



Rubber Manufacturers Association General Products Group

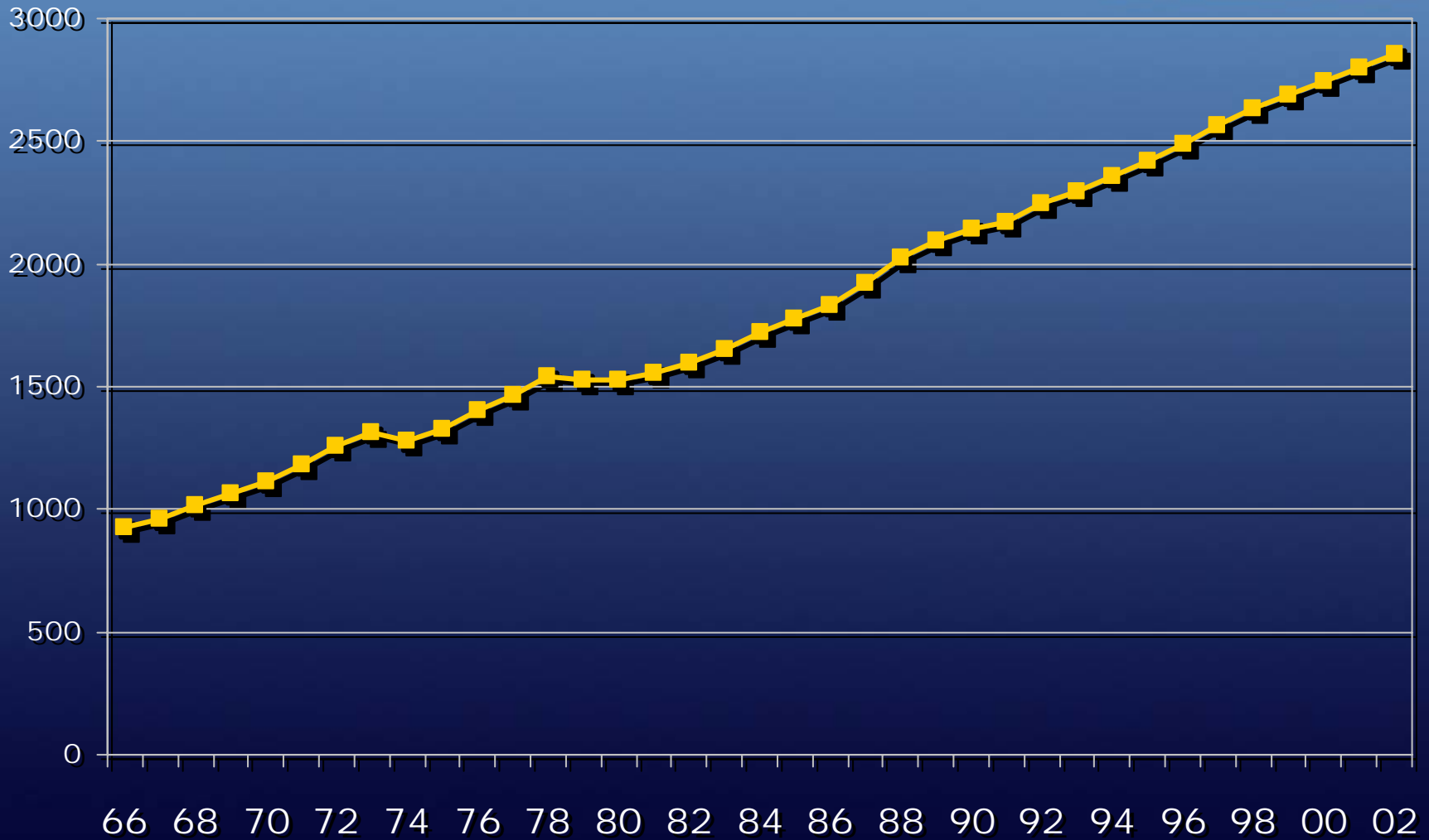
March 1, 2004

Jeffrey W. Runge, M.D.
Administrator

National Highway
Traffic Safety Administration

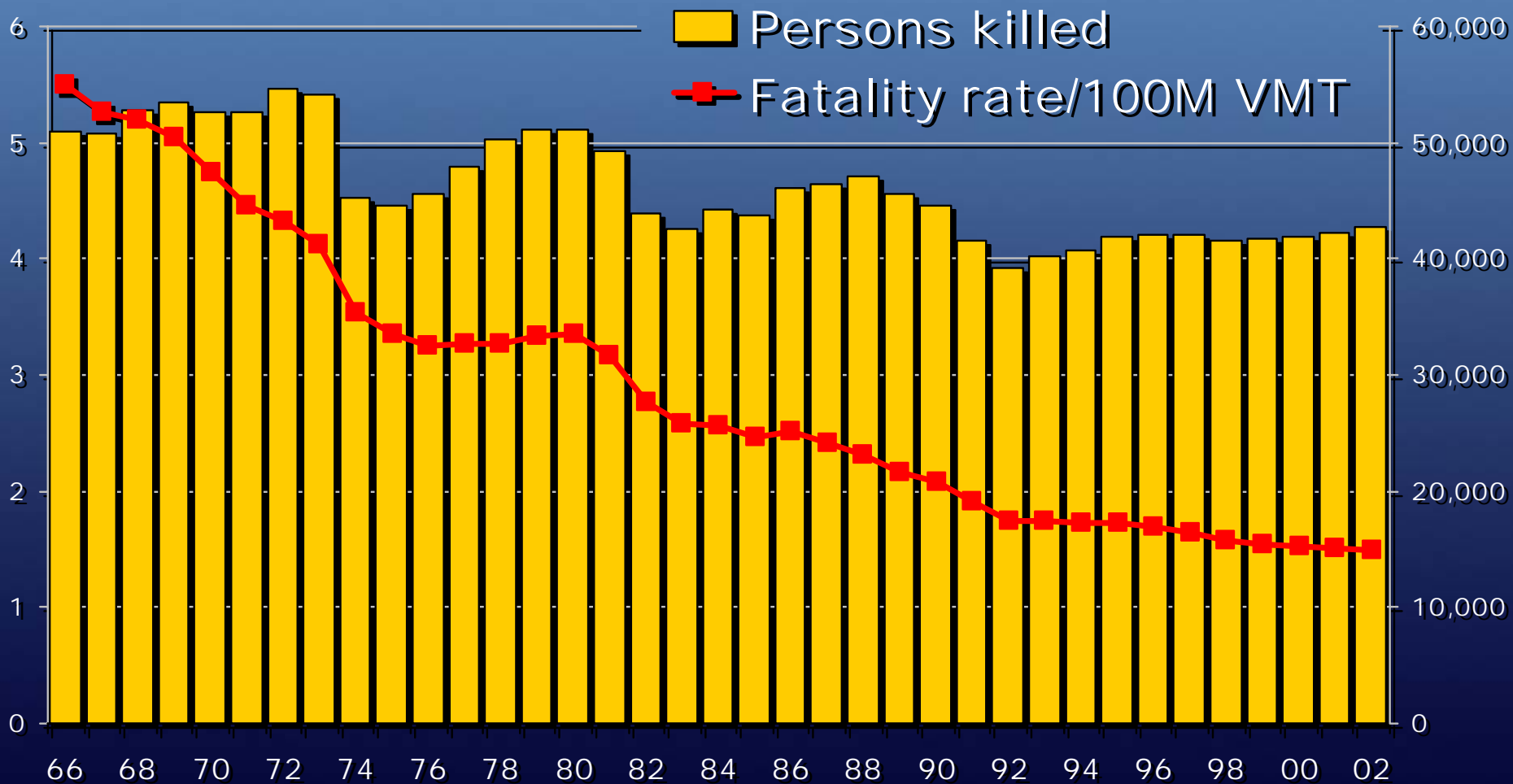


Vehicle Miles Traveled, 1966 - 2002 (in Billions)



Source: FHWA

Persons Killed and Rate Per 100M VMT

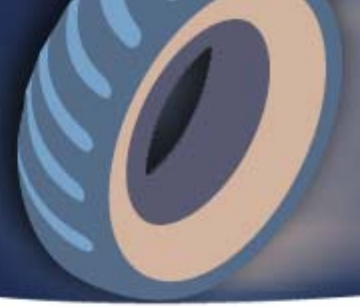


Source: 2002 FARS

Top 10 Leading Causes of Death in the United States for 2001, by Age Group

R A N K	Cause and Number of Deaths											Years of Life Lost
	Infants Under 1	Toddlers 1-3	Young Children 4-7	Children 8-15	Youth 16-20	Young Adults 21-24	Other Adults			Elderly 65+	All Ages	
							25-34	35-44	45-64			
1	Perinatal Period 13,734	Congenital Anomalies 496	MV Traffic Crashes 533	MV Traffic Crashes 1,546	MV Traffic Crashes 5,979	MV Traffic Crashes 4,136	MV Traffic Crashes 6,759	Malignant Neoplasms 16,569	Malignant Neoplasms 139,785	Heart Disease 582,730	Heart Disease 700,142	Malignant Neoplasms 23% (8,614,131)
2	Congenital Anomalies 5,513	MV Traffic Crashes 421	Malignant Neoplasms 400	Malignant Neoplasms 829	Homicide 2,414	Homicide 2,738	Homicide 5,204	Heart Disease 13,326	Heart Disease 98,885	Malignant Neoplasms 390,214	Malignant Neoplasms 553,768	Heart Disease 22% (8,110,571)
3	Heart Disease 479	Accidental Drowning 393	Exposure to Smoke/Fire 178	Suicide 447	Suicide 1,879	Suicide 1,924	Suicide 5,070	MV Traffic Crashes 6,891	Stroke 15,518	Stroke 144,486	Stroke 163,538	MV Traffic Crashes 5% (1,700,952)
4	Homicide 332	Homicide 362	Congenital Anomalies 168	Homicide 391	Malignant Neoplasms 814	Accidental Poisoning 771	Malignant Neoplasms 3,994	Suicide 6,635	Diabetes 14,913	Chronic Lwr. Resp. Dis. 106,904	Chronic Lwr. Resp. Dis. 123,013	Stroke 5% (1,687,683)
