



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Protecting Kids in Cars and Pickup Trucks: Real World Challenges

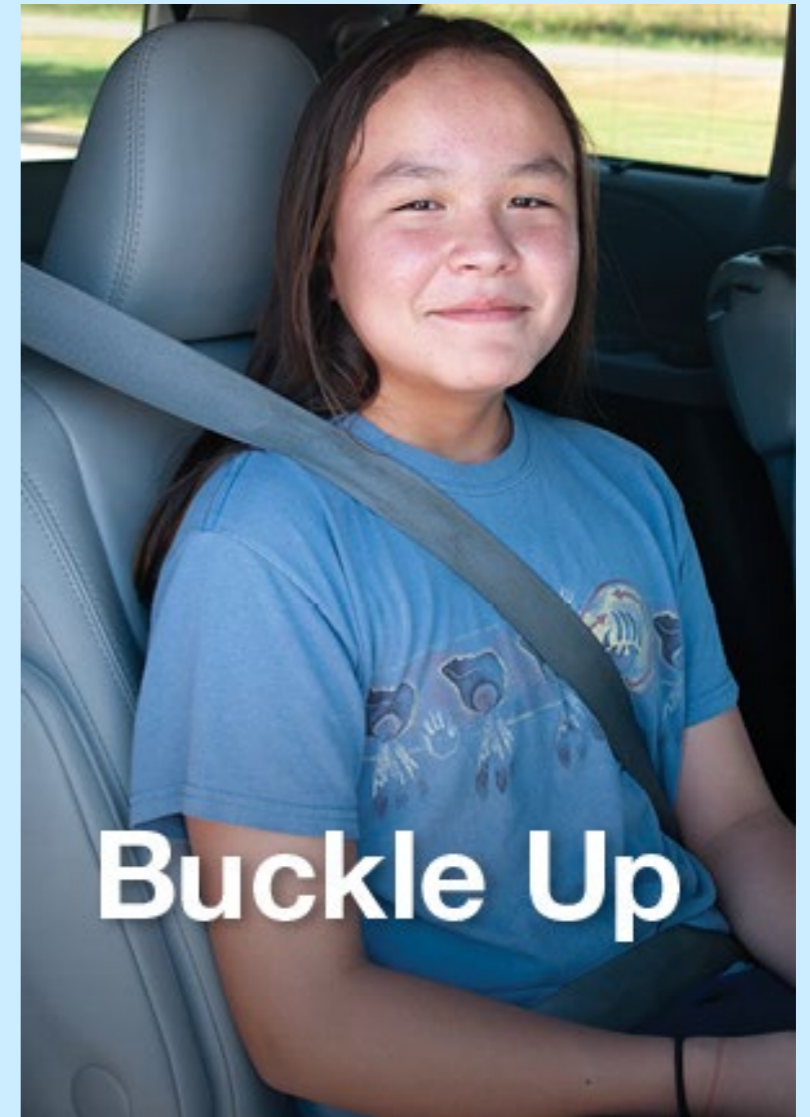
September 25, 2022

Acknowledgements

- Lt. Trooper Anthony Long Soldier
Oglala Sioux Tribe Department of Public Safety
Highway Safety Division
- Jeramie Tubbs, Health Educator
Tricounty Health, Northeast Utah
- Rita Hill, Moderator
National Highway Traffic Safety Administration
Lakewood, Colorado
- Emily Smith & Maggi Gunnels
National Highway Traffic Safety Administration
Washington, DC & Fort Worth, Texas

Special Thanks

- Lawrence Robertson, Director
BIA Indian Highway Safety Program
Albuquerque, New Mexico



Buckle Up



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Save lives, prevent injuries, and reduce economic costs due to road traffic crashes through education, research, safety standards and enforcement activity.

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NHTSA's Mission





Lives Lost in Crashes

(2020)

38,824



People Injured in Crashes

(2020 Estimate)

2,282,015



Police-Reported Crashes

(2020 Estimate)

