

Protecting Our Families

Preventing Crashes

(NAPSA)—According to the National Highway Traffic Safety Administration, transportation-related crashes are the number one cause of death among children and young adults every year. While many people are aware of various child-restraining devices that are crucial in helping keep young children protected in the event of a car crash, most don't realize that a safety feature exists that can actually help keep crashes from occurring.

"In conjunction with all the typical back-to-school preparations, it is imperative to note that millions of children will be traveling on our nation's roadways as passengers and, for many, as first-time drivers," said Jack Nerad, noted auto expert and ESC Coalition Advisory Panel member. "I know first-hand that ESC provides drivers with a unique safety net, and I urge all parents to protect their children by choosing a family vehicle equipped with ESC when they purchase their next new vehicle."



Electronic Stability Control (ESC) is an active safety technology that helps drivers maintain control of their vehicle. The system compares a driver's intended course with the vehicle's actual movement. When instability is detected, ESC automatically applies brakes to individual wheels and can also reduce engine torque to help keep the vehicle on track, thereby preventing skids, spins and rollovers.

This safety system has been proven to help prevent crashes and could potentially save over 5,000 lives each year. ESC is now a standard or optional feature on many car models.

For a complete list of vehicles equipped with ESC and other safety information, visit the Web site www.esceducation.org. The site includes recent news, educational literature, video demonstrations and industry studies about ESC.