5	Septicemia 312	Malignant Neoplasms 321	Accidental Drowning 164	Congenital Anomalies 324	Accidental Poisoning 566	Malignant Neoplasms 768	Heart Disease 3,160	HIV 5,867	Chronic Lwr. Resp. Dis. 14,490	Influenza/ Pneumonia 55,518	Diabetes 71,372	Chronic Lwr. Resp. Dis. 4% (1,444,745)
6	Influenza/ Pneumonia 299	Heart Disease 200	Homicide 133	Accidental Drowning 293	Heart Disease 398	Heart Disease 543	Accidental Poisoning 2,507	Accidental Poisoning 5,036	Chronic Liver Disease 13,009	Diabetes 53,707	Influenza/ Pneumonia 62,034	Suicide 3% (1,079,822)
7	MV Traffic Crashes 139	Exposure to Smoke/Fire 170	Heart Disease 82	Heart Disease 273	Accidental Drowning 326	Accidental Drowning 211	HIV 2,101	Homicide 4,268	Suicide 9,259	Alzheimer's 53,245	Alzheimer's 53,852	Perinatal Period 3% (1,070,154)
8	Nephritis/ Nephrosis 133	Septicemia 96	MV NonTraffic Crashes 51	Exposure to Smoke/Fire 140	Congenital Anomalies 244	Congenital Anomalies 206	Stroke 601	Chronic Liver Disease 3,336	MV Traffic Crashes 8,750	Nephritis/ Nephrosis 33,121	MV Traffic Crashes 42,443	Diabetes 3% (1,014,201)
9	Stroke 108	Influenza/ Pneumonia 92	Benign Neoplasms 46	MV NonTraffic Crashes 125	Accidental Falls 114	HIV 167	Diabetes 595	Stroke 2,491	HIV 5,437	Septicemia 25,418	Nephritis/ Nephrosis 39,480	Homicide 3% (924,263)
10	Meningitis 78	Perinatal Period 63	Septicemia 33	Chr. Lwr. Resp. Dis. 102	Acc. Dischg. of Firearms 114	Accidental Falls 134	Congenital Anomalies 458	Diabetes 1,958	Nephritis/ Nephrosis 5,106	Hypertension Renal Dis. 16,397	Septicemia 32,238	Chronic Liver Disease 2% (623,998)
A L L	27,568	4,288	2,703	6,672	15,851	14,940	41,683	91,674	412,204	1,798,420	2,416,425	All Causes 100% (36,866,317)

Economic Cost of Crashes



- \$230 billion total
 - \$32 billion medical cost
 - \$51 billion for impaired driving
 - \$20 billion failure to use belts



Motor Vehicle Crash
Injuries Cost Employers
Nearly \$60 Billion
Annually.