5,215,837

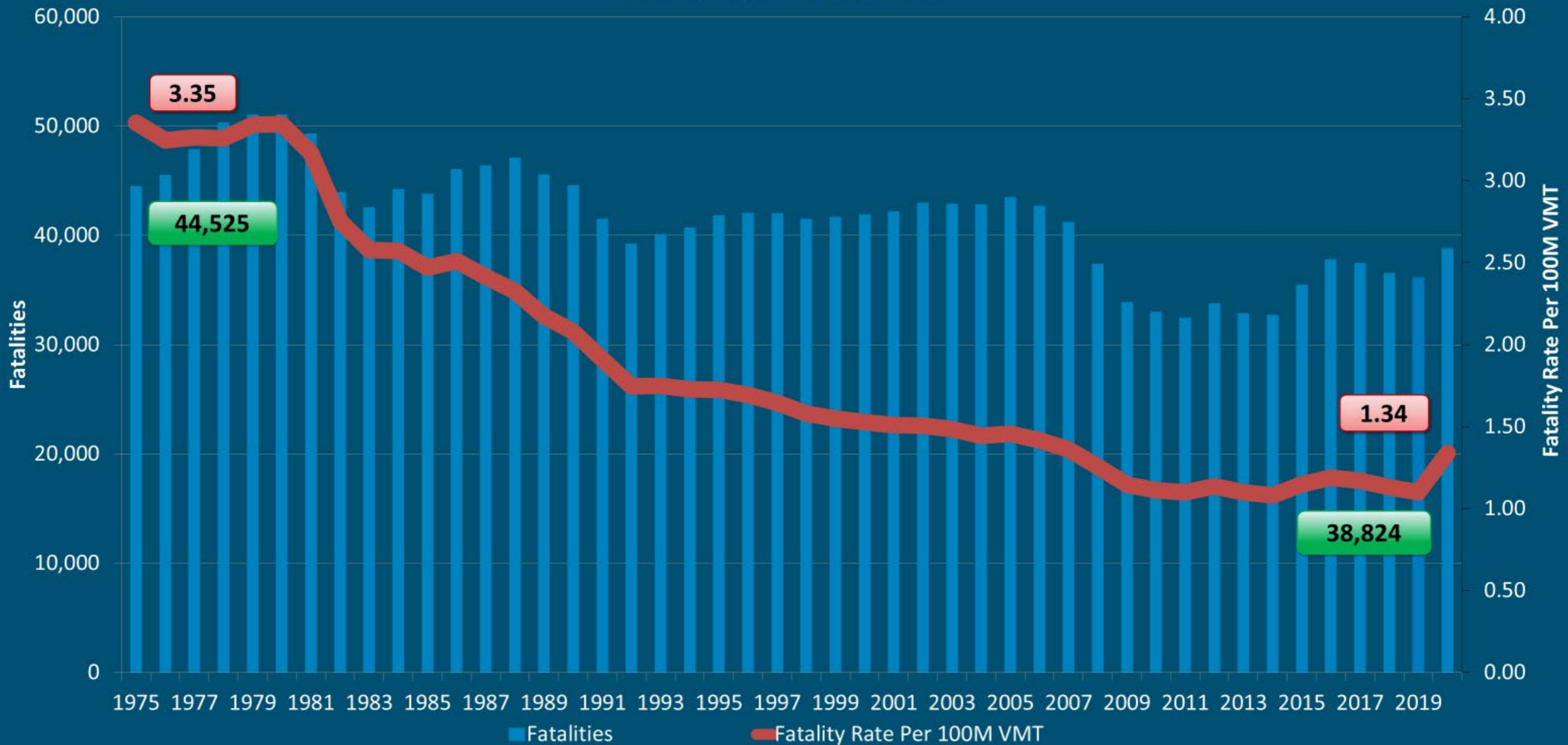


Economic Costs

Of Motor Vehicle Crashes
(2010 Estimate)

\$242 Billion

FATALITIES & FATALITY RATE (PER 100M VMT) 1975-2020



— 2022 —

TRIBAL MOTOR VEHICLE SAFETY SUMMIT

SAVE THE DATE

Nov 1-3, 2022 +

The Tribal Injury Prevention Resource Center (TIPRC)





Pick-Up Trucks: A Safety Snapshot



Emily Smith

National Transportation in Indian County Conference

August 2022

AGENDA

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**National
Snapshot**

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**A Look Ahead:
The Future of
Pick-Ups**

The Top-Selling Vehicles in America

BY STATE, 2020

Vehicle sales may have slowed due to the COVID-19 pandemic and a global chip shortage, but Americans still bought plenty of trucks (and some cars).

TOP VEHICLE MAKES



AK **RAM**
1. RAM
2. F-SERIES
3. SILVERADO

F
3/5

The Ford F-Series dominates sales in the Midwest and is the top selling vehicle in 60% of the U.S.

96%

48/50 states have a truck or SUV as the top selling vehicle in 2020.

ME **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

78%

American manufacturers Ford, Chevrolet, and Ram had the top-selling vehicles in 39/50 states.

