

Appendix D

[Passenger Warning Label]

▲ WARNING

Riding as a passenger can cause the ATV to go out of control.

Loss of control can cause a collision or rollover, which can result in severe injury or death.

NEVER ride as a passenger.

Appendix E

[Envelope shall state: IMPORTANT ATV SAFETY MESSAGE]

[Company Letterhead]

IMPORTANT ATV SAFETY MESSAGE

Dear [insert company name] ATV Owner:

As part of an agreement with the United States Government, [company] has prepared two new warning labels for use on your ATV. These labels, which are enclosed with this letter, contain very important safety information about your ATV. One of the labels warns about some of the possible hazards of operating an ATV, and provides some important safety instructions to follow when operating your vehicle. The other label gives the age recommendation for your model.

[Alternative for ATV purchasers whose warranties were registered after the mailing of the Safety Alert:

As part of an agreement with the United States Government, [company] is sending you an ATV Safety Alert which warns about some of the possible hazards of operating an ATV, and provides some important safety instructions to follow when operating your vehicle.

Also as part of the agreement with the Government, [company] has prepared two new warning labels for use on your ATV. These labels, which are enclosed with this letter, contain very important safety information about your ATV. One of the labels contains operating warnings, and the other label gives the age recommendation for your model.]

Please take a moment to read each label carefully. **Always** follow the important safety warnings and instructions on these labels [and on the Safety Alert] when operating your ATV.

After reading the new labels, **YOU SHOULD IMMEDIATELY ATTACH THEM TO YOUR ATV** where they will serve as important safety reminders for you and anyone else who ever uses your ATV. The instructions for attaching the labels are enclosed.

[Company] has also enclosed a Manual Supplement as part of the agreement with the Government. This supplement contains important information about operating your ATV. You should review the Manual Supplement along with your existing Owner's Manual, and keep the two manuals with your ATV.

If you have sold your ATV, please mail this letter with the labels and Manual Supplement on to the buyer, if you know his or her address.

For more safety information, call the ATV distributors' Safety Hotline at 1-800-447-4700 or the Consumer Product Safety Commission at 1-800-638-2772.

Appendix F

MANUAL SUPPLEMENT

A. Cover Statement

The following, at a minimum, will appear on the outside front cover of each manual supplement:

"Read this manual supplement carefully. It contains important safety information."

B. Introduction

The following will appear on the first page of each manual supplement:

"YOUR ATV CAN BE HAZARDOUS TO OPERATE. A collision or rollover can occur quickly, even during routine maneuvers such as turning and driving on hills or over obstacles, if you fail to take proper precautions.

For your safety, understand and follow all the warnings contained in this Manual Supplement as well as those contained in the Owner's Manual and the labels on your vehicle. Failure to follow these warnings can result in SEVERE INJURY OR DEATH.

Keep the Manual Supplement and the Owner's Manual with your vehicle at all times."

C. Warning Statements

The warning statements attached shall appear in each manual supplement in the order shown.

Attachment to Appendix F

No. 1

! WARNING

POTENTIAL HAZARD

Operating this ATV without proper instruction.

WHAT CAN HAPPEN

The risk of an accident is greatly increased if the operator does not know how to operate the ATV properly in different situations and on different types of terrain.

HOW TO AVOID THE HAZARD

Beginning and inexperienced operators should complete the certified training course offered by (ATV Company). They should then regularly practice the skills learned in the course and the operating techniques described in the Owner's Manual.

For more information about the training course, contact an authorized ATV dealer or call 1-800-447-4700.

No. 2

! WARNING

POTENTIAL HAZARD

Failure to follow the age recommendations for this ATV.
Failure to supervise children under 16 on ATV models intended for their use.

WHAT CAN HAPPEN

Use by children of ATVs that are not recommended for their age can lead to severe injury or death of the child.

Even though a child may be within the age group for which an ATV is recommended, he or she may not have the skills, abilities, or judgment needed to operate the ATV safely and may be involved in a serious accident.

HOW TO AVOID THE HAZARD

A child under 16 should never operate an ATV with engine size greater than 90 cc.

A child under 12 should never operate an ATV with engine size 70 cc through 90 cc. Never allow a child under age 16 to operate an ATV without adult supervision and never allow continued use of the ATV by a child if he or she does not have the abilities to operate it safely.

No. 3

! WARNING

[illustration]

POTENTIAL HAZARD

Carrying a passenger on this ATV.

WHAT CAN HAPPEN

Greatly reduces your ability to balance and control this ATV.

Could cause an accident, resulting in harm to you and/or your passenger.

HOW TO AVOID THE HAZARD

Never carry a passenger. The long seat is to allow the operator to shift position as needed during operation. It is not for carrying passengers.

No. 4

! WARNING

[illustration].

POTENTIAL HAZARD

Operating this ATV on paved surfaces.

WHAT CAN HAPPEN

The ATV's tires are designed for off-road use only, not for use on pavement. Paved surfaces may seriously affect handling and control of the ATV, and may cause the vehicle to go out of control.

HOW TO AVOID THE HAZARD

Never operate the ATV on any paved surfaces, including sidewalks, driveways, parking lots and streets.

No. 5

! WARNING

[illustration]

POTENTIAL HAZARD

Operating this ATV on public streets, roads or highways.

WHAT CAN HAPPEN

You can collide with another vehicle.

HOW TO AVOID THE HAZARD

Never operate this ATV on any public street, road or highway, even a dirt or gravel one.

In many states it is illegal to operate ATVs on public streets, roads and highways.

No. 6

! WARNING

[illustration]

POTENTIAL HAZARD

Operating this ATV without wearing an approved motorcycle helmet, eye protection and protective clothing.

WHAT CAN HAPPEN

Operating without an approved motorcycle helmet increases your chances of a severe head injury or death in the event of an accident.

Operating without eye protection can result in an accident and increases your chances of a severe injury in the event of an accident.

Operating without protective clothing increases your chances of severe injury in the event of an accident.

HOW TO AVOID THE HAZARD

Always wear an approved motorcycle helmet that fits properly.

You should also wear:

- eye protection (goggles or face shield)
- gloves
- boots
- long-sleeved shirt or jacket
- long pants.

No. 7

! WARNING

POTENTIAL HAZARD

Operating this ATV after consuming alcohol or drugs.

WHAT CAN HAPPEN

Could seriously affect your judgment.

Could cause you to react more slowly.

Could affect your balance and perception.

Could result in an accident.

HOW TO AVOID THE HAZARD

Never consume alcohol or drugs before or while driving this
ATV.

No. 8

! WARNING

POTENTIAL HAZARD

Operating this ATV at excessive speeds.

WHAT CAN HAPPEN

Increases your chances of losing control of the ATV, which can result in an accident.

HOW TO AVOID THE HAZARD

Always go at a speed that is proper for the terrain, visibility and operating conditions, and your experience.

