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HONDA
AMERICAN HONDA MOTOR CO., INC.
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(310) 783-2000

May 18, 1998

Mr. Jeffrey S. Bromme
Office of the General Counsel
US Consumer Product Safety
Commission
4330 East West Highway
Suite 700
Bethesda, MD 20814-4408

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CPSC
GENERAL COUNSEL OFFICE
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Dear Mr. Bromme:

We appreciate the time and effort that you and other members of the Consumer Product Safety Commission ("CPSC") staff have devoted over the past several months in discussing with representatives of Honda and other distributors of all-terrain vehicles ("ATVs") their plans after the expiration on April 29, 1998 of the Consent Decree that has strictly regulated their marketing and promotion of ATVs during the last ten years. As you know from our meetings, Honda shares the concerns of CPSC that ATV riding should be as safe as possible. In formulating its plans for the future, Honda has given careful consideration to the Commission staff's views and the agency's statutory responsibilities. Before setting forth Honda's specific plans in the areas of most concern to CPSC, we believe that it would be helpful to emphasize the very different context with respect to ATVs that exists today as contrasted with the situation ten years ago.

General Observations

We believe that CPSC and the ATV distributors should plan for the future in light of what has transpired over the past ten years with respect to the marketing and promotion of the safe use of ATVs and the very different challenges that face us today.

Substantial Risk Reduction - As you know there has been a 47% drop in the risk of fatality through 1994 (the most recent year for which comprehensive data exist) and a 48% decline in emergency room treated injuries through 1995. We believe that the CPSC and the ATV industry can take great pride in these accomplishments. This dramatic reduction in injury and fatality rates compares favorably with any of the success stories in the CPSC's history.

Increased Focus on ATV Rider Behavior - The extensive information now available to the ATV industry and CPSC requires that we focus increasingly on rider behavior. Despite the excellent progress in risk reduction, the most recent exposure surveys and injury surveys conducted by the industry and CPSC confirm that some riders still engage in activity that has been consistently warned against. We know from the awareness studies conducted in conjunction with the recent revision of ATV labels that an extremely high percentage of riders is fully aware of the specific warnings regarding very risky practices such as carrying passengers on ATVs. Despite this, some riders still engage in such dangerous practices. As discussed in more detail below, Honda has attempted to identify different strategies that, implemented together, will increase the likelihood that riders will follow safe practices.

Changes in the ATV industry - After ten years of compliance with the detailed provisions of the Consent Decree, under the watchful eye of CPSC, the ATV industry is a far different industry than ten years ago. Working with CPSC, its dealers and its customers, Honda believes that it has developed safety practices that have contributed significantly to the reduction in risk described above. Moreover, these practices have largely been institutionalized within Honda and are now integral features of the marketing and promotion of Honda ATVs.

A Return to Competition - Honda looks forward with great enthusiasm to the return of a normal competitive marketplace for ATVs. For the past ten years the Consent Decree has dictated a uniform approach to safety messages and programs that all the distributors must follow to the letter. Honda considers itself a leader in ATV safety efforts and wants the opportunity to justify this reputation free of the constraints of the Consent Decree. Honda will develop its own programs for delivering safety messages and promoting safe ATV use. We are confident that consumers will benefit as the distributors provide different and innovative messages and programs. In addition, CPSC will be able to evaluate such competitive efforts and to express its views as to which seem most effective in achieving our mutual objectives.

Honda's Plans in Specific Areas

The CPSC has asked about Honda's plans in certain areas of concern and the following sets forth Honda's position in these matters:

1. Three Wheel All-Terrain-Vehicles

We note that no product or other defect has ever been identified in three-wheel ATVs. Despite this, Honda has no intention of marketing three-wheel ATVs unless we can manufacture a vehicle that would meet standards that have been approved by the CPSC. In the event, however, that other companies introduce three-wheel ATVs and CPSC takes no action to stop this practice, Honda reserve the right to reconsider its position.

2. Safety Information

Honda will continue to provide appropriate safety information to consumers and users. For example, Honda will use and support the labels and hang tags that have been developed with CPSC. In these materials Honda will continue to recommend ATVs for the age recommended on these labels. Some of these materials, however, will be revised to update them or conform them to Honda style and format. Owner's manuals will continue to contain a strong safety message consistent with the substantive informational content of the Consent Decree messages, and any revised manuals will be provided to the CPSC. Further, Honda will continue to provide its share of funding for the ATV toll-free hotline administered by SVIA, and Honda will continue to include the hotline number in printed promotional materials.

3. Advertising

Honda had the first and most comprehensive advertising guidelines in the ATV industry long before the Consent Decree. These guidelines formed the basis for the measures adopted in the Consent Decree. Accordingly, Honda will maintain its previous guidelines (also used in our motorcycle advertising). Honda reserves its right to make modifications as circumstances may warrant, but will, of course, maintain the essence of the important safety messages that have been in place during the Consent Decree.