WI **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

VT **F-SERIES**
1. F-SERIES
2. RAV4
3. RAM

NH **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAV4

WA **RAV4**
1. RAV4
2. F-SERIES
3. RAM

ID **F-SERIES**
1. F-SERIES
2. RAM
3. SILVERADO

MT **F-SERIES**
1. F-SERIES
2. RAM
3. SILVERADO

ND **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

MN **SILVERADO**
1. SILVERADO
2. F-SERIES
3. RAM

IL **F-SERIES**
1. F-SERIES
2. CRV
3. SILVERADO

MI **F-SERIES**
1. F-SERIES
2. EQUINOX
3. RAM

NY **CRV**
1. CRV
2. RAV4
3. CHEROKEE

MA **RAV4**
1. RAV4
2. CRV
3. F-SERIES

OR **RAV4**
1. RAV4
2. F-SERIES
3. RAM

UT **F-SERIES**
1. F-SERIES
2. RAM
3. SILVERADO

WY **RAM**
1. RAM
2. F-SERIES
3. SILVERADO

SD **F-SERIES**
1. F-SERIES
2. RAM
3. SILVERADO

IA **SILVERADO**
1. SILVERADO
2. F-SERIES
3. RAM

IN **SILVERADO**
1. SILVERADO
2. F-SERIES
3. EQUINOX

OH **F-SERIES**
1. F-SERIES
2. RAM
3. SILVERADO

PA **F-SERIES**
1. F-SERIES
2. RAM
3. CRV

NJ **CRV**
1. CRV
2. CIVIC
3. RAV4

CT **CRV**
1. CRV
2. RAV4
3. FORESTER

RI **RAV4**
1. RAV4
2. CRV
3. F-SERIES

CA **CIVIC**
1. CIVIC
2. RAV4
3. CAMRY

NV **RAM**
1. RAM
2. F-SERIES
3. RAV4

CO **F-SERIES**
1. F-SERIES
2. RAM
3. RAV4

NE **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

MO **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

KY **SILVERADO**
1. SILVERADO
2. F-SERIES
3. RAM

WV **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

VA **F-SERIES**
1. F-SERIES
2. RAV4
3. CRV

MD **RAV4**
1. RAV4
2. F-SERIES
3. CRV

DE **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

AZ **RAM**
1. RAM
2. F-SERIES
3. SILVERADO

NM **F-SERIES**
1. F-SERIES
2. RAM
3. SILVERADO

KS **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

AR **RAM**
1. RAM
2. F-SERIES
3. SILVERADO

TN **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

NC **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

SC **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

DC **RAV4**
1. RAV4
2. CRV
3. FORESTER



California and Florida were the only states with a car as the top selling vehicle in 2020.

HI **TACOMA**
1. TACOMA
2. RUNNER
3. RAV4

OK **F-SERIES**
1. F-SERIES
2. RAM
3. SILVERADO

LA **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

MS **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

AL **F-SERIES**
1. F-SERIES
2. SILVERADO
3. CAMRY

GA **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

TX **F-SERIES**
1. F-SERIES
2. SILVERADO
3. RAM

FL **COROLLA**
1. COROLLA
2. F-SERIES
3. RAV4



Japanese manufacturers Toyota and Honda had the top-selling vehicles along the coastlines in 11 states and D.C.

Source: Edmunds



3. SILVERADO	3. SILVERADO	3. SILVERADO	3. RAM	3. EQUINIX	3. SILVERADO	3. CR-V
NV 1. RAM	CO 1. F-SERIES	NE 1. F-SERIES	MO 1. F-SERIES	KY 1. SILVERADO	WV 1. F-SERIES	VA 1. F-SERIES
2. F-SERIES	2. RAM	2. SILVERADO	2. SILVERADO	2. F-SERIES	2. SILVERADO	2. RAV4
3. RAV4	3. RAV4	3. RAM	3. RAM	3. RAM	3. RAM	3. CR-V
AZ 1. RAM	NM 1. F-SERIES	KS 1. F-SERIES	AR 1. RAM	TN 1. F-SERIES	NC 1. F-SERIES	SC 1. F-SERIES
2. F-SERIES	2. RAM	2. SILVERADO	2. F-SERIES	2. SILVERADO	2. SILVERADO	2. SILVERADO
3. SILVERADO	3. SILVERADO	3. RAM	3. SILVERADO	3. RAM	3. RAM	3. RAM

National Snapshot

- Trucks, specifically the Ford 150 are the highest selling vehicles in America
- In 2021, there were 787,422 F-Series trucks sold in America
- In 2020, the top three best selling vehicles were trucks
- Out of the top twenty best selling vehicles in 2021, six of them are pick-up trucks