No. 9

! WARNING

[illustration]

POTENTIAL HAZARD

Attempting wheelies, jumps, and other stunts.

WHAT CAN HAPPEN

Increases the chance of an accident, including an overturn.

HOW TO AVOID THE HAZARD

Never attempt stunts, such as wheelies or jumps. Don't try to show off.

No. 10

! WARNING

POTENTIAL HAZARD

Failure to inspect the ATV before operating.
Failure to properly maintain the ATV.

WHAT CAN HAPPEN

Increases the possibility of an accident or equipment damage.

HOW TO AVOID THE HAZARD

Always inspect your ATV each time you use it to make sure the
ATV is in safe operating condition.

Always follow the inspection and maintenance procedures and
schedules described in the Owner's Manual.

No. 11

! WARNING

POTENTIAL HAZARD

Removing hands from handlebars or feet from footpegs during operation.

WHAT CAN HAPPEN

Removing even one hand or foot can reduce your ability to control the ATV or could cause you to lose your balance and fall off of the ATV. If you remove a foot from a footpeg, your foot or leg may come into contact with the rear wheels, which could injure you or cause an accident.

HOW TO AVOID THE HAZARD

Always keep both hands on the handlebars and both feet on the footpegs of your ATV during operation.

No. 12

! WARNING

[illustration]

POTENTIAL HAZARD

Failure to use extra care when operating this ATV on unfamiliar terrain.

WHAT CAN HAPPEN

You can come upon hidden rocks, bumps, or holes, without enough time to react.

Could result in the ATV overturning or going out of control.

HOW TO AVOID THE HAZARD

Go slowly and be extra careful when operating on unfamiliar terrain.

Always be alert to changing terrain conditions when operating the ATV.

No. 13

! WARNING

[illustration]

POTENTIAL HAZARD

Failure to use extra care when operating on excessively rough, slippery or loose terrain.

WHAT CAN HAPPEN

Could cause loss of traction or vehicle control, which could result in an accident, including an overturn.

HOW TO AVOID THE HAZARD

Do not operate on excessively rough, slippery or loose terrain until you have learned and practiced the skills necessary to control the ATV on such terrain.

Always be especially cautious on these kinds of terrain.

86

No. 14

! WARNING

POTENTIAL HAZARD

Turning improperly.

WHAT CAN HAPPEN

ATV could go out of control, causing a collision or overturn.

HOW TO AVOID THE HAZARD

Always follow proper procedures for turning as described in the Owner's Manual.

Practice turning at low speeds before attempting to turn at faster speeds.

Do not turn at excessive speed.

No. 15

! WARNING

POTENTIAL HAZARD

Operating on excessively steep hills.

WHAT CAN HAPPEN

The vehicle can overturn more easily on extremely steep hills than on level surfaces or small hills.

HOW TO AVOID THE HAZARD

Never operate the ATV on hills too steep for the ATV or for your abilities.

Practice on smaller hills before attempting larger hills.

No. 16

! WARNING

[illustration]

POTENTIAL HAZARD

Climbing hills improperly.

WHAT CAN HAPPEN

Could cause loss of control or cause ATV to overturn.

HOW TO AVOID THE HAZARD

Always follow proper procedures for climbing hills as described in the Owner's Manual.

Always check the terrain carefully before you start up any hill.

Never climb hills with excessively slippery or loose surfaces.

Shift your weight forward.

Never open the throttle suddenly or make sudden gear changes. The ATV could flip over backwards.

Never go over the top of any hill at high speed. An obstacle, a sharp drop, or another vehicle or person could be on the other side of the hill.

No. 17

! WARNING

[illustration]

POTENTIAL HAZARD

Going down a hill improperly.

WHAT CAN HAPPEN

Could cause loss of control or cause ATV to overturn.

HOW TO AVOID THE HAZARD

Always follow proper procedures for going down hills as described in the Owner's Manual. Note: a special technique is required when braking as you go down a hill.

Always check the terrain carefully before you start down any hill.

Shift your weight backward.

Never go down a hill at high speed.

Avoid going down a hill at an angle that would cause the vehicle to lean sharply to one side. Go straight down the hill where possible.

! WARNING

[illustration]

POTENTIAL HAZARD

Improperly crossing hills or turning on hills.

WHAT CAN HAPPEN

Could cause loss of control or cause ATV to overturn.

HOW TO AVOID THE HAZARD

Never attempt to turn the ATV around on any hill until you have mastered the turning technique as described in the Owner's Manual on level ground. Be very careful when turning on any hill.

Avoid crossing the side of a steep hill if possible.

When crossing the side of a hill:

Always follow proper procedures as described in the Owner's Manual.

Avoid hills with excessively slippery or loose surfaces.

Shift your weight to the uphill side of the ATV.

No. 19

! WARNING

[illustration]

POTENTIAL HAZARD

Stalling, rolling backwards or improperly dismounting while climbing a hill.

WHAT CAN HAPPEN

Could result in ATV overturning.

HOW TO AVOID THE HAZARD

Use proper gear and maintain steady speed when climbing a hill.

If you lose all forward speed:

Keep weight uphill.

Apply the brakes.

Lock parking brake, after you are stopped.

If you begin rolling backwards:

Keep weight uphill.

Never apply the rear brake while rolling backwards.

Apply the front brake.*

When fully stopped, apply rear brake as well, and then lock parking brake.

Dismount on uphill side or to a side if pointed straight uphill.

Turn the ATV around and remount, following the procedure described in the Owner's Manual.

*to be further amplified by companies which have models without a front brake or with single-lever brakes.

No. 20

! WARNING

POTENTIAL HAZARD

Improperly operating over obstacles.

WHAT CAN HAPPEN

Could cause loss of control or a collision. Could cause the ATV to overturn.

HOW TO AVOID THE HAZARD

Before operating in a new area, check for obstacles.

Never attempt to ride over large obstacles, such as large rocks or fallen trees.

When you go over obstacles, always follow proper procedures as described in the Owner's Manual.

No. 21

! WARNING

POTENTIAL HAZARD

Skidding or sliding improperly.

WHAT CAN HAPPEN

You may lose control of this ATV.

You may also regain traction unexpectedly, which may cause the ATV to overturn.

HOW TO AVOID THE HAZARD

Learn to safely control skidding or sliding by practicing at low speeds and on level, smooth terrain.

On extremely slippery surfaces, such as ice, go slowly and be very cautious in order to reduce the chance of skidding or sliding out of control.

No. 22

! WARNING

POTENTIAL HAZARD

Operating this ATV through deep or fast flowing water.

WHAT CAN HAPPEN

Tires may float, causing loss of traction and loss of control, which could lead to an accident.

HOW TO AVOID THE HAZARD

Never operate this ATV in fast flowing water or in water deeper than that specified in your Owner's Manual.

