohol is involved in more than 30 percent of fatal crashes on our roadways. A DUI can cost a lot—thousands of dollars in fines and added expenses, jail time, lost driver's license, and social stigma. It can cost you your freedom, your family or your life. Plan ahead, designate a sober driver. If you see a dangerous driver, call 911. Your call could save a life.

Being safe won't put a damper on wherever your driving takes you. You will be able to enjoy family and friends, and just the moment itself. Let's all make sure we drive safely so that we can return home with great memories!



WE RECOMMEND



Gone too soon
How Ruben Quiroga's life was taken away by a three-time drunk driving offender

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Safe car shopping

Tips and information to help you shop with safety in mind

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Protect your Family or your Fleet

INSIGHT

Windshields and your family's safety

You know seat belts and airbags help keep your family safe, but did you know your windshield is keeping your family safe too? It's true. In a crash, your windshield is more than a piece of glass, it's a key part of your car's structural integrity. In fact, it helps to provide up to 45 percent of the structural integrity of the vehicle's cabin in a front collision and up to 60 percent in a roll-over. Your windshield also helps to perform the following functions: Keeps the roof from crushing you in a roll-over, allows airbags to deploy properly to protect passengers in a serious collision, prevents passengers from being ejected, and deflects deadly objects (like rocks

or falling debris.)

That's why when you have auto glass damage it's so important to know who's installing it and that it's installed right. When choosing an auto glass company to fix your windshield, there are several factors to consider if you want to make the safest choice for your family.

The first thing to consider is experience. How long has the company been in business? How much

auto glass have they repaired and replaced? Look for a company that has built their reputation with an unparalleled commitment to customer safety and satisfaction.

You should also consider the warranty the company offers. Be sure to understand what the warranty covers (is it in writing?), how long it is in effect, and what the process is for submitting a claim. There are companies that offer

unconditional warranties for their work, for as long as you own the vehicle.

Be sure that the company you select meets or exceeds industry standards for technician training, tools, materials, and installation practices. For example, Safelite AutoGlass has developed a rigorous eight-week training program for technicians.

Safelite's Director of Technical

and Operational Training, Scott Gardner notes, "Training is important, but so is the technology. Safelite uses the highest quality materials, a patented repair system, and the best glass and sealants in the industry. It's this type of commitment that ensures the safest installation possible for each and every customer."

Another point to consider: Windshield repair can often be a safe and economical alternative to a full windshield replacement. Many people don't realize a chip smaller than a dollar bill can usually be repaired without replacing the windshield. It only takes about a half an hour, and maintains the vehicle's original structural integrity.

Don't put your family at risk; make sure your car's windshield is fixed properly.

5 WINDSHIELD TIPS

Think repair first

Have that small chip repaired before it cracks and the whole windshield needs to be replaced.

Avoid auto glass damage

Cars can kick up rocks, so keeping a safe driving distance is the best way to avoid glass damage...and it's a lot safer.

Self inspections

Inspect your vehicle's windshield on a regular basis. If you see glass damage, have it fixed as soon as possible to avoid further problems.

Temperature changes

Whether it's hot air on a cold windshield, or cold air on a hot windshield, sudden temperature changes can

cause small chips to crack out. So, have that chip repaired before it's too late.

Ask for guarantees

When choosing an auto glass company, ask to make sure the work is guaranteed.

For more auto glass safety tips visit safelite.com.

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INSPIRATION

Zach Veach is driving to keep others safe

Question: How is Zach Veach not like any other 15 year old?

Answer: He is pursuing a long term professional racecar driving career and a true passion to help educate teen drivers and ensure their safety into adulthood.

While just 15, Veach is already a member of the prestigious Andretti racing team. However, that's the least impressive thing that Zach has done in his young life thus far as he is already firmly entrenched in ensuring the safe driving habits of both teens and people of all other ages.

Veach started racing go-karts at the age of 12 and has since rapidly ascended the ladder in the racing world. He knew all along that he wanted to do his part to ensure safe driving by everyone, and in particular teens. "There was an accident close to my home where a 16-year-old girl was on the phone and was hit by a tractor trailer, and I knew I had to do something to help." With that he founded Ziggy's Teen Safe Driving Campaign, which works with teens to promote safe driving.

