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Total Safety



- Applying new technologies
- Safety innovations for
 - Crash avoidance
 - Crash worthiness
 - Post crash research



Our Collective Duty



 To ensure the safety of the world's road travelers

2008 U.S. Goal



Year



Cost of Motor Vehicle Crashes in the USA



- Non Use of Belts \$20 billion
- Impaired Driving \$51 billion
- Speeding related \$30 billion
- Medical Costs \$33 billion
- 74% paid by general public



Annual Global Cost

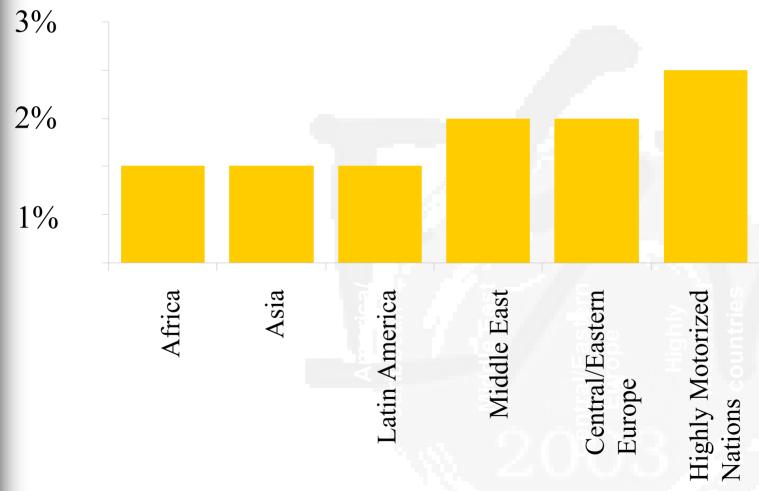


\$518 billion (USD)

Source: Transport Research Laboratory, United Kingdom

Road Crash Costs by Region (% of GNP)





Source: Transport Research Laboratory, United Kingdom

Thank you!



- For all you <u>have done</u>.
- For what you will do.