1.0 Fatalities

per 100M VMT by 2008



**U.S. Department
of Transportation**



**U.S. Department
of Transportation**



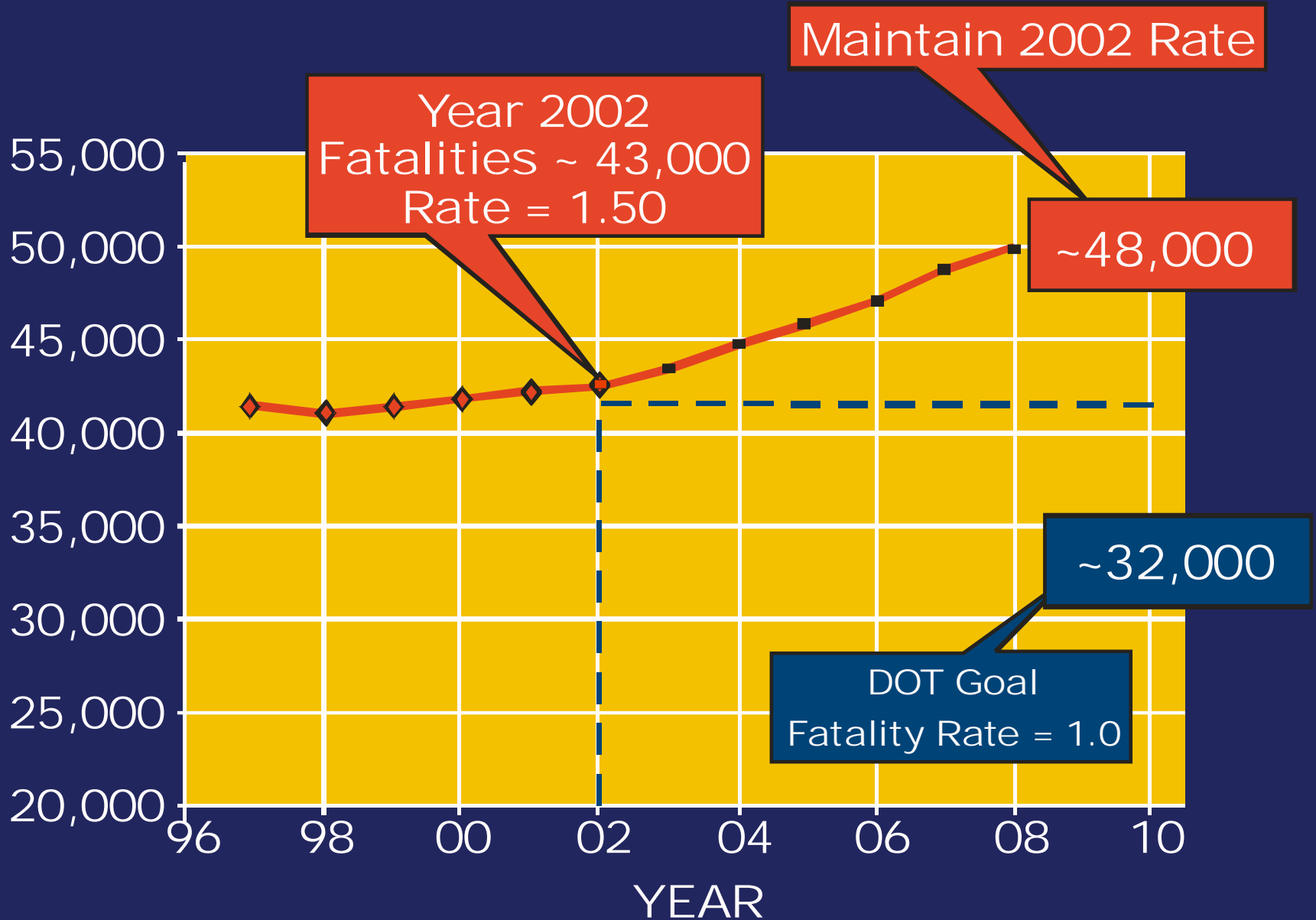
**U.S. Department
of Transportation**



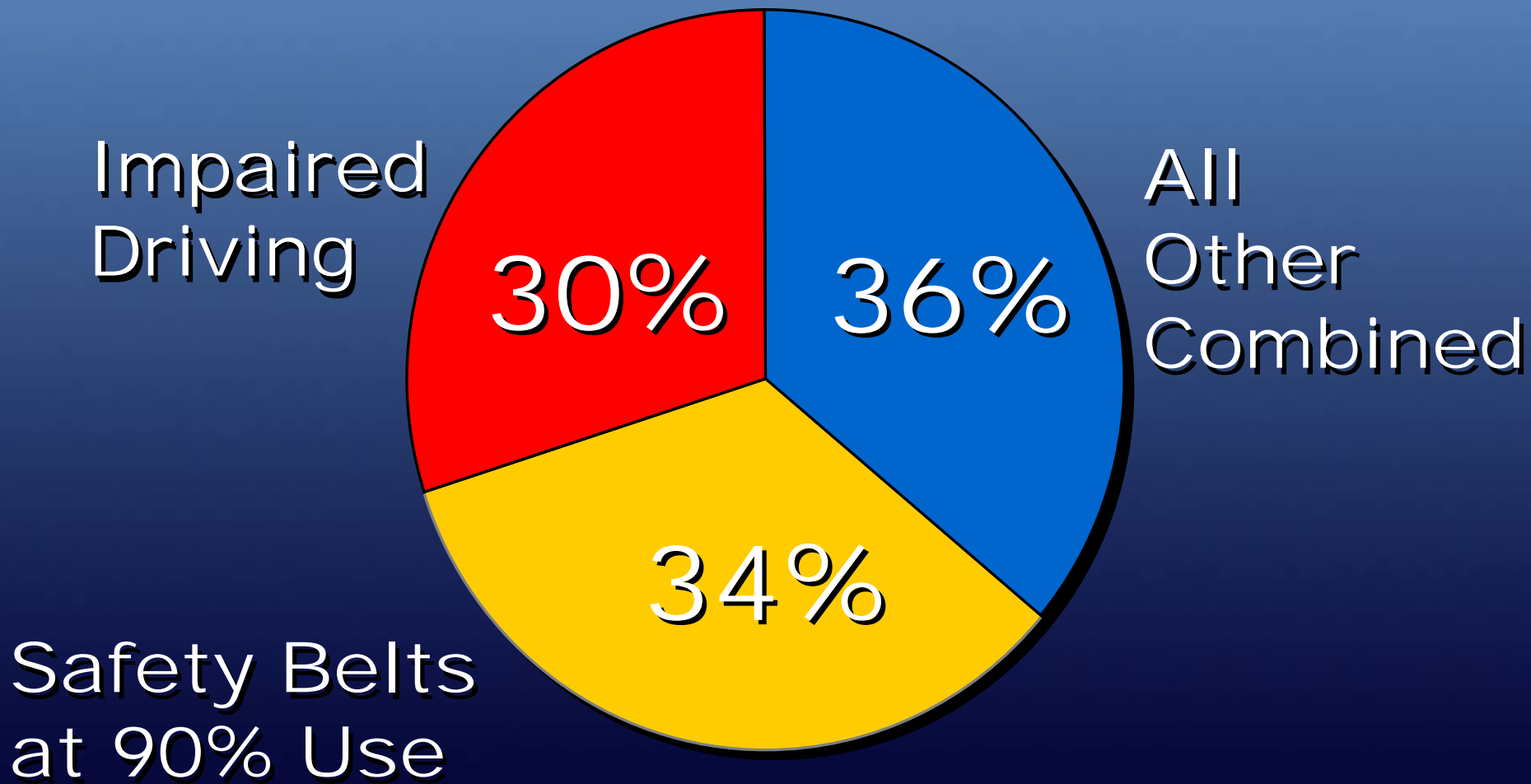
**Federal Highway
Administration**



