

“The Rollover Convincer made an impact on my friends and me. It made me realize why my mom has always stressed wearing a safety belt on every trip.”

-Ana-Lisa Fonseca, age 16
Bryan, TX



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The Rollover Convincer



IT'S NOT JUST FOR DUMMIES



Check it out...
And make a *Difference*
in your community



What is the Rollover Convincer?

The Rollover Convincer is basically the cab from a pickup truck attached to a frame with a motor and mounted on top of a trailer. The windshield and doors have been removed so that the interior can be viewed. When the electric power is turned on, the cab rotates to simulate a rollover crash.



When demonstrating the Rollover Convincer, an adult dummy is used in the driver position, and either another adult dummy or a child size dummy in a safety seat is used

in the passenger position. First, the demonstration shows what happens when the dummies are correctly using their safety belts. The dummies remain in the cab as the Convincer is rotated 1 or more times. Then, the dummies are unbuckled and the demonstration is repeated. After 1 or more rotations, the dummies are tossed around in the cab, and often either partially or fully ejected, thereby showing the importance of wearing safety belts.

The Facts on Pickup Trucks and Rollovers

The statistics:

- Pickup trucks are twice as likely to roll over than cars.
- Safety belt usage rates in pickups are lower than in other vehicle types.
- Safety belts reduce the risk of dying in a rollover crash by up to 70%.

In this region of the country:

- Nearly 60% of the pickup drivers in fatal crashes are 15 to 39 years old.
- 86% are men
- 72% of passengers of pickups killed were not using seat belts.

Source: National Highway Traffic Safety Administration, 2006



**Buckle Up
in Your Truck.**



How to make a difference in your community

Where to begin:

- Contact Passenger Safety for details on giving a Rollover Convincer presentation in your community.
- Work with your 4-H agent or county Extension agent to plan the presentation.
- Make arrangements with local schools, 4-H clubs or other youth organizations to demonstrate the Rollover Convincer.

Passenger Safety will provide:

- Assistance in reserving a Rollover Convincer for your presentation
- A video with information on operating the Rollover Convincer
- A script with a complete program to deliver along with your presentation
- Resources to distribute at your program including current safety belt laws

Help Increase Safety Belt Usage Among Teens
Save-a-Life