Remember that wet brakes may have reduced stopping ability. Test your brakes after leaving water. If necessary, apply them several times to let friction dry out the linings.

No. 23

! WARNING

POTENTIAL HAZARD

Improperly operating in reverse.

WHAT CAN HAPPEN

You could hit an obstacle or person behind you, resulting in serious injury.

HOW TO AVOID THE HAZARD

When you select reverse gear, make sure there are no obstacles or people behind you. When it is safe to proceed, go slowly.

No. 24

! WARNING

POTENTIAL HAZARD

Operating this ATV with improper tires, or with improper or uneven tire pressure.

WHAT CAN HAPPEN

Use of improper tires on this ATV, or operation of this ATV with improper or uneven tire pressure, may cause loss of control, increasing your risk of an accident.

HOW TO AVOID THE HAZARD

Always use the size and type tires specified in the Owner's Manual for this vehicle.

Always maintain proper tire pressure as described in the Owner's Manual.

No. 25

! WARNING

POTENTIAL HAZARD

Operating this ATV with improper modifications.

WHAT CAN HAPPEN

Improper installation of accessories or modification of this vehicle may cause changes in handling which in some situations could lead to an accident.

HOW TO AVOID THE HAZARD

Never modify this ATV through improper installation or use of accessories. All parts and accessories added to this vehicle should be genuine (ATV Company) or equivalent components designed for use on this ATV and should be installed and used according to instructions. If you have questions, consult an authorized ATV dealer.

No. 26

! WARNING

POTENTIAL HAZARD

Overloading this ATV or carrying or towing cargo improperly.

WHAT CAN HAPPEN

Could cause changes in vehicle handling which could lead to an accident.

HOW TO AVOID THE HAZARD

Never exceed the stated load capacity for this ATV.

Cargo should be properly distributed and securely attached.

Reduce speed when carrying cargo or pulling a trailer. Allow greater distance for braking.

Always follow the instructions in your Owner's Manual for carrying cargo or pulling a trailer.

Appendix G

AN ATV IS NOT A TOY AND CAN BE HAZARDOUS TO OPERATE. An ATV handles differently from other vehicles including motorcycles and cars. A collision or rollover can occur quickly, even during routine maneuvers such as turning and driving on hills or over obstacles, if you fail to take proper precautions.

SEVERE INJURY OR DEATH can result if you do not follow these instructions:

- o Read this manual and all labels carefully and follow the operating procedures described.
- o Never operate an ATV without proper instruction. Take a training course. Beginners should receive training from a certified instructor. Contact an authorized ATV dealer or call 1-800-447-4700 to find out about the training courses nearest you.
- o Always follow these age recommendations:
 - A child under 12 years old should never operate an ATV with engine size 70 cc or greater.
 - A child under 16 years old should never operate an ATV with engine size greater than 90 cc.
- o Never allow a child under age 16 to operate an ATV without adult supervision, and never allow continued use of an ATV by a child if he or she does not have the abilities to operate it safely.
- o Never carry a passenger on an ATV.
- o Never operate an ATV on any paved surfaces, including sidewalks, driveways, parking lots and streets.
- o Never operate an ATV on any public street, road or highway, even a dirt or gravel one.
- o Never operate an ATV without wearing an approved motorcycle helmet that fits properly. You should also wear eye protection (goggles or face shield), gloves, boots, long-sleeved shirt or jacket, and long pants.
- o Never consume alcohol or drugs before or while operating this ATV.

- o Never operate at excessive speeds. Always go at a speed that is proper for the terrain, visibility and operating conditions, and your experience.
- o Never attempt wheelies, jumps, or other stunts.
- o Always inspect your ATV each time you use it to make sure it is in safe operating condition. Always follow the inspection and maintenance procedures and schedules described in this manual.
- o Always keep both hands on the handlebars and both feet on the footpegs of the ATV during operation.
- o Always go slowly and be extra careful when operating on unfamiliar terrain. Always be alert to changing terrain conditions when operating the ATV.
- o Never operate on excessively rough, slippery or loose terrain until you have learned and practiced the skills necessary to control the ATV on such terrain. Always be especially cautious on these kinds of terrain.
- o Always follow proper procedures for turning as described in this manual. Practice turning at low speeds before attempting to turn at faster speeds. Do not turn at excessive speed.
- o Never operate the ATV on hills too steep for the ATV or for your abilities. Practice on smaller hills before attempting larger hills.
- o Always follow proper procedures for climbing hills as described in this manual. Check the terrain carefully before you start up any hill. Never climb hills with excessively slippery or loose surfaces. Shift your weight forward. Never open the throttle suddenly or make sudden gear changes. Never go over the top of any hill at high speed.
- o Always follow proper procedures for going down hills and for braking on hills as described in this manual. Check the terrain carefully before you start down any hill. Shift your weight backward. Never go down a hill at high speed. Avoid going down a hill at an angle that would cause the vehicle to lean sharply to one side. Go straight down the hill where possible.

- o Always follow proper procedures for crossing the side of a hill as described in this manual. Avoid hills with excessively slippery or loose surfaces. Shift your weight to the uphill side of the ATV. Never attempt to turn the ATV around on any hill until you have mastered the turning technique described in this manual on level ground. Avoid crossing the side of a steep hill if possible.
- o Always use proper procedures if you stall or roll backwards when climbing a hill. To avoid stalling, use proper gear and maintain a steady speed when climbing a hill. If you stall or roll backwards, follow the special procedure for braking described in this manual. Dismount on the uphill side or to a side if pointed straight uphill. Turn the ATV around and remount, following the procedure described in this manual.
- o Always check for obstacles before operating in a new area. Never attempt to operate over large obstacles, such as large rocks or fallen trees. Always follow proper procedures when operating over obstacles as described in this manual.
- o Always be careful when skidding or sliding. Learn to safely control skidding or sliding by practicing at low speeds and on level, smooth terrain. On extremely slippery surfaces, such as ice, go slowly and be very cautious in order to reduce the chance of skidding or sliding out of control.
- o Never operate an ATV in fast flowing water or in water deeper than that specified in this manual. Remember that wet brakes may have reduced stopping ability. Test your brakes after leaving water. If necessary, apply them several times to let friction dry out the linings.
- o Always be sure there are no obstacles or people behind you when you operate in reverse. When it is safe to proceed in reverse, go slowly.

- o Always use the size and type tires specified in this manual. Always maintain proper tire pressure as described in this manual.
- o Never modify an ATV through improper installation or use of accessories.
- o Never exceed the stated load capacity for an ATV. Cargo should be properly distributed and securely attached. Reduce speed and follow instructions in this manual for carrying cargo or pulling a trailer. Allow greater distance for braking.