2008 Goal Is Challenging



Predicted Lives Saved by Countermeasure



Highway Safety Priorities



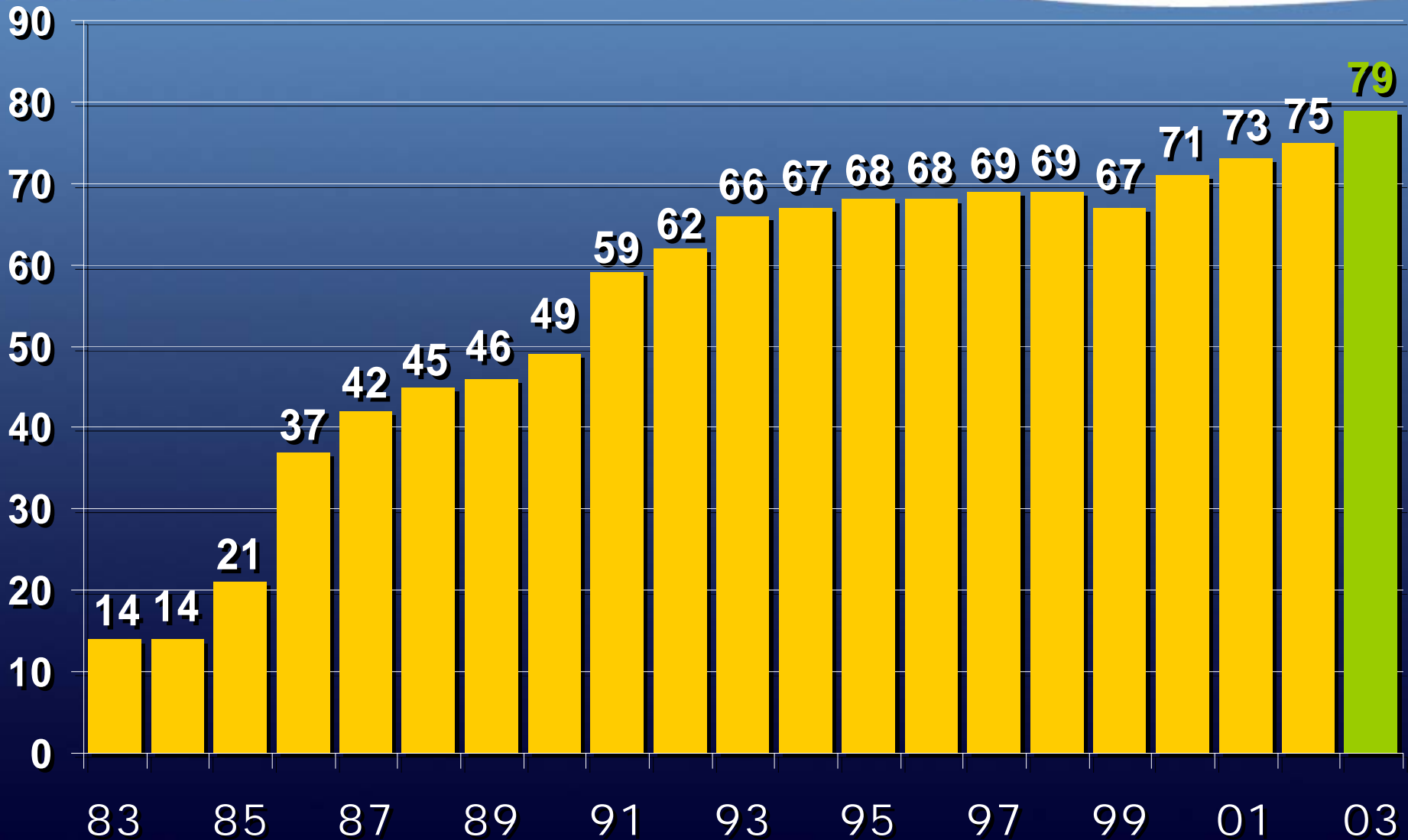
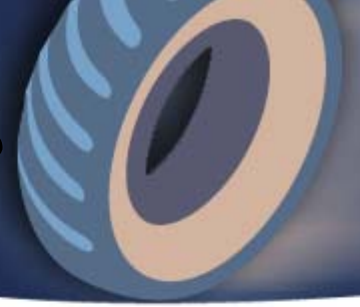
- Increase safety belt use
- Reduce impaired driving
- Improve data
- Reduce rollovers
- Improve vehicle compatibility