Helping out Oprah

Zach also works as a "spokeskid" for Oprah Winfrey's No Phone Zone, which encourages celebrities to commit to eliminating texting while driving. He received pledges from 33 Indianapolis 500 drivers this year, as well as celebrities like CNN's Anderson Cooper. Veach is next targeting Ryan Seacrest, Ellen DeGeneres, and Katie Couric to commit to an anti-texting while driving way of life.



TEAMING UP
Zach Veach and racecar driver Danica Patrick after she signed Oprah's No Phone Zone petition in April.
PHOTO: BRANDED MANAGEMENT

The young racecar driver has also recently developed a downloadable application for phones called urTXT, which automatically sends a text message back when a text message is received that the recipient is driving. As he said, "I'm a lot more weary of people on the highway than I am on the race track. You never know what they are going to do."

Spreading the word

Zach's main goals have consistently remained to get the message out to keep people safe and keep encouraging them to use safe driving methods. He even has a book coming out this winter which coincides with his 16th birthday titled, *99 Things Teens Wish They Knew Before Turning 16*. Zach implored, "I just want teens to know as much as they can to be as safe as they can."

TIM RADWAY

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INSPIRATION

Drunk driving tragedy inspires others

Kristine Quiroga was convinced that her four-year-old son Ruben, better known as "Chunky," was addicted to 7-Eleven's slurpies and hot dogs.

On a cool April evening in Orange County, Chunky saw his chance to get more of his beloved slurpies and hotdogs when he discovered his older sister Elina and her best friend Sonya heading out the door with car keys in hand. With money in pocket, Chunky climbed into the back seat of the car, buckled his seatbelt and fantasized about his tasty treats.

But before they arrived at the 7-Eleven, their car was struck by a drunk driver. Elina escaped the crash with minimal injuries.

Sonya, who was driving, was killed on impact. Chunky was ejected through the car's back window. Later that night the hospital's neurologist told Kristine that Chunky had suffered massive head injuries. Within hours, the life support machines were turned off.

Shortly after the crash, Kristine and her family reached out and found MADD victim advocate named Vickie. "Vickie sat with us through all the court proceedings," Kristine said. "She would call us on the phone and explain everything to us, and she was so helpful with Elina."

After the driver of the car, a three-time convicted DUI offender, was sentenced to 15 years to life on two counts of second degree murder,



HAPPIER TIMES
Ruben "Chunky" Quiroga and his sister Elina.
 PHOTO: THE QUIROGA FAMILY

Kristine started to volunteer with MADD.

"I would go out to do a panel—it would give me something to do,"

she said.

In 1997, Kristine and her family began speaking to victim impact panels, a court ordered educational program for DUI offenders. In no time, Kristine became a skilled Spanish speaking MADD volunteer and victim advocate in the area.

The family begins their presentation by showing the video of Chunky's fourth birthday party, which was filmed one week before the crash.

"Without MADD, without volunteering, without doing what we do—what would we do with all that pain?" Kristine said. "I will stay a MADD volunteer forever."

This need not have happened. There is a technology called an ignition interlock that requires con-

TIP
1
IF YOU SEE A DANGEROUS DRIVER, CALL 911

victed drunk drivers to blow before they go to test if they can drive safely. If that three-time offender had had an ignition interlock device that could prevent him from driving drunk, Chunky might be alive today. California has four counties that require interlock for all drunk driving offenders—it's time to require them statewide.

MOTHERS AGAINST DRUNK DRIVING
 editorial@mediaplanet.com



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NEWS

Car maintenance on a budget

The following simple and inexpensive preventive inspections may extend the life of your vehicle, ensure safer operation and even benefit the environment.

■ Always refer to the manufacturer's specifications in your vehicle owner's manual, but a good rule of thumb is to have the oil and filter changed regularly, every 3,000 to 4,000 miles when using conventional engine oil and every 5,000 to 6,000 miles when using synthetic engine oil.