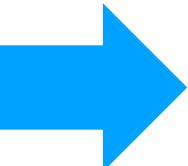
Seatbelt Usage and Crash Data



Seatbelt Usage

Table 6. Seat Belt Use by Occupant and Vehicle Type in Oklahoma
Summer 2021

	Number of Observations	Weighted Estimate (PERCENT)	Standard Error (PERCENT)	Confidence Interval* (PERCENT)
Statewide	36,748	84.4	0.8	+/- 1.6
Occupant Type				
Driver	29,597	83.9	0.9	+/- 1.7
Front Seat Passenger	7,135	86.4	2.2	+/- 4.3
Vehicle Type				
Car/SUV	26,068	86.0	0.6	+/- 1.2
Pickup Truck	10,665	78.3	1.8	+/- 3.5

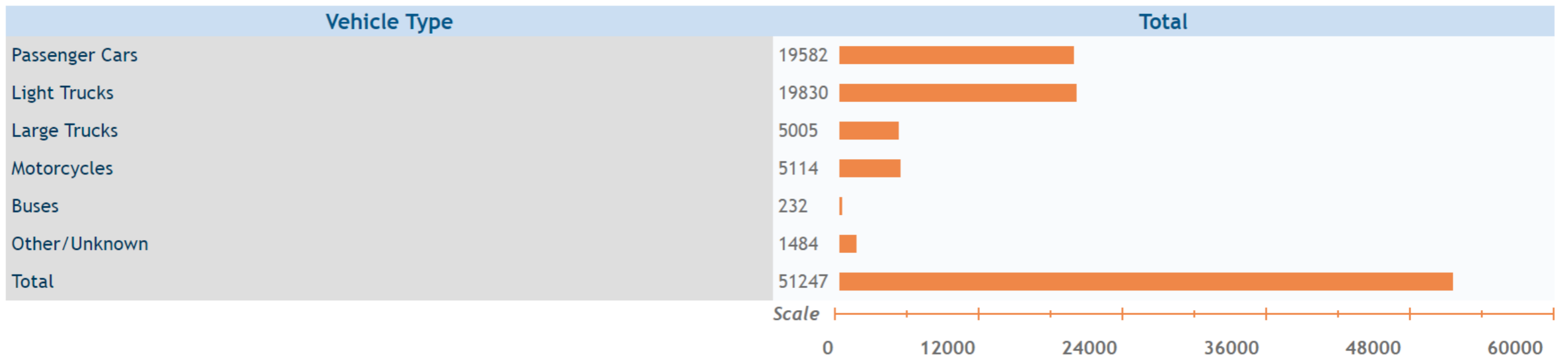


Crash Data

- The data show that there is a higher probability of pick-up trucks being crashed in rural areas, despite passenger cars leading the number of crashes in non-rural areas

Crash Data Across the U.S

2019 Vehicles Involved in Fatal Crashes by Vehicle Type - State : USA, Year : 2019 in USA

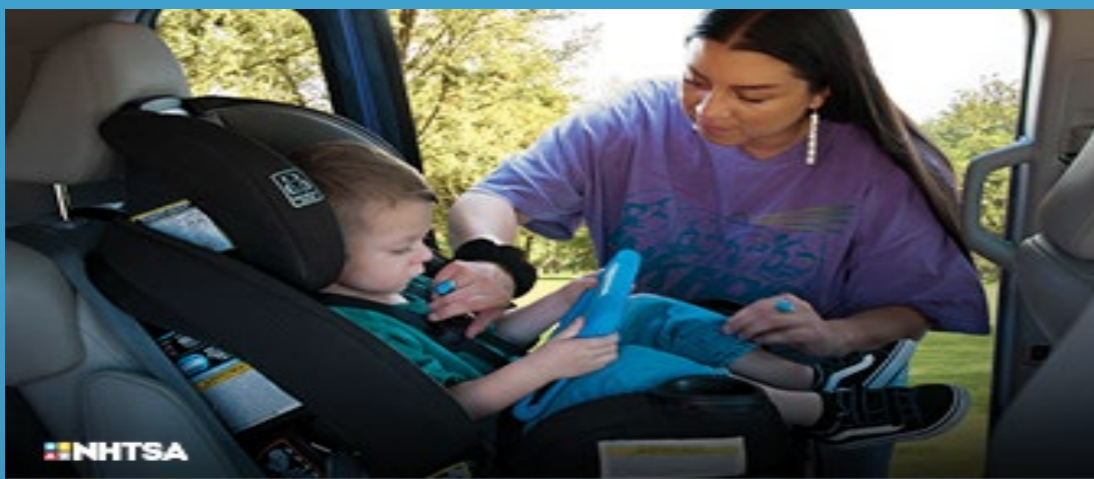


The Future of Pick-Up Trucks



New Safety Features

- New trucks across the market are adopting safety features including forward collision warning, AEB, lane keep assist, and lane departure warning
- Some of the newer pick-up trucks, including the 2020 Honda Ridgeline, 2021 Ford F-150, 2021 Ram 1500, have received 5 out of 5 stars for safety according to NHTSA's safety rating system



