



YOU JUST BACKED OVER SOMETHING IN THE DRIVEWAY.

A toy? A pet? Your child? Imagine the unimaginable. Your child is backed over by an automobile—in the street, in a parking lot, in your very own driveway. It happens more than 2,000 times a year. Thousands of children are seriously injured. More than one hundred die. But this can be easily avoided by simply learning to walk behind your vehicle every time, every trip.



Now you see your child. Now you don't. Minivans, SUVs and trucks have the biggest blind zones, up to nearly 69 feet.



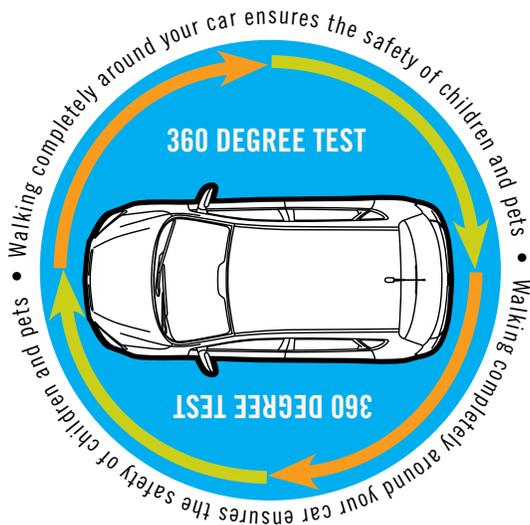
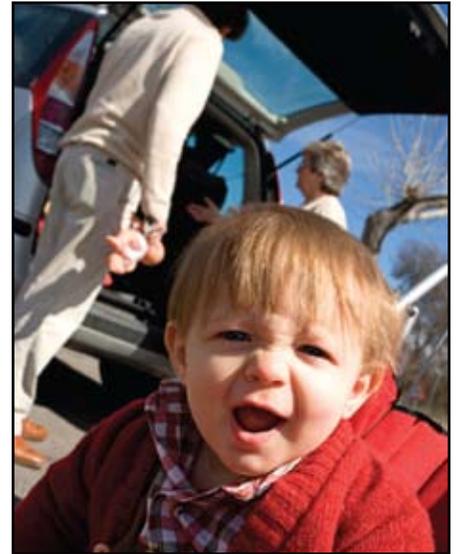


A little forgetfulness can cost you a lot.

It's easy to be in a hurry when running errands or going to work. But safety only takes a few seconds.

Just a few seconds of carelessness can be tragic.

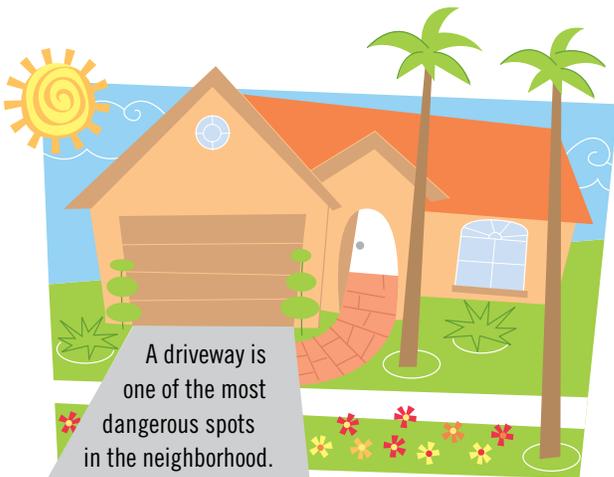
Toddlers are too young to recognize danger, but often too mobile and curious to avoid it. Their safety depends on your constant attention.



It only takes a few extra seconds to play it safe when you back up. And those seconds can literally make the difference between life and death.

- Teach children to never play in or around vehicles.
- Consider installing a rearview camera or sensor, but not as a replacement for the 360° walk around.
- Remember – kids and pets often run toward vehicles to say goodbye. Say your goodbyes and hellos inside the house. Be sure children are in the house with the door locked when you leave and ***not*** in the driveway.
- Watch out for delivery and service trucks.
- Be especially vigilant during hectic times, schedule changes, family gatherings and holidays. This is when most accidents happen.

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A driveway is one of the most dangerous spots in the neighborhood. Thousands of children are injured and many are killed there every year.

**TAKE THE TIME.
WALK AROUND.
LOOK TWICE.**

