

LOG OF MEETING
U.S. CONSUMER PRODUCT SAFETY COMMISSION
OFFICE OF COMMISSIONER NANCY A. NORD

CPSC PUBLIC COMMENT PERIOD
NO INFO/PRIVACY CONCERNS
PRODUCTS IDENTIFIED
EXCEPTED BY: PETITION
RULEMAKING ADMIN. PROCG
WITH PORTION REMOVED

SUBJECT: ATVs

DATE OF MEETING: August 09, 2005

PLACE: Room 714, CPSC Headquarters

LOG ENTRY SOURCE: Quin Dodd

DATE OF ENTRY: August 29, 2005

COMMISSION ATTENDEES:

Commissioner Nancy A. Nord
Quin Dodd
Mark Kumagai
Elizabeth Leland
Nicholas Marchica
Patricia Pollitzer
Rob Raffety

NON-COMMISSION ATTENDEES:

Deborah Morrison, Assistant General Counsel, John Deere
Keith Steenlage, Senior Attorney, John Deere
Scott Kovarovics, Natural Trails and Water Coalition

SUMMARY OF MEETING:

Ms. Morrison and Mr. Steenlage from John Deere ("Deere") described the company generally and then the company's recent entry into the ATV market. (Currently, Deere licenses the manufacture of its ATVs through another company). Deere only sells (and only plans to sell) adult-sized, "utility" ATVs, market and intended primarily for farmers, ranchers, hunters, etc., not for "sport" users. This is in keeping with Deere's history of "not wanting kids on any of its products." Deere has signed a Letter of Undertaking with the CPSC and is complying with the dealer practices and other elements of that letter aimed at preventing inappropriate ATV use. In addition to providing free safety training for all first-time Deere ATV purchasers, the company also offers to pay for training for up to three additional family members.

In manufacturing "The Gator" utility vehicle, Deere has experience with utility vehicles that can allow passengers and believes that ATV's typically go too fast to safely allow for passengers. Ms. Morrison also opined that a significant public education campaign is

needed to reduce ATV accidents generally, and that “soft standards” of dealer practices and advertising should be made mandatory but that they would need to be kept current to reflect changes in the marketplace and in consumer behavior.