Highway Safety Priorities

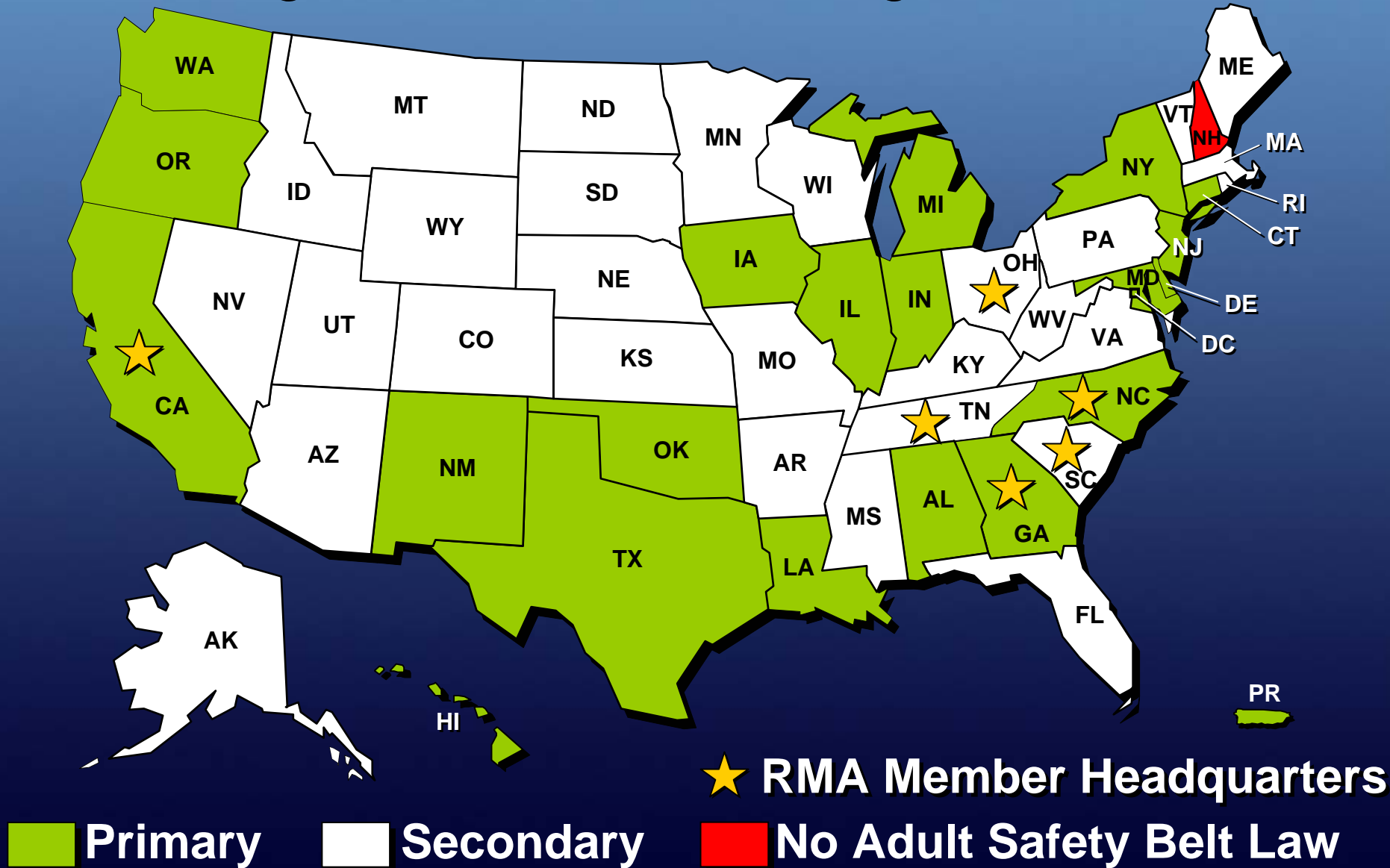


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Safety Belt Use Rates



Tire Manufacturers in States with Primary and Secondary Belt Laws



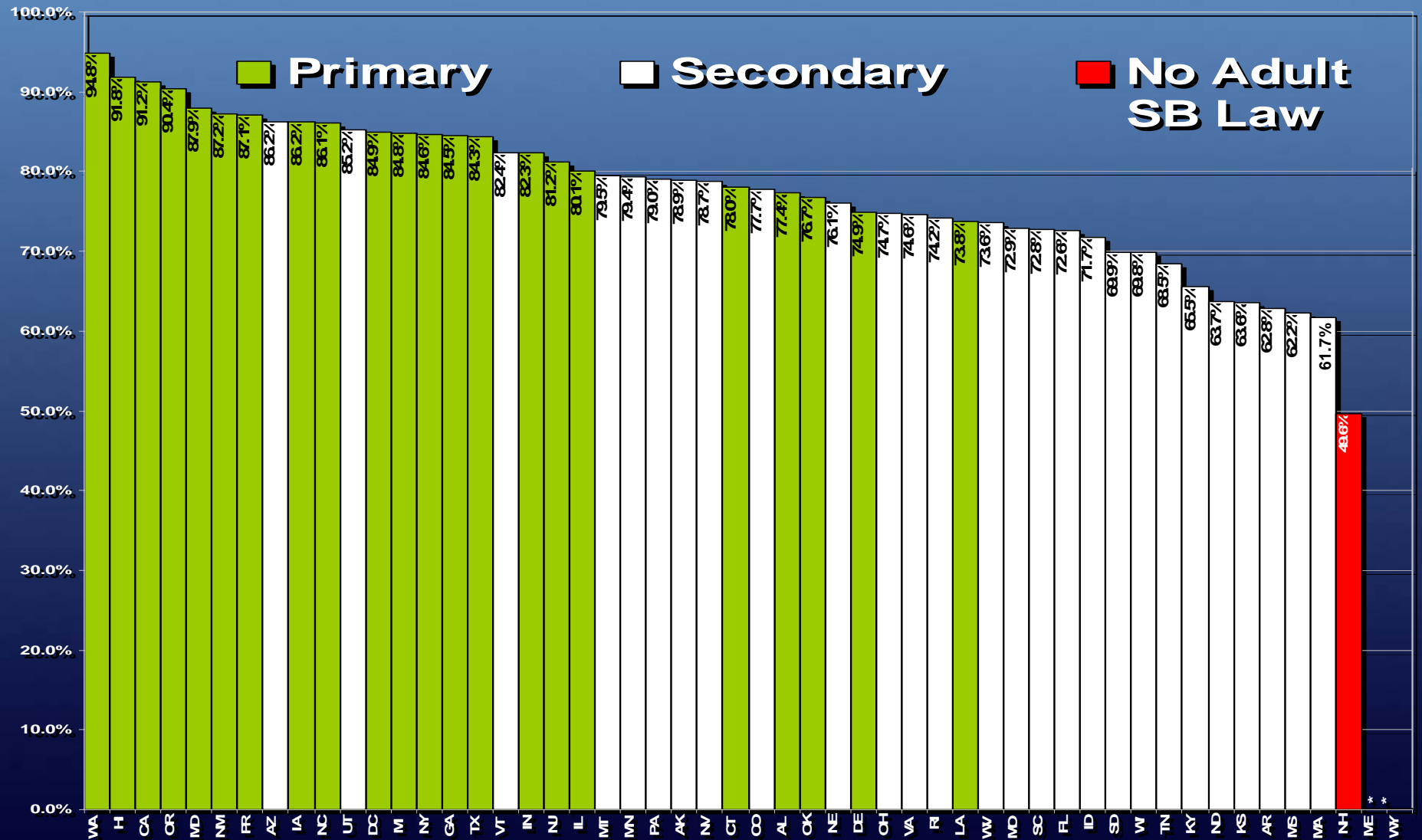
Fatality Rate Comparison

Per 100M VMT



- California – 1.27
- Ohio – 1.31
- Georgia – 1.41
- Current U.S. fatality rate 1.50
- North Carolina – 1.70
- Tennessee – 1.72
- South Carolina – 2.23
- National goal 1.0 fatalities by 2008

Safety Belt Use Rates By Law & State (2003)