FOR MORE INFORMATION ABOUT ATV SAFETY, call the Consumer Product Safety Commission at 1-800-638-2772, or the ATV Distributors' Safety Hotline at 1-800-447-4700.

Appendix H

GUIDELINES FOR WARNING AND CAUTION STATEMENTS IN OWNER'S MANUALS

I. SCOPE

For purposes of these Guidelines, the term "warning" shall refer to a statement about a potential hazard which could result in a serious injury or death, and the term "caution" shall refer to a statement about a potential hazard which may result in minor or moderate personal injury or in damage to the ATV.

II. MANDATORY WARNINGS

The warnings to be contained in each owner's manual pursuant to paragraph H.2.b.(2) of the final consent decree shall conform to the following requirements:

A. Content: The warnings shall have, at a minimum, substantially the same content as the warnings and corresponding illustrations contained in the manual supplement described at paragraph H.2.a of the final consent decree, with the exception that the headings of the warnings ("POTENTIAL HAZARD," "WHAT CAN HAPPEN," "HOW TO AVOID THE HAZARD") may be omitted.

B. Format

1. The SAE safety alert symbol shall precede the signal word on a single line, which shall be separated from the text by a horizontal line;

2. The warning or caution statement -- including all elements except any illustration -- shall be completely framed with a margin of white space inside a black line forming a rectangle, so as to isolate the statement from the narrative text of the manual;

3. The hazard statement shall appear first in the text of the warning or caution, followed by the consequences statement, and concluded by the avoidance statement; and

4. A line of space shall separate the hazard statement from the consequence statement. A line of space shall separate the consequence statement from the avoidance statement.

C. Color Scheme And Letter Typeface: The warnings shall comply with the color scheme and letter typeface requirements for the warnings contained in the manual supplement.

D. Letter Size: The size of the safety alert symbol and signal word shall be 50% greater than the size of the typeface of the text of the warning.

E. Placement

1. Each warning shall be placed such that it clearly relates to the relevant narrative text.

2. Each warning shall be placed such that it appears entirely on a single page. No warning shall be split between two pages; and

3. Corresponding illustrations shall appear adjacent to the warning, on the same page or on the facing page.

III. DISCRETIONARY WARNING AND CAUTION STATEMENTS

A. Content

Any "warning" included in a manual, other than the mandatory warnings, and any "caution," other than a "caution"

that relates principally to damage to the vehicle, included in a manual shall contain the following elements:

1. The Society of Automotive Engineers (SAE) safety alert symbol and the signal word "WARNING" or "CAUTION" in capital letters;
2. A concise, unambiguous narrative statement of the potential hazard being warned about ("the hazard statement");
3. A concise, unambiguous narrative description of the consequences if the potential hazard is encountered ("the consequence statement");
4. A concise, unambiguous narrative description of what to do to avoid the potential hazard ("the avoidance statement");
5. Where a potential hazard has more than one consequence, the warning shall include, for each consequence, a description of the consequence, immediately followed by a description of what to do to avoid the potential hazard.

B. Readability Level: To the extent feasible, each "warning" and "caution" shall be written in plain, simple terms so as to be readily comprehended by the average seventh grader, as measured by a standard technique for assessing the readability of written materials.

C. Format

1. The SAE safety alert symbol shall precede the signal word on a single line, which shall be separated from the text by a horizontal line;

2. The warning or caution statement -- including all elements -- shall be completely framed with a margin of white space inside a black line forming a rectangle, so as to isolate the statement from the narrative text of the manual; and

3. The hazard statement shall appear first in the text of the warning or caution, followed by the consequences statement, and concluded by the avoidance statement.

D. Color Scheme

1. Warning Statements

a. The SAE safety alert symbol and signal word shall be on a black background; the signal word shall be in white lettering; the SAE safety alert symbol shall be a white triangle (point up) with a black exclamation mark;

b. The text of the warnings shall be printed in black ink on white paper.

2. Caution Statements

a. The SAE safety alert symbol and signal word shall be on a white background; the signal word shall be in black lettering; the SAE safety alert symbol shall be a black triangle (point up) with a white exclamation mark;

b. The text of the caution statement shall be printed in black ink on white paper.

E. Letter Typeface And Size

1. The typeface of the text of the warning or caution shall in no event be script, but shall be either Helvetica Bold or New Gothic Bold type font, or a substantially similar font;

2. The typeface shall be bold face sans serif;

3. The size of the safety alert symbol and signal word shall be 50% greater than the size of the typeface of the text of the warning or caution.

F. Placement

1. Each warning or caution shall be placed such that it clearly relates to the relevant narrative text;

2. Each warning or caution shall be placed such that it appears entirely on a single page. No warning or caution shall be split between two pages; and

3. Any photograph, sketch or pictograph that illustrates a warning or caution shall appear adjacent to the warning or caution, on the same page or on the facing page.

G. Illustrations Of Hazards

1. Where a person is depicted operating an ATV, the person shall be shown wearing an approved motorcycle helmet, eye protection, gloves, boots, long trousers and a long-sleeved shirt or jacket.

2. For manuals for adult-sized ATVs, where a person is depicted, the person shall not appear to be younger than 16 years old.

3. For manuals for child-sized ATVs, where a person is depicted, the person shall not appear to be younger than the recommended age for that ATV.

4. Any photograph, sketch or pictograph that illustrates an inappropriate practice or hazardous condition shall clearly indicate, with a diagonal slash or otherwise, that the practice or condition is inappropriate or hazardous.

Appendix I

GUIDELINES FOR POINT-OF-PURCHASE SAFETY MATERIALS

I. SCOPE

These guidelines shall apply to all point-of-purchase safety materials as defined in paragraph H.3.b.(1) of the final consent decree including, but not limited to, all printed materials (such as hang tags, posters, brochures, and retail display items) and all communications via the electronic media (such as videos).

II. GUIDELINES

A. General Provisions

1. Point-of-purchase safety materials shall not be inconsistent with other safety-related messages disseminated by defendants, including those contained in warning labels, owners' manuals, advertising and promotional materials, and the ATV Safety Alert.

2. Point-of Purchase safety materials that describe operating or practice techniques shall not be inconsistent with the curriculum of the training program described at paragraph K.2 of the final consent decree.

3. Point-of-purchase safety materials shall represent affirmatively the age recommendations applicable to any ATV model depicted or specifically referred to, or that is part of a class or group of ATV models referred to, in the materials.

4. Subject to the following exceptions, point-of-purchase safety materials shall be consistent with the Visual and Copy Guidelines for Advertising and Promotional Materials at Section II of Appendix K.

a. Notwithstanding Section II A.2., point-of-purchase safety materials may portray a use or activity that requires substantial experience or advanced skills, so long as, in conjunction with any such description or depiction, such materials state that the use or activity requires substantial experience or advanced skills.

b. Notwithstanding Section II. D. 3. and 4. and Section II.I, point-of-purchase safety materials may describe inappropriate behavior, so long as, in conjunction with any such description or depiction, such materials (i) state that inappropriate behavior is being depicted; and (ii) describe or depict the appropriate behavior.