NHTSA



Use the Right Car Seat Correctly

LEARN MORE >

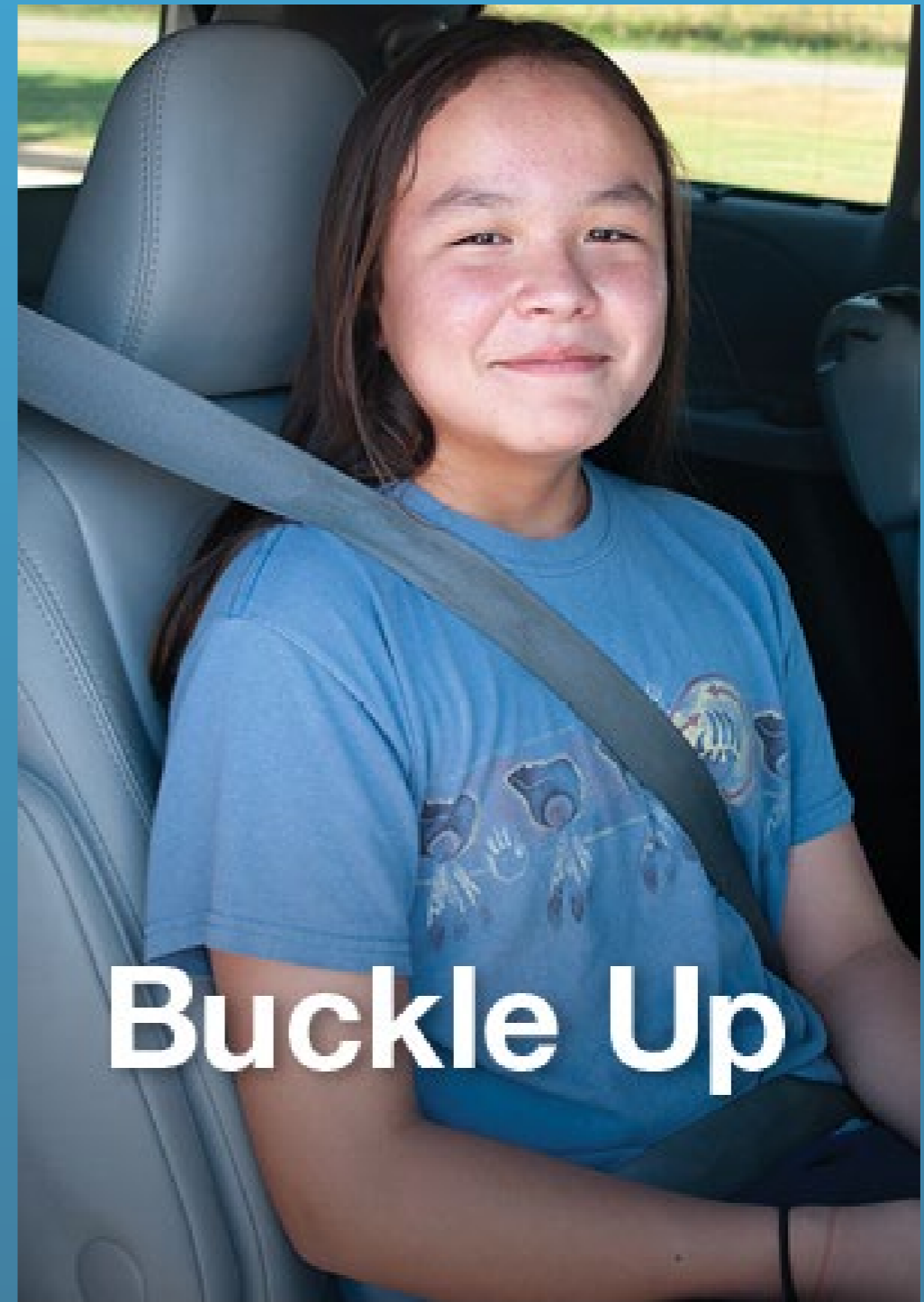
Thank you!

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Buckle Up



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