4. Information and Education Program

Honda's rider education efforts are long standing. As discussed in our recent meeting, before the Consent Decree and during the implementation of the Consent Decree, Honda has supported, among other 4-H efforts, the 4-H information and education campaign directed at youthful ATV riders and prospective riders. In support of this program, Honda has provided to 4-H \$2,197,000 for financing, as well as technical assistance and in-kind support, that 4-H has used for ATV information and education. As we noted in our meeting, the support for the current 4-H ATV program was provided only after 4-H obtained the support of CPSC in the structuring of the 4-H course and the materials used during 4-H information and education efforts. For the future, Honda has pledged continued support to 4-H youth information and education efforts, including ATVs, for another six years at a rate of \$500,000 per year. Although the other ATV distributors were invited to join in this support, none of them accepted our invitation.

Further, Honda is very enthusiastic about the cutting edge ATV safety campaign developed by its advertising agency. As you saw during the presentation by our advertising agency, this campaign addresses specific areas of safety (underage youth riding of inappropriately sized ATVs, youths carrying passengers, and use of protective gear) with a message to adults and care givers that can be conveyed to young riders. Honda plans to support this effort at a level of \$1million per year for three years.

Should other members of the ATV industry decide to join in these efforts, Honda would be happy to expand the I&E program and the 4-H support program commensurate with the additional funding those industry members would provide.

5. Training

Honda will continue to offer purchasers and qualified family members free training under the ATV Safety Institute's ("ASI") hands-on training program at no charge. Honda understands that ASI plans to continue offering this course using the current curriculum.

Honda will continue to maintain a dealer loan program for ATVs used in training and the terms of the program will be modified to be consistent with American Honda's Motorcycle Loan Program that is now available for training under the auspices of the Motorcycle Safety Foundation.

CPSC has asked about using incentives to purchasers to encourage them to take the free hands-on training course. Honda is aware of no credible evidence or studies suggesting that the past incentives have been a significant inducement to purchasers and/or their families to take the training course. In fact, it is Honda's opinion that the timely and aggressive enrollment techniques developed by ASI have been responsible for the relatively high level of attendance by purchasers without prior ATV experience (approximately 30%). This participation rate compares very favorably with other non-mandatory training programs. To our knowledge, providing free training as well as paying an incentive is unprecedented. Further, at least one other member of the ATV industry pays no incentives to encourage training and offers a much cheaper and shorter training course.

Honda believes that there are other techniques which can be as effective, if not more so, than the current program of incentives. Honda will implement a new program (as well as a new video encouraging training, discussed below) that it believes will be effective in attracting purchasers to take training. For each

purchaser and eligible family member who completes the ASI training course, an entry will be made in a drawing. Honda will conduct four quarterly drawings for a refund of the purchase price of the training participant's ATV. At the end of each year a fifth drawing will then be held for a Honda automobile. Honda will continue this program for the foreseeable future and evaluate its effectiveness periodically. If Honda determines that participation in training is not at least what it was prior to expiration of the Consent Decree, at the end of one year, it will take steps to improve attendance to at least this level.

As another means of promoting the training course, Honda will provide to each purchaser a videotape that will actively promote the training course and provide a series of important safety messages. This videotape will not be a substitute for hands-on training. Honda plans to encourage taking the course in this videotape by down playing the "school" or competitive aspects of training and emphasizing the opportunity to meet other riders, learn about local riding areas and develop skills.

6. Dealer Monitoring

As we have discussed with you, Honda does not believe that the current practice of some underage youths riding inappropriately sized ATVs stems from sales practices of ATV dealers. When the Consent Decree was implemented initially, considerable education of dealers and the riding public was necessary. As you may know, Honda was the first ATV distributor to conduct undercover monitoring and we began with a survey of approximately 95% of the Honda dealer base. Over the past ten years, Honda has achieved exceptionally high compliance rates from its dealerships. Based on this experience and confirmed by the recent exposure and other surveys, Honda believes that representations by sales personnel are not the crucial point in determining underage riding habits.

We base this conclusion on two points: First, Honda has determined from interaction with dealers and its field personnel that purchasers who reveal that a ATV is to be used by an underage operator, once turned down by a dealer, learn not to reveal this information to the next dealership they visit.

Next, as you may remember, the safety awareness studies conducted in conjunction with the recent ATV safety label revisions showed that riders know about the age recommendations. The problem, in Honda's opinion, is not a lack of awareness, but a failure to follow the recommendations. Thus, a different use of resources might be more efficient in preventing underage riding.

Accordingly, while Honda will continue to monitor dealer conduct in this area, a major focus in the I&E campaign (discussed above) will be to discourage underage youths from operating inappropriately sized ATVs. Honda believes that funds expended in the I&E effort will be a more effective use of resources to change underage riding practices.