5. To the extent feasible, point-of-purchase safety materials shall be written or stated in plain, simple language so as to be readily comprehended by the average seventh grader, as measured by a standard technique for assessing the readability of written materials.

6. When discussed in any point-of-purchase safety materials, other than hang tags, the ATV Safety Alert, and the safety poster, certain messages from the general warning label described at paragraph I.1.a.(1)(a) of the final consent decree shall be further explained as set forth below and in the following order:

a. The importance of carefully reading the owner's manual and all labels before operating, and the

importance of heeding all warnings and instructions contained in those materials.

b. Proper instruction and practice are important because ATVs handle differently from other vehicles such as motorcycles and cars.

c. Information about the availability of the training course described in paragraph K of the final consent decree, including information about who is eligible to take the course at no additional charge and information about the incentive offered.

7. Any point-of-purchase safety materials specifically concerning ATVs with engine size 90 cc or less shall communicate the following message:

Even though a child is of the recommended age to operate a particular size ATV, not all children have the strength, skills or judgment needed to operate an ATV safely, and parents should, therefore, supervise their child's operation of the ATV at all times and should permit continued use only if they determine that their child has the ability and judgment to operate the ATV safely.

B. Hang Tags: Hang tags shall conform to the following criteria:

1. Size: Every hang tag shall be at least 4 by 6 inches.

2. Content: At a minimum, every hang tag shall contain the following:

a. The contents of the general warning label described at paragraph H.1.a.(1)(a) of the final consent decree, with the further explanation set forth at paragraph II.A.7. of these Guidelines, if applicable.

b. The following statement --

"This hang tag is not to be removed before sale."

c. The following statement --

"Check with your dealer to find out about state or local laws regarding ATV operation."

d. The hang tag for every adult-sized ATV intended for operators 16 years and older who have advanced skills and substantial experience shall contain a statement to that effect.

e. The hang tag for every adult-sized ATV intended for sport or competition shall contain a statement to that effect.

3. Attachment: Every hang tag shall be attached to the ATV in such a manner as to be conspicuous and removable only with deliberate effort.

C. Safety Video: The safety video shall conform to the following criteria:

1. General Design: The safety video shall be designed to communicate to an audience consisting of prospective ATV purchasers and users, including children between the ages of 12 and 16 and their parents.

2. Title: The title shall indicate that the video provides safety information concerning ATV operation.

3. Content: The safety video shall communicate the following:

a. The contents of general hazard warning label described at paragraph H.1.a.(1)(a) of the final consent decree, with the messages further explaining the label as set forth at paragraph II.A.6. of these Guidelines.

b. The concept that a person operating an ATV should know his or her limitations and not attempt to perform any maneuver or traverse any terrain if performing the maneuver or operating on the terrain is beyond that person's capabilities and experience;

c. The importance of practicing and gradually progressing from basic to more complex maneuvers;

d. The importance of keeping alert at all times, and the concept that even a brief distraction can lead to loss of control resulting in a fatal or severe accident.

4. Dramatizations: All dramatizations designed to communicate any of the concepts set forth in the preceding subparagraph shall be unambiguous. To avoid ambiguity and ensure clarity, dramatizations shall:

a. In the case of dramatizations that show an accident occurring, averted or about to occur, the video shall contain no intervening events that detract from communication of the hazard (for example, the presence of an obstacle on a paved surface when communicating the hazard of operating on a paved

surface, or a person running in front of an ATV when communicating the hazard of carrying passengers);

b. In the case of dramatizations that show either the conduct, terrain or maneuvers that a person should avoid, or the conduct that a person should observe, the video shall also unequivocally state the relevant safety message, either verbally by means of lines spoken by a screen character or narrator, in written form, or both.

Appendix J

[Company letterhead or logo]

ATV SAFETY ALERT

The Consumer Product Safety Commission has concluded that ALL-TERRAIN VEHICLES (ATVs) may present a risk of DEATH or SEVERE INJURY in certain circumstances. While accidents may occur for many reasons:

- *** Over _____ people, including many children, have died in accidents associated with ATVs since [five years prior to publication].
- *** Many people have become severely paralyzed or suffered severe internal injuries as a result of accidents associated with ATVs.
- *** Every month thousands of people are treated in hospital emergency rooms for injuries received while riding an ATV.

You should be aware that AN ATV IS NOT A TOY AND CAN BE HAZARDOUS TO OPERATE. An ATV handles differently from other vehicles, including motorcycles and cars. A collision or rollover can occur quickly, even during routine maneuvers such as turning and driving on hills and over obstacles, if you fail to take proper precautions.

TO AVOID DEATH OR SEVERE PERSONAL INJURY:

- o ALWAYS READ THE OWNER'S MANUAL CAREFULLY AND FOLLOW THE OPERATING PROCEDURES DESCRIBED. PAY SPECIAL ATTENTION TO THE WARNINGS CONTAINED IN THE MANUAL AND ON ALL LABELS.
- o NEVER OPERATE AN ATV WITHOUT PROPER INSTRUCTION. TAKE A TRAINING COURSE. BEGINNERS SHOULD COMPLETE THE TRAINING COURSE DESCRIBED BELOW.
- o ALWAYS FOLLOW THESE AGE RECOMMENDATIONS:
 - A CHILD UNDER 12 YEARS OLD SHOULD NEVER OPERATE AN ATV WITH ENGINE SIZE 70 CC OR GREATER.
 - A CHILD UNDER 16 YEARS OLD SHOULD NEVER OPERATE AN ATV WITH ENGINE SIZE GREATER THAN 90 CC.

