

SAFETY

About **50%** of all car occupants who die in a crash in the EU could have survived if they had worn their seatbelt

1 in 3

don't wear a seatbelt because they find it uncomfortable

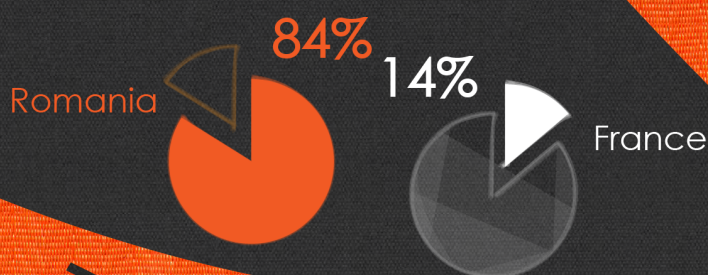


A new survey shows:
in Europe

more than **1 in 3**

break the law by not wearing a rear seatbelt

"I don't always buckle up in the back," say...



IN NUMBERS

2014: Ford introduces a new technology to Europe

**THE INFLATABLE
REAR SEATBELT**

combines seatbelt and airbag attributes for extra protection



SOURCES

Global status report on road safety 2013: supporting a decade of action, World Health Organization (WHO), 2013
Ford survey carried on a sample of 7000 persons - 2014