■ Have all fluids inspected, including brake, power steering, transmission/transaxle, windshield washer solvent and antifreeze/coolant. These fluids play a vital



role in the safety and performance of the vehicle.

■ Inspect tires and inflation once a month. Under-inflated tires can result in a loss of fuel efficiency and premature tire wear. This is the

least expensive form of preventive and safety maintenance.

■ Keep your engine tuned. A fouled spark plug can reduce fuel efficiency as much as 30 percent.

■ Have the chassis lubricated fre-

quently. This step extends the life of the moving components of the vehicle's suspension system.

■ Inspect battery, cables and posts for corrosion and clean as needed.

■ Have the lighting system inspected frequently, including headlights, turn signals, brake lights and tail lights.

■ Inspect windshield wiper blades for cracks, tears and windshield contact. Replace them at least once a year or sooner if streaking begins.

■ Inspect engine belts and hoses regularly. Look for wear, cracks and missing sections or segments. Worn belts and hoses can affect the safe operation of your vehicle.

■ Have the air filtration system inspected frequently. The air filter should be inspected approximately

TIP

2

CHANGE YOUR
OIL REGULARLY

every other oil change for clogging or damage.

■ Inspect and replace your vehicle's cabin air filter regularly. The cabin air filter cleans the air to the heater and A/C system and affects the air you breathe while driving your vehicle.

■ Always consult your vehicle owner's manual for individual service schedules as manufacturer maintenance requirements may vary greatly.

AUTOMOTIVE SERVICE ASSOCIATION

editorial@mediaplanet.com



USE WHAT YOU HAVE TO MAINTAIN WHAT YOU LOVE.

Simple preventive and corrective measures like checking your car's tire pressure, combined with regular tune-ups and oil changes, can keep your vehicle in tip-top shape. Start by using a common household product you probably already have – WD-40®. It can be used for thousands of things, from preventing rust and corrosion on your vehicle's undercarriage to removing grime and bugs from your vehicle's exterior, all without harming its finish.

Share your ideas and learn some more helpful hints at MyWD40.com.



NEWS

Shopping for a safer vehicle

Question: What vehicle is safest to buy?

Answer: There's no direct answer, and some vehicles are safer than others. Research vehicles to see what options are best for you and shop with safety in mind.

So you've decided to buy a car, minivan, SUV, or pickup. Now the question is: which one? If you factor safety into your choice, then you probably want to know, what's the safest vehicle to buy? Safety has numerous aspects, so there's no direct answer, although it's clear that some vehicles are safer than others.

Automakers are adding new crash avoidance technology to

help drivers stay out of crashes. Although most of the new features haven't been scientifically evaluated yet, some show promise, and one is already proving effective: electronic stability control. You'll find it by various trade names (StabiliTrak, Stability Assist, etc.), but the systems are basically the same. They're extensions of anti-lock brake technology that help drivers maintain control in the worst situation—loss of control at high speeds. These systems engage automatically to help bring a vehicle back in the intended line of travel, and research shows they're significantly reducing crashes.

While the risk of serious injury generally is higher in smaller and lighter cars, SUVs, and pickups, a

vehicle's size and weight don't tell the whole story. There are safety differences among vehicles that are similar in size and weight. Some light car models for example are safer than others. Some midsize SUVs are safer than others, and so on. This is because some models have more crashworthy designs. You need to compare crash test results to know which vehicles provide the best protection in the most common kinds of serious crashes, which are front, side, roll-over, and rear-end crashes.

To shop with safety in mind, first determine the vehicle type and size you want; remember, bigger is generally safer. Then choose a vehicle that earns the top award for crash test performance by the Insurance



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INSURANCE INSTITUTE FOR HIGHWAY SAFETY
editorial@mediaplanet.com

SAFETY INNOVATIONS

City safety detection

City safety detection assists you in avoiding a slow speed collision by applying the vehicle's brakes if you do not. Approximately 75 percent of all collisions are at speeds less than 18 mph. In 50 percent of cases the driver does not even brake before the collision.