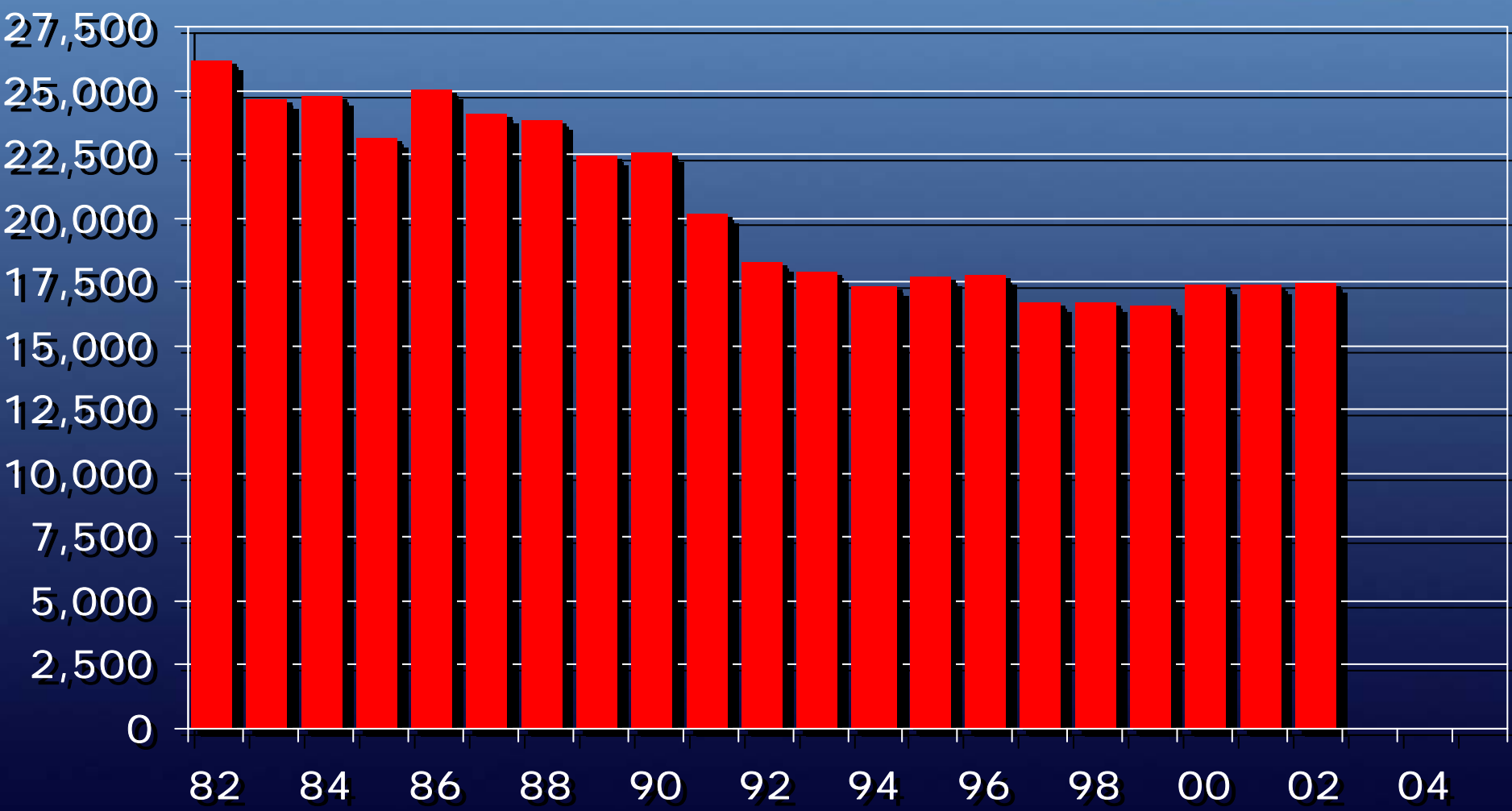
* Data Unavailable

Highway Safety Priorities



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Alcohol-Related Fatalities 1982 - 2002



