



Superior Security From Your Seat Belts

(NAPSA)—When it comes to protecting your precious passengers, safety is no accident, particularly if you're driving the first SUV to have inflatable seat belts in the back.

The Innovation

This advanced restraint system is designed to help reduce head, neck and chest injuries for rear seat occupants. This can be especially important for young children who are more likely to be in the back and might be more vulnerable in crashes.

Safety and Comfort

In everyday use, rear inflatable belts operate like conventional seat belts, including compatibility with infant and child safety and booster seats. The additional comfort and padding of rear inflatable seat belts encourages increased use.

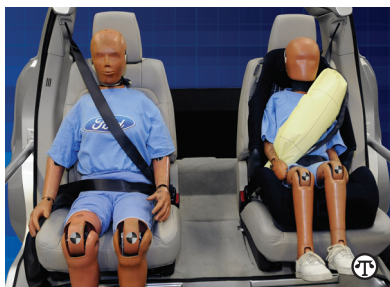
In the event of a frontal or side crash, the increased diameter of the inflated belt holds the occupant in the proper seating position more effectively, helping reduce the risk of injury.

Following deployment, the belt remains inflated for several seconds before dispersing its air through pores in the material.

More Safety Measures

These industry-exclusive rear inflatable seat belts can be found in the already popular new Ford Explorer. The SUV's other safety innovations include Ford's MyKey teen safety technology and curve control, which can help drivers maintain control of a vehicle if they drive too quickly into a curve.

The car company plans to offer this technology in other vehicles over time.



Inflated seat belts distribute crash force energy across up to five times more of the rider's torso than a traditional belt, expanding the range of protection and reducing risk of injury, while providing additional head and neck support.

What You Can Do

Meanwhile, the experts at the National Highway Traffic Safety Administration (NHTSA) point out that buckling up is the single most effective thing you can do to protect yourself in a crash.

- During a crash, being buckled up helps keep you safe and secure inside your vehicle, whereas being completely thrown out of a vehicle is almost always deadly.

- All children under 13 should ride in the backseat.

- Before you buy a new car, the NHTSA advises, check to see that its seat belts are a good fit for you. If not, ask the dealer about seat belt adjusters.

- Select a car seat based on your child's age, height and weight. Keep kids in car seats for as long as possible, as long as your child fits the seat's height and weight requirements.

Learn More

You can learn more online at www.ford.com/suvs/explorer.