

MAKE THIS YOUR

LAST BELT

**FOR
THE
ROAD**

**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?

**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