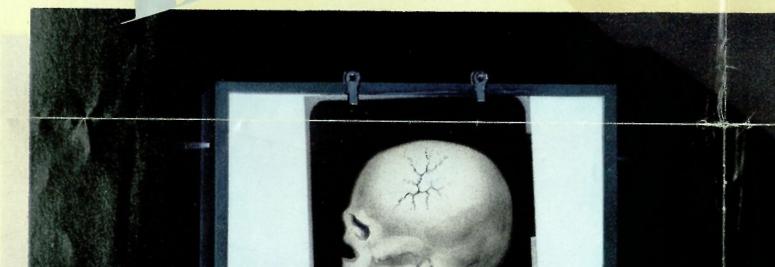
MAKE THIS YOUR





He never thought twice about wearing a helmet. Now he can't think at all.

Even a little spill on a motorcycle can prove you're not as hardheaded as you thought. Helmets save lives. And help prevent paralyzing blows to the skull. It's that simple. Now don't you have a lot more than your image to protect? FOR THE ROAD

*HALF OF THOSE KILLED ANNUALLY IN CARS COULD BE SAVED BY USING SEATBELTS. MORE THAN HALF OF ALL U.S. AUTO CRASHES ARE ALCOHOL-RELATED.

"SOURCE National Highway Traffic Safety Administration