Honda will, however, continue to instruct dealers not to inappropriately promote or market ATVs for use by youths under the proper recommended age levels. Further, Honda will continue a program of undercover monitoring of dealerships and will advise the dealers of the continuation of this program. Honda will take necessary corrective measures up to and including termination of dealership agreements for failure to follow our directives in this area, consistent with state laws and regulatory requirements.

Honda intends to reserve to itself flexibility in the number and selection of dealerships for undercover monitoring. During the implementation period of the Consent Decree, we have developed substantial experience and we believe that we are in a position to expend our resources and energies in this area in the most efficient manner. For example, Honda will use its field force (60 people, the largest in the industry), complaints and past history to target dealers we suspect may be a problem. In picking an inspection target group in this manner, actions can be undertaken using fewer resources. The dealer sample in this approach, however, will not be a random one from which compliance rates for all Honda dealerships can be derived. Of course, CPSC can monitor Honda's progress in this area.

7. Voluntary Standards

Honda believes that its ATVs today are the best ever in every aspect, including safety. Even so, Honda will continue to be part of the ANSI Voluntary Standards process and will work within that process to maintain and promulgate meaningful ATV standards. Honda looks forward to working with the CPSC in this process.

Conclusion

Honda recognizes that its program for the future differs in some respects from those of the other ATV distributors. Honda is committed, however, to maintaining and enhancing the essence of the safety programs that have been in effect over the past ten years and, in many cases, predated the Consent Decree. We are confident that the CPSC will focus on the overall scope and commitment of Honda's planned efforts to promote safe ATV use rather than the minor differences that may exist among the several distributors. Such variations are both inevitable and desirable under the return to competition that the expiration of the Consent Decree permits.

As always, Honda stands ready to cooperate with the CPSC by providing information and assisting the Commission in evaluating the Honda program described in this letter. We believe that once this program is implemented and you have an opportunity to evaluate it, you will agree with us that competition in safety, as in other aspects of ATVs, will lead to the best result for the consumer.

Sincerely yours,

AMERICAN HONDA MOTOR CO., INC.

A handwritten signature in black ink, appearing to read "William R. Willen", with a long horizontal flourish extending to the right.

William R. Willen
Managing Counsel
Product Legal Group

WRW:rpb

AMERICAN HONDA MOTOR CO., INC.
PROPOSED ATV SAFETY AWARENESS CAMPAIGN
"Stupid Hurts"
May 18, 1998

This document describes the ATV Safety Awareness information and education campaign that American Honda Motor Co., Inc. ("Honda") plans to implement.

Objective

- Raise awareness of the safety and proper operation of ATVs among parents/supervisors in an effort to help reduce the occurrence of injury; primarily injury to children

Strategy

- Develop a print campaign targeted towards parents/owners of ATVs that stresses their responsibility for the safety of others.
- The overall message of the campaign is "Parental Supervision" and emphasizes the following key safety issues:
 - Never carry a passenger on an ATV
 - Children must only ride appropriate sized ATVs
 - Always wear appropriate safety gear
- Additionally the campaign will include information promoting the ATV training course and the ATV Safety Institute's 800 number.

Creative Development

- The "Stupid Hurts" print campaign uses a direct and hard-hitting approach. The campaign puts the responsibility of safe ATV driving on the parent or adult caregiver (referred to collectively as "parent"). The headlines emotionally link the parent's behavior to the consequences of unsafe riding.
- The campaign uses a tag line that provides parents with a message to pass on to their children . . . "Stupid Hurts." This message effectively communicates to children that dangerous or risky behavior is not a challenge but a negative thing to do. The rationale for this approach is that typically if you tell children not to do something, they'll most likely do it anyway . . . but not if it will make them look stupid.

- There will be three different executions of the campaign over a three-year period.

MEDIA STRATEGY

Develop a magazine plan that targets parents who are likely to own or purchase an ATV. The target includes ATV enthusiasts, hunters/outdoors people and farmers who use ATVs for multiple uses.

Why magazines?

- A national presence
- A targeted, cost-efficient environment
- Opportunity to provide a hard hitting and direct safety message to the reader
- Means to communicate various aspects of the safety message to the audience as they read each monthly magazine issue – All magazines on the schedule will carry all three executions of the campaign to communicate the message components clearly to the readers of each magazine. Enclosed are rough drafts of some of the types of safety messages that would be used.
- Potential to reach ATV riders and potential buyers when they are reading about riding, hunting and the outdoors

Which magazines?

The magazine schedule will include four types of magazines:

1. **ATV/dirt enthusiast magazines including titles such as:**

Title	Est. Circulation
ATV 4 Wheel Action	45,000
ATV Magazine	220,000
ATV Sport	70,000
Blue Ribbon	15,000
Dirt Bike	98,000
Dirt Rider	172,000
Dirt