- **NEVER ALLOW A CHILD UNDER 16 YEARS OLD TO OPERATE AN ATV WITHOUT ADULT SUPERVISION. CHILDREN NEED TO BE OBSERVED CAREFULLY BECAUSE NOT ALL CHILDREN HAVE THE STRENGTH, SIZE, SKILLS OR JUDGMENT NEEDED TO OPERATE AN ATV SAFELY.**
- **NEVER CARRY A PASSENGER ON AN ATV. CARRYING A PASSENGER MAY UPSET THE BALANCE OF THE ATV AND MAY CAUSE IT TO GO OUT OF CONTROL.**
- **NEVER OPERATE AN ATV ON PAVEMENT. THE VEHICLE IS NOT DESIGNED TO BE USED ON PAVED SURFACES AND MAY BE DIFFICULT TO CONTROL.**
- **NEVER OPERATE AN ATV ON A PUBLIC ROAD, EVEN A DIRT OR GRAVEL ONE, BECAUSE YOU MAY NOT BE ABLE TO AVOID COLLIDING WITH OTHER VEHICLES. ALSO, OPERATING AN ATV ON A PUBLIC ROAD MAY BE AGAINST THE LAW.**
- **NEVER OPERATE AN ATV WITHOUT AN APPROVED MOTORCYCLE HELMET, EYE PROTECTION, BOOTS, GLOVES, LONG PANTS AND A LONG-SLEEVED SHIRT OR JACKET.**
- **NEVER CONSUME ALCOHOL OR DRUGS BEFORE OR WHILE OPERATING AN ATV.**
- **NEVER OPERATE AN ATV AT EXCESSIVE SPEEDS. GO AT A SPEED WHICH IS PROPER FOR THE TERRAIN, VISIBILITY CONDITIONS, AND YOUR EXPERIENCE.**
- **NEVER ATTEMPT TO DO WHEELIES, JUMPS OR OTHER STUNTS.**
- **ALWAYS BE CAREFUL WHEN OPERATING AN ATV, ESPECIALLY WHEN APPROACHING HILLS, TURNS, AND OBSTACLES AND WHEN OPERATING ON UNFAMILIAR OR ROUGH TERRAIN.**
- **NEVER LEND YOUR ATV TO ANYONE WHO HAS NOT TAKEN A TRAINING COURSE OR HAS NOT BEEN DRIVING AN ATV FOR AT LEAST A YEAR.**

TRAINING COURSE

Anyone who purchased a new ATV after December 30, 1986, and everyone in the purchaser's immediate family who is within the recommended age group for the ATV purchased, is entitled to take a training course at no additional charge. Others can take the training course for a small fee. Individuals who purchased a new ATV after _____, 1988, will be entitled to a \$ 100 U.S. Savings Bond [or] [,] \$ 50 cash [or a merchandise certificate] upon completing the course. Limit one rebate per ATV purchased. Ask an authorized dealer for the details or call 1-800-447-4700 for training information.

FOR MORE INFORMATION ABOUT ATV SAFETY, CALL THE CONSUMER PRODUCT SAFETY COMMISSION AT 1-800-638-2772, OR THE ATV DISTRIBUTORS' SAFETY HOTLINE AT 1-800-447-4700.

Appendix K

GUIDELINES FOR ADVERTISING AND PROMOTIONAL MATERIALS

I. SCOPE

These guidelines shall apply to all promotional communications to consumers to promote the sale of all-terrain vehicles ("ATVs"), including promotion in electronic media (e.g., television, video and radio) and in print (e.g., magazines, newspaper, posters, brochures, billboards and mail).

II. VISUAL AND COPY GUIDELINES

The visual presentation and written and spoken content of all advertising shall conform to the following guidelines:

A. General provisions

1. Advertisements shall not appear in magazines designated by Standard Rate and Data Service, Inc. as youth, children's or comics and comic techniques magazines or within or adjacent to (i.e., immediately preceding or following) any television program whose audience is projected to be composed of one third or more of children less than 16 years old.
2. Advertisements shall not portray a use or activity that requires substantial experience or advanced skills, except as provided in paragraphs II.H.4 and 5.
3. Advertisements shall not represent, directly or by implication, that a use of an ATV which is not possible is in fact possible.
4. Advertisements shall be consistent with all safety messages, including those in warning labels, hanging tags, owners' manuals, and the "ATV Safety Alert."

- B. Stability: Advertisements shall not state, directly or by implication, that ATVs are stable or steady in all or almost all operational modes or on all or almost all surfaces. This shall not prohibit comparative statements that, based on actual tests or documentation, specific mechanical features make an ATV model demonstrably more stable in operation than other ATV models. This also shall not prohibit accurate statements concerning traction on specific types of terrain.

C. Necessary skills/training

1. Advertisements shall not state, directly or by implication, that ATVs are easy or simple to ride or maneuver or that ATVs can be operated without proper training. This specifically prohibits stating, directly or by implication, that an ATV is a toy. This shall not prohibit statements that specific controls are themselves easy to operate or that specific features are designed for improved operation. For example, statements that "an electric starter makes the vehicle easy to start" are permissible, while statements that the vehicle is easy to ride, or that a novice can simply get on the vehicle and operate it without proper instruction are prohibited.
2. Advertisements shall not depict the operation of ATVs in a manner that is inconsistent with the recommendation for training. For example, if an advertisement depicts an operator being introduced to the controls, the driver shall be depicted on flat terrain free of obstacles and shall not be shown doing turns, except gradual turns.

D. Terrain:

1. Advertisements shall not state, directly or by implication, that ATVs are able to go anywhere or that they have an unlimited or almost unlimited ability to operate on different kinds of terrain. This does not require that any names used to refer to ATVs be changed.
2. Difficult terrain
 - a. Advertisements shall not state, directly or by implication, that an operator may safely negotiate difficult terrain, such as steep hills or hills with bumpy or slippery surfaces, without substantial experience or advanced skills.
 - b. Advertisements shall not depict operators traversing slopes other than gradual slopes, or negotiating steep hills, hills with large bumps or ruts, or with slippery surfaces where the vehicle's traction may be impaired, or other difficult terrain.

3. Off-road use:

- a. Advertisements shall not state, directly or by implication, that it is safe or appropriate to operate an ATV on pavement, roads, streets, or highways.
 - b. Depictions of ATV use shall be limited to trails and other proper riding areas. Advertisements shall not show ATV use on pavement, roads, streets, highways or any area that appears to be paved or to be a public road, street or highway.
4. Advertisements shall not depict an ATV driving through water deeper than the recommended limits for that model and may only depict an ATV crossing water at a slow speed.

E. Age Recommendations:

1. Except for advertisements described in paragraphs III.A.1. and III.A.2.b. and c., advertisements must state the age recommendations applicable to any ATV model that the advertisement depicts or refers to specifically, or that is part of a class or group of ATV models referred to in the advertisement.
 - a. ATVs with engine sizes of 70 cubic centimeter displacement ("cc") up to and including 90 cc may be used only by those aged 12 and older.
 - b. ATVs with engine sizes of greater than 90 cc may be used only by those aged 16 and older.
3. Advertisements shall not state, directly or by implication, that persons who do not meet the applicable age recommendations may or should operate an ATV. For example, this prohibits assertions that ATVs are appropriate for use by everyone, by everyone in the family, or by persons of all ages.

F. Use of children in advertisements:

1. Except as provided in paragraphs II.F.2., all operators and potential operators in all other advertisements must be and appear to be at least 16 years old.

2. Magazine and newspaper advertisements appearing after the end of the public awareness campaign (June 1989) and advertisements used or distributed at the point of purchase may depict operators who are less than 16 years old provided they meet and appear to meet the age recommendations for the ATVs advertised:

- (1) Operators of ATVs with engine sizes of 70 cubic centimeter displacement ("cc") up to and including 90 cc must be and must appear to be at least 12 years old.
- (2) Operators of ATVs with engine sizes greater than 90 cc must be and must appear to be at least 16 years old.

