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For immediate release

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New SafetyBeltSafe U.S.A. and Toyota Partnership to Protect Children

TORRANCE, CA (March 19, 2008)— SafetyBeltSafe U.S.A. is collaborating with Toyota Motor Sales, Inc., to help enhance performance of child restraint systems (CRSs) in most pre-2001 model year vehicles by assisting customers with installation of tether anchors. The company will provide tether anchor installation to any owner who registers. A voluntary donation of \$5 or more per anchor is requested (but not required) to be paid to SafetyBeltSafe U.S.A., the national non-profit organization devoted to child passenger safety. An application form for a tether certificate can be downloaded at www.carseat.org or requested by calling (310) 222-6860.

The anchor installation will be done by any dealer in the U.S. (excluding Hawaii) when the person named on the certificate presents it to the dealer. These tax-deductible donations, along with startup funds from Toyota, will defray administrative costs.

The program was suggested by a SafetyBeltSafe U.S.A. Board member who wanted to help families with older vehicles who could not afford tether anchor installation. The program will make it easier for advocates and others to recommend harness systems or high-weight-harness seats which need tethering to those whose rear center—or perhaps all rear seats—are equipped with lap belts only. It will also help extend protection to children who are too big for typical harness safety seats and are not ready for boosters.

The new program is an ideal way for individuals or agencies to help less fortunate families increase protection for their children by donating on their behalf. This project is directed particularly toward those who might not follow through on recommendations to use tethers because they do not have the funds available. Child passenger safety, healthcare, and community service organizations are invited to share this exciting program with their clients and members and/or apply on their behalf.

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How tethers work

In a crash, a top tether (tether strap) holds back the top of a forward-facing CRS. It is designed to help prevent serious head and neck injuries in certain types of severe collisions. A booster seat does not need a tether, because the lap-shoulder belt is designed to hold the child.

A top tether connects the top of a forward-facing CRS directly to the frame of the vehicle. Forward-facing CRSs sold today in the U.S. and Canada come with a tether strap. Tethers also are used with auto safety vests and CRSs with harnesses for children over 40 pounds. Most boosters and CRSs in the rear-facing position do not use tethers.

The tether for forward-facing CRSs attaches to a tether anchor in the car. At least three anchors are installed in all cars made since the 2001 model year. Anchor kits are available to be installed in most pre-2001 model year vehicles without tether anchors.

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