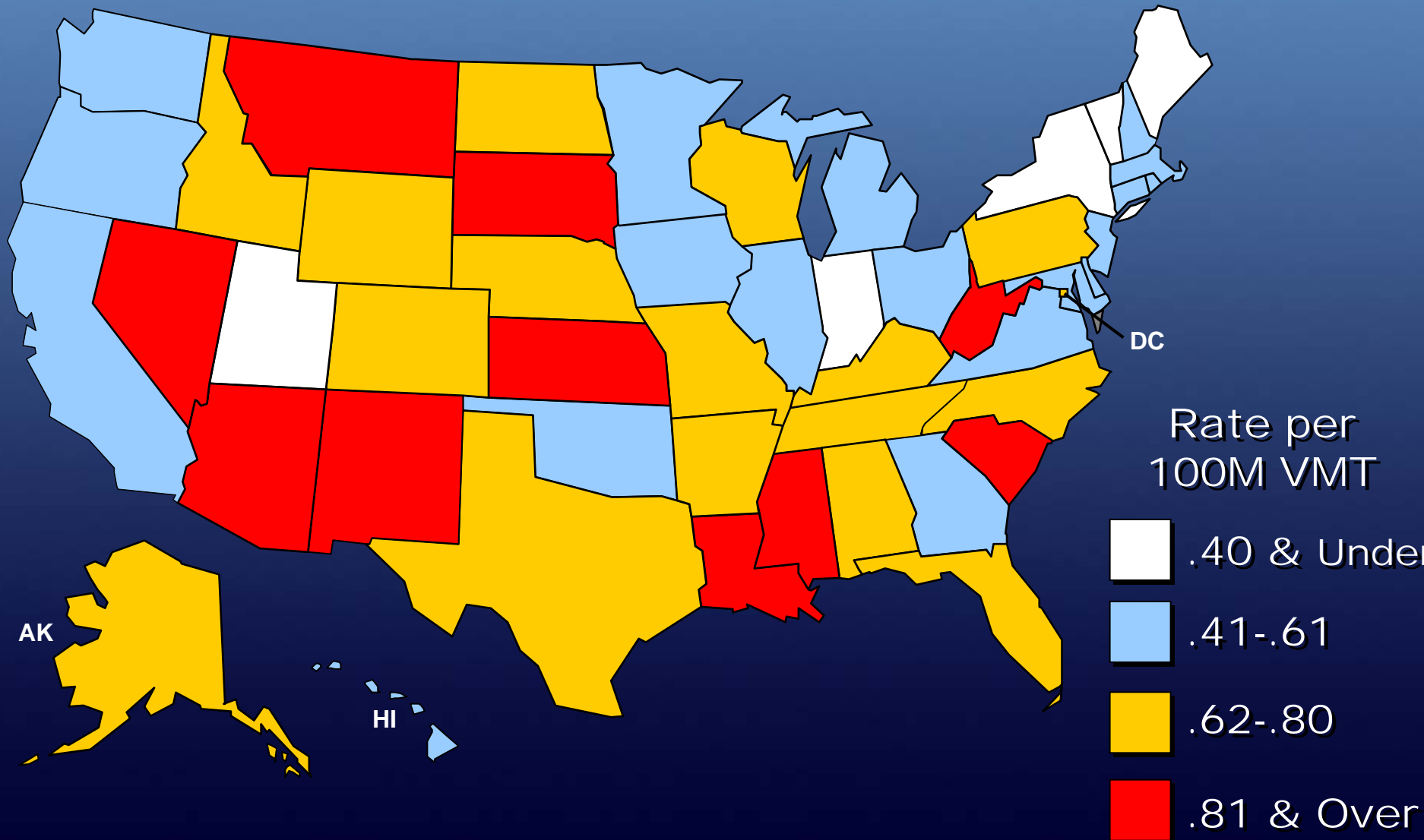
Source: FARS

Alcohol-Related Fatalities United States

	Year		%
	2001	2002	Change
Total Alcohol-Related	17,400	17,419	+0.1%
Alcohol Fat/100M VMT	0.62	0.61	
$0.01 \leq \text{BAC} \leq 0.07$	2,542	2,401	-5.5%
$\text{BAC} \geq 0.08$	14,858	15,019	+1.1%

Source: FARS

Alcohol-Related Fatality Rate by State, 2002



Reauthorization: SAFETEA

Safe

Accountable

Flexible

Efficient

Transportation

Equity

Act of 2003

Highway Safety Priorities



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Rollover Priorities



- Ejection mitigation: safety belts and window curtains
- Dynamic rollover testing
- Improve handling and stability
- Research electronic stability control
- Road departure crash warning systems
- Raise NCAP awareness