G. Adult Supervision:

1. Any advertisement depicting a child who is or appears to be less than 16 years old, in accordance with paragraph II.F.2., operating an ATV must also depict an adult clearly supervising the child.
2. Except for advertisements described in paragraphs III.A.1. and 2., any advertisement that depicts or refers to (specifically or as part of a class of ATV models) an ATV model which, in accordance with applicable age recommendations, may be operated by a person less than 16 years of age, must state that persons less than 16 years of age always must be supervised by an adult when operating the vehicle.

H. Speed/Racing:

1. Except as provided in paragraph II.H.4. and 5., advertisements shall not state, directly or by implication, that an attribute of an ATV is its speed or that racing an ATV or operating an ATV at a fast speed is safe or appropriate. Statements concerning any ATV's power must be directly related to its use for utility purposes, or consist solely of a description of its mechanical characteristics.

2. Except as provided in paragraph II.H.4. and 5., advertisements shall not depict ATVs being operated at fast speeds or being operated in formal or informal races.
3. These restrictions shall not prohibit defendants from advertising upcoming races as long as the advertisement promotes the race, not the vehicle. This does not prohibit describing the vehicles involved in the race so long as the primary focus and purpose of the advertisement is to attract spectators to the race itself.
4. Advertisements for "sport models" and "competition models", as defined in Guidelines for Point-of-purchase Safety Materials (Appendix I), may state, directly or by implication, that an attribute of the model advertised is its speed or depict ATVs being operated at organized races in: (1) advertisements appearing in race programs distributed at organized races; (2) sales brochures distributed at the dealership, consumer shows, and race events; and (3) rider enthusiast publications.
 - a. Any such advertisements depicting racing must contain the following disclosure in conspicuous and legible type in contrast by typography, layout, or color with other printed material in the advertisement: "Photographed using highly skilled [insert "professional" or "race-sanctioned"] operator under controlled conditions." The disclosure shall appear adjacent to the racing depiction.
 - b. Any photographs must make it clearly evident that the ATVs are actual racing vehicles with professional operators or race-sanctioned amateurs.
5. Any promotional videos depicting scenes from actual organized racing events must conform to the following requirements:
 - a. Any racing scenes that are inconsistent with the provisions of section II. (except paragraphs II.D.2. and 4) will be edited from the tape, except that an ATV's wheels may be shown leaving the

ground during the normal course of racing.

b. The video must contain the following message: "Racing scenes photographed during an organized race involving highly skilled operators under controlled conditions." The message must be delivered orally and visually at both the beginning and end of the video. In addition, the message must be superimposed during race scenes as follows:

1. In racing scenes of five minutes or less, it must be superimposed at the beginning of the scene, and every sixty seconds thereafter. In racing scenes lasting more than five minutes, it must be superimposed at the beginning of the scene and every two minutes thereafter.
2. Each time, it must be superimposed on the screen for ten seconds in legible print, against a contrasting background, and of sufficient size to be clearly read by a person of normal eyesight at normal viewing distance.

I. Stunt Maneuvers and Operator Behavior: Advertisements shall not state, directly or by implication, that any of the following maneuvers or forms of operator behavior are safe or appropriate and shall not depict any of the following maneuvers or forms of operator behavior:

1. Wheelies, jumps, or any other maneuver in which one or more of an ATV's wheels leaves the ground (ATVs must have wheels on the ground at all times, except that wheel(s) may leave the ground slightly and momentarily as part of normal operation);
2. Aggressive or prolonged sliding or skidding [This does not prohibit depictions of an ATV during turns at moderate speed, but highlights or close-ups of wheels spraying dirt, sand, gravel, snow,

or other material are prohibited (except in racing scenes as provided in paragraphs II.H.4. and 5)];

3. Operator inattention, including operator failure to keep his or her eyes on the path ahead or failure to keep both hands on the handlebars;
4. Wild, reckless, or aggressive behavior or dangerous use of ATVs (except that aggressive behavior may be depicted in racing scenes depicted pursuant to paragraphs II.H.4. and 5.);
5. More than one rider on an ATV;
6. Formations of operators grouped too tightly or following too closely for the speed traveled (except for racing scenes as provided in paragraphs II.H.4 and 5);
7. Headlights (where present) not on when the ATV is running (except in racing scenes as provided in paragraphs II.H.4 and 5);
8. Operating without a whip antenna and flag (approximately 8 feet in height) on sand dunes or other similar areas of limited vision (except in racing scenes as provided in paragraphs II.H.4 and 5.)

J. Protective Equipment:

1. a. All operators must wear a helmet, eye protection, gloves, long pants, long-sleeved shirt or jacket, and boots that cover the ankle. If a racer is depicted pursuant to paragraph II.H.4. or 5, the racer must wear full motocross race protective gear.
b. Such apparel must also be worn or clearly visible for any person appearing to be a potential operator.
2. Advertisements shall not state, directly or by implication, that ATV operation without proper use of the safety apparel and other protective equipment discussed in paragraph II.J.1.a. is safe or appropriate.

K. Cargo and Trailers:

1. a. Advertisements shall not state, directly or by implication, that it is safe or appropriate to carry cargo or tow a trailer which exceeds recommended weight limits for an ATV.
- b. Trailers and cargo shall be within recommended weight limits for towing and carrying. Cargo that is within the recommended weight limits shall not give the appearance of being heavier than it actually is.
2. Cargo on racks or in trailers shall always be properly secured and evenly balanced, left to right, and appropriately balanced front to rear. Headlights must not be obscured.
3. Advertisements shall not state, directly or by implication, that heavy loads may be carried or towed up or across steep slopes.

III. SAFETY MESSAGES

- A. Scope: The provisions of this section shall apply to all advertising and promotional materials covered by these guidelines except:
1. Dealer advertising or promotional material which promotes only:
 - a. local dealer sales events;
 - b. model price information; or
 - c. dealership product and location information.
 2. Advertising and promotional materials which:
 - a. depict only an ATV(s) and the manufacturer's name and/or model designation(s) without accompanying text;
 - b. are designed simply to present multiple product lines of the respective companies, including products other than ATVs, without addressing ATV performance in operation or "image" characteristics of individual products; or

- c. are primarily intended to promote company products other than ATVs (e.g., motorcycles, outboard motors, etc.) but which also refer to or depict ATVs as part of the company's product line without addressing ATV performance in operation or "image" characteristics of ATVs.