Pedestrian safety detection

Pedestrian safety detection detects pedestrians that step in front of the car, warns the driver and automatically activates full braking power if the driver doesn't react in time. Pedestrian detection can avoid collisions with pedestrians at speeds up to 21 mph if the driver does not react in time.

THERE'S MORE TO LIFE THAN A VOLVO. THERE'S KNOWING THE ONLY SURPRISES YOU'LL FIND IN THE PRICE ARE PLEASANT ONES. LIKE GETTING MORE COMBINED HORSEPOWER AND TORQUE AND PAYING ALMOST \$8,000 LESS FOR IT THAN THE BMW 528i. WHY WOULD WE GIVE YOU SO MUCH MORE FOR THOUSANDS LESS? BECAUSE YOU DESERVE A LUXURY CAR THAT DOESN'T TAKE LUXURIES WITH ITS PRICING. THAT'S WHY YOU DRIVE THE VOLVO S80.



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PANEL OF EXPERTS



Betty Jo Young
Co-owner, Young's
Automotive Center,
Houston



Question: What are some top priorities for maintaining your vehicle to avoid fatalities?

Answer: According to recent studies, five percent of all motor vehicle fatalities are caused by automobile maintenance neglect. Freeway breakdowns tend to be the most dangerous. However, a breakdown anywhere is a hazard to the vehicle, other vehicles on the road, and most importantly, a hazard to vehicle occupants.

Tire pressure is one of the easiest items to maintain but continues to be the most neglected. Tire pressure warning systems have been mandated by auto manufacturers since 2008.

Cooling systems that have aged hoses and poorly maintained coolant are the next in the breakdown arena. These systems have improved so much over the past 15-20 years that many motorists forget to maintain these items. Other items to monitor to minimize breakdown are steering and suspension systems and normal engine maintenance.

Diane Larson
Owner, Larson's Service
Inc., Peabody, Mass.



Question: What are some general maintenance tips regarding tires?

Answer: Tire safety is also key to keeping your vehicle safe. Maintaining proper tire inflation is vital as underinflation not only leads to higher fuel costs but is a leading cause of tire failure. Check your tire pressure often. Many of today's vehicles call for different tire pressure specifications in the front or rear tires. Your owner's manual or driver's door jam sticker will list proper tire specifications for your vehicle. Inspect the sidewalls for dry cracking, along with tire tread depth and edge wear. Your tires are the contact between your vehicle and the road; proper main-

Dave Kusa
Owner/technician,
Autotrend Diagnostics,
Campbell, Calif.



Question: What should be done to prevent brake problems and failures?

Answer: The most important system on any motor vehicle is the brake system. To keep brakes working their best, periodic inspection is required. Have your brakes inspected by a full-service shop at least twice a year and definitely before any long trips.

Quick lube stations may do a good job at changing your oil, but may not be good at inspecting your brakes. That means you may not catch a brake problem before it becomes expensive or unsafe. Your auto repair technician should inspect the friction material and rotors or drums at each wheel, inspect the condition of the calipers and wheel cylinders for proper operation and leaks, check brake hoses for possible cracks and leaks and also the brake fluid condition.

Brake fluid condition often is overlooked, but with modern anti-lock braking systems, brake fluid condition is important. High moisture content may cause diminished braking ability, and high copper content will lead to expensive corrosion in the system. If you hear any abnormal noises or feel any pulsation in the brake pedal or steering wheel when braking,

Bill Moss
Owner/technician,
Ferris Automotive Inc.,
Warrenton, Va.



Question: What can parents do to ensure that their children's car seats are installed correctly?

Answer: Automotive crashes are the leading cause of death for children ages three to 14 years. It is estimated that child safety restraints (car seats and boosters) saved almost 9,000 lives between 1975 and 2008.

You can learn which car seats are the safest, which ones are the easiest to use, how to best use them based on the size of your child, where you can go to get your seat installation checked and learn how to install your seat properly.

To know whether your car seat is properly installed, consult the National Highway Traffic Safety Administration's website at www.nhtsa.gov.



✓Yes



✓Yes



xNo



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