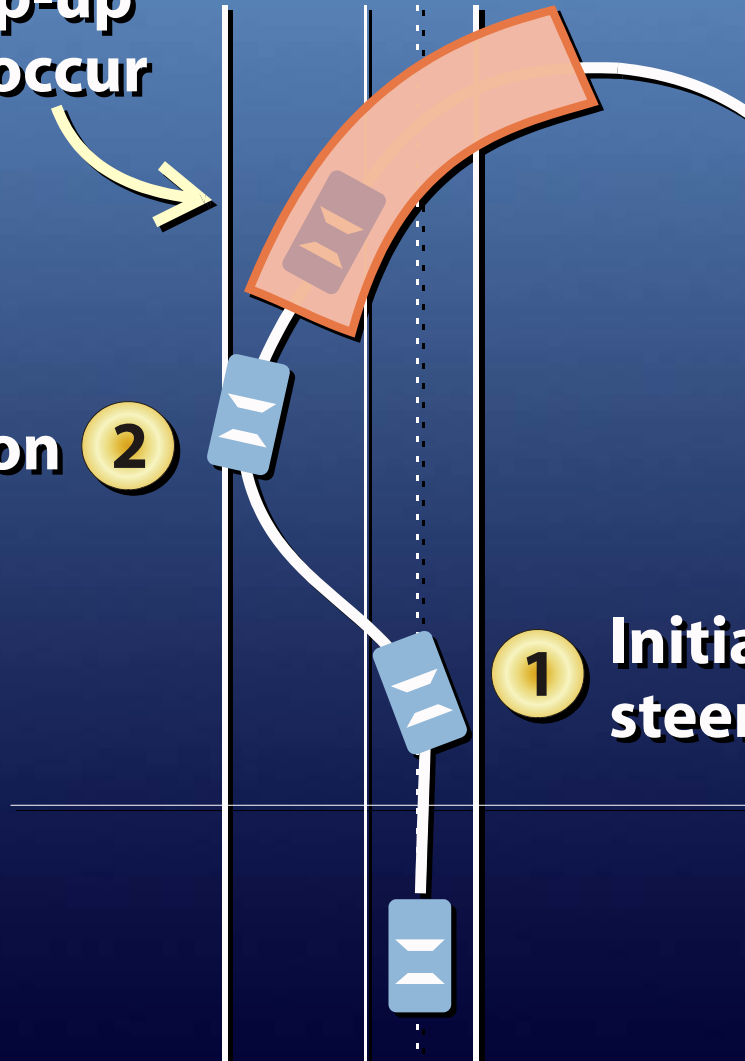
Fishhook Maneuver

Zone where tip-up most likely to occur

Test Complete

Overcorrection 2

1 Initial rapid steering input



2000 Toyota 4Runner 4x4

Maneuver: Fishhook

Entrance Speed: 40 mph

ESC: No

2003 Toyota 4Runner 4x4

Maneuver: Fishhook

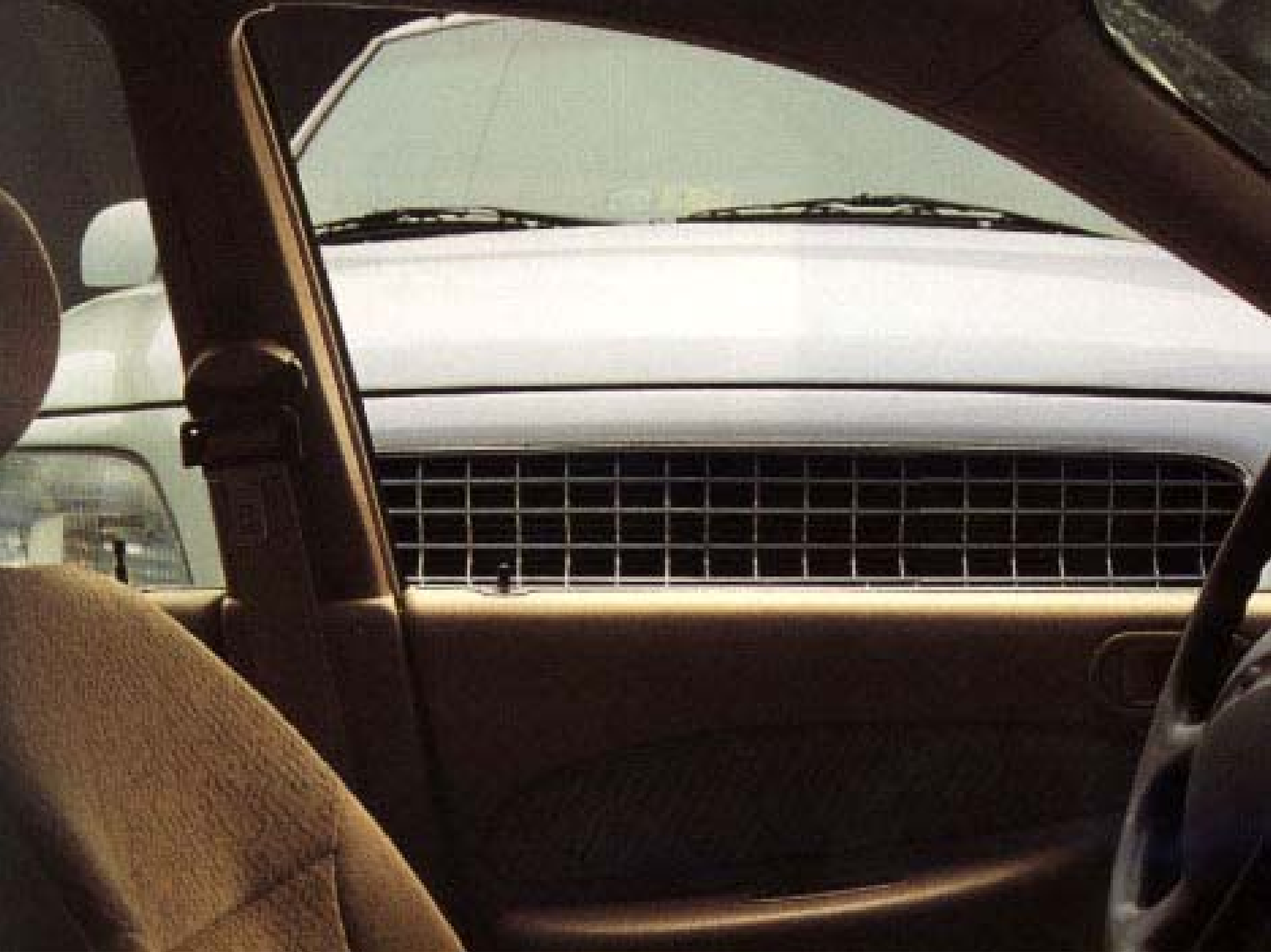
Entrance Speed: 45 mph

ESC: Yes

Highway Safety Priorities



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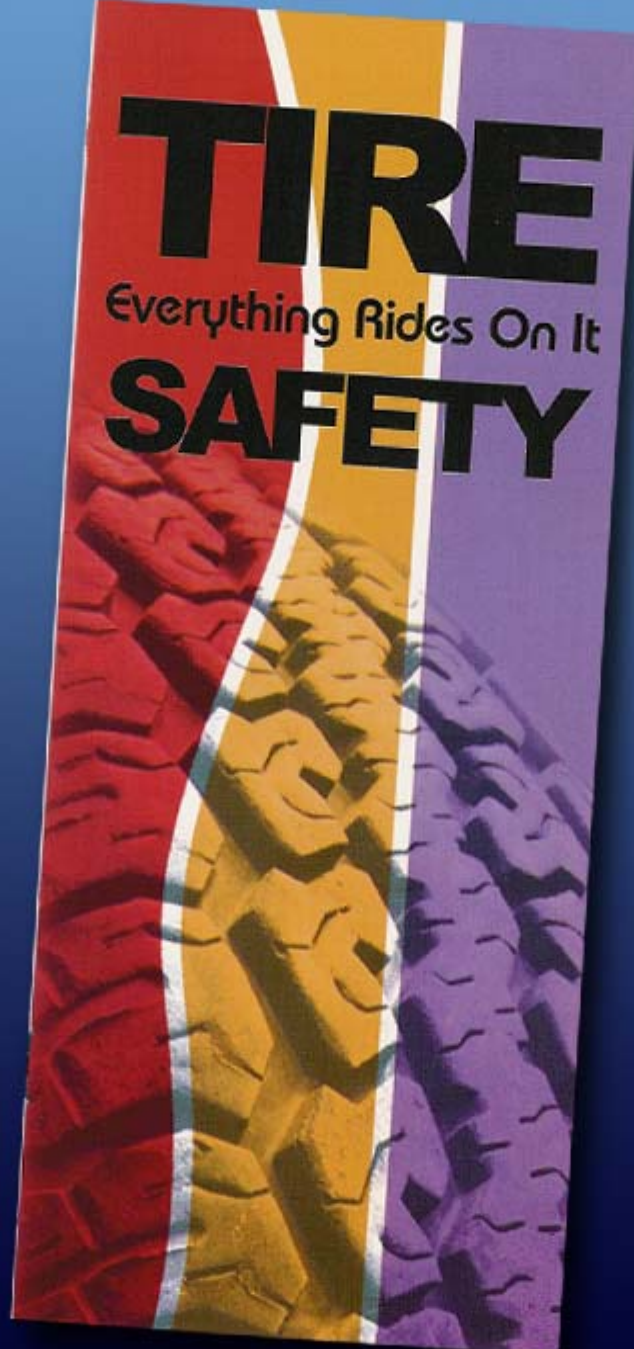




TIRE

Everything Rides On It

SAFETY

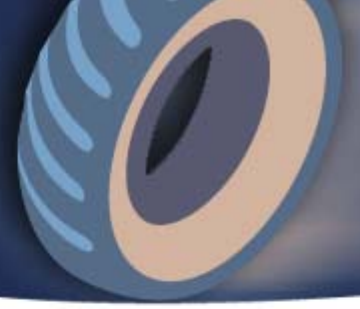


Uniform Tire Quality Grading System



- Tread Wear
- Temperature
- Traction

Underinflated Tires on Passenger Cars



- 14% had 1 tire underinflated
- 7% had 2 tires underinflated
- 3% had 3 tires underinflated
- 3% had all tires underinflated

Underinflated Tires on LTVs



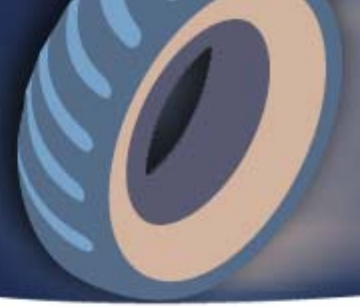
- 13% had 1 tire underinflated
- 10% had 2 tires underinflated
- 4% had 3 tires underinflated
- 6% had all tires underinflated

Other Findings



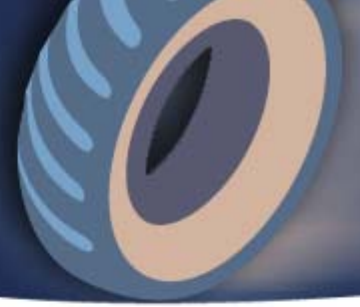
- 67% of drivers check pressure less than 1x per month
- 25% of drivers refer to owner's manual or tire placard

Bald Tires



- Minimal tread depth
- 9% of passenger cars & light trucks have 1+ tire with tread depth $< 2/32$ "
- Minimal tread depth tires: 1.5 – 1.8 x's as likely to be under inflated

How You Can Help



- Support Primary Belt Laws
- Develop Consumer Information and Education
- Support SAFETEA
- Implement Work Place Traffic Safety Programs



People Saving People

www.nhtsa.gov

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