B. Magazines, Newspapers, and Sales Brochures

- 1. Contents of safety messages in magazines, newspapers, and sales brochures:
 - a. All such advertisements and promotional materials shall contain:
 - i. The age recommendations for each model depicted or referred to (specifically or as part of a class of ATV models).
 - ii. A message similar to the following:

"[Company name] recommends that all ATV riders take a training course. For safety and training information, see your dealer or call SVIA at 1-800-xxx-xxxx."
 - iii. The following warning: "ATVs Can Be Hazardous To Operate."
 - b. In magazines and newspapers, the warning required by paragraph B.1.a.iii shall be followed by the words "For your safety:" and appropriately worded messages addressing at least two of the following "safety tips" on a rotating basis:
 - i. Always wear a helmet, eye protection, and protective clothing;
 - ii. Never ride on paved surfaces or public roads;
 - iii. Never carry passengers;
 - iv. Never engage in stunt driving;
 - v. Riding and alcohol/drugs don't mix;
 - vi. Avoid excessive speeds; and

vii. Be particularly careful on difficult terrain.

c. In sales brochures, the warning required by paragraph B.1.a.iii shall be followed by the words "For your safety:" and appropriately worded messages addressing each of the "safety tips" listed in paragraphs B.1.b.i. through vii.

2. Form of safety messages

a. The safety messages required by paragraphs B.1.a. through c. may appear as part of the advertising copy or may appear as a separate message set apart from the rest of the promotional copy.

b. The safety messages shall appear in conspicuous and legible type in contrast by typography, layout or color with other printed material in the advertisement.

3. An example of the possible text of a warning statement and safety tips message required for magazines and newspapers pursuant to paragraphs B.1.a.iii and B.1.b appears in Attachment 1.

C. Television and Video Promotional Tapes

1. Contents of Safety Messages: All such advertisements and promotional materials shall contain a safety message that states the age recommendations for each model depicted or referred to (specifically or as part of a class of ATV models) and addresses the importance of training.

2. Form of Safety Messages: The safety messages shall be either:

a. verbal; or

b. superimposed on the screen in legible print, against a contrasting background, and of a sufficient size and for a sufficient duration to meet network standards for commercials.

D. Radio: All such advertisements shall include a verbal safety message that states the age recommendations for each model depicted or referred to (specifically or as

part of a class of ATV models) and addresses the importance of training.

E. Posters:

1. All posters intended for distribution to consumers (i.e., not including materials intended solely for use in dealership showrooms or company offices) shall:
 - a. affirmatively represent the age recommendation(s) for the model(s) depicted; and
 - b. contain the warning statement set forth in paragraph B.1.a.iii.
2. The above messages shall appear in conspicuous and legible type in contrast by typography, layout or color with other printed material in the posters.

Attachment to Appendix K

WARNING: ATVS Can Be Hazardous To Operate.
For your safety: Never ride
on paved surfaces or public roads.
Always wear a helmet, eye protection,
and other protective clothing.

(NOT ACTUAL SIZE)

Appendix L

COPY STRATEGY

The objective of the ATV Public Awareness Campaign is to alert owners, users and prospective purchasers of ATVs to the potential hazards and risks associated with ATVs. This would include the possibility of serious, or possibly even fatal, injury if the vehicles are not operated safely and responsibly.

Factors to be included in the copy in support of safe consumer use of ATVs are:

- * Children under 16 should not operate adult-sized machines.
- * Even on children's models, children under 16 need close adult supervision.
- * A helmet and other protective clothing should always be worn when operating an ATV.
- * Beginning and inexperienced riders should take a certified training course.
- * Hilly and difficult terrain require extra caution. (print only)
- * Excessive speed and "stunt" riding increase the risk of having an accident. (print only)
- * Riding with passengers increases the risk of having an accident. (print only)

Tone: Positive and caring.

Appendix M

DESCRIPTION OF PRE-TESTING

A. PURPOSE

To pre-test the television commercials and print advertisements for the public awareness campaign. The executions will be assessed for comprehension of the intended primary copy message as well as specific safety/risk factors included in each execution. In addition, the advertisements will be evaluated on other communication and effectiveness measures that are part of this supplier's normal testing procedure.

B. SUPPLIER

Diagnostic Research, Inc. ("D/R")

C. RESPONDENT QUALIFICATIONS/SAMPLE SELECTION

N = 150

75 ATV owners, users

75 Men, ages 18-49 (at least one-third, ages 18-25)

Interviewing will be conducted in three geographically-dispersed, high category-developed markets. Owners and users will be screened based on whether they have used an ATV in the past three months.

D. METHODOLOGY

Respondents will be recruited by telephone, where necessary only.

One-to-one interviews will be scheduled at central location facilities.

The full standard D/R print and television testing and evaluation procedures will be used.

Each test television commercial will be exposed in the fourth position within a clutter of six other non-competitive commercials executed in the same manner as the test commercial.

Each print advertisement will be exposed within a clutter of 19 other advertisements placed in a portfolio of advertisements commonly found in magazines aimed at the target audience.

Respondents will be asked to recall the commercials or ads.

Respondents will then be asked to state the main ideas in the commercial or advertisement and to state what else the commercial

or ad is trying to convey. Due to the in-clutter exposure, respondents must search their memories. This forces them to process the message before playing it back in more or less their own words.

The test commercial or advertisement is then re-exposed by itself, followed by the same inquiry.

Specific questions cover perceived confusion or elements hard to believe and particular likes and dislikes.

As part of its normal testing procedures, D/R will use appropriate descriptors from its standard list to assess the commercials and advertisements, including such adjectives as "convincing", "dull", "too exaggerated", "informative", "silly", "insulting", "sincere", and "believable".

D/R will also use Image Scan, which is used to measure the level of agreement with specific attributes and image statements that were to have been communicated. At a minimum, specific questions will be asked for the main idea and supporting factors listed below, up to a total of 15 questions.

E. IDEAS TO BE COMMUNICATED

D/R will conduct its evaluation, including comprehension and image scan, of the test commercials and advertisements in light of the main idea that ATVs present the possibility of serious, or possibly even fatal, injury if they are not operated safely and responsibly and in light of the factors that will be used in support, which include:

Children under 16 should not operate adult-sized machines.

Even on children's models, children under 16 need close supervision.

A helmet and other protective clothing should always be worn when operating an ATV.

Beginning and inexperienced riders should take a certified training course.

Hilly and difficult terrain require extra caution. (print only)

Excessive speed and "stunt" riding increase the risk of having an accident. (print only)

Riding with passengers increases the risk of having an accident. (print only)

F. NORMS TO BE USED

The all-commercial norms developed by D/R will be applied to the comprehension of the primary message.

Television:

| | | |
|---|---------------------------|-----|
| * | In-clutter (1st exposure) | 60% |
| * | After 2nd exposure | 72% |

Print:

| | | |
|---|------------------------------|-----|
| * | In-clutter (1st exposure) | 33% |
| * | After 2nd 10 second exposure | 65% |
| * | After full exposure | 68% |