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Honda leads the way in ATV safety on the farm

Honda has taken a bold further step in its continuing efforts to improve ATV safety on the farm. All new Honda ATVs sold in New Zealand now come with a free helmet (specifically designed and tested for New Zealand conditions and to the NZS8600 safety standard), free safety training (provided through Agri-Business Training) and a free ATV safety video (You and Your ATV). No other manufacturer is taking such a bold stance to protect Kiwi farmers.

General Manager, Clive Cooper-Smith said, "Kiwi farmers work their ATVs hard, and on some of the toughest farming terrain in the world, but they don't always place enough value on their own safety". Honda is aiming to encourage more farmers to wear a helmet. Helmets are the single most effective way of reducing ATV injuries, according to ACC. "As the leader in the utility ATV sector, we have decided to drive forward the ATV safety message on the farm" commented Clive Cooper-Smith.

Last year there were 360 claims for serious injuries, 1,452 medical claims and 2 deaths directly involving ATVs*.

For free copies of the ACC / Thinksafe DVD "Precautionary Tales" visit the ACC website www.acc.co.nz and for more information about the Honda range of ATVs visit your local Honda dealer or go to www.honda-motorcycles.co.nz.



*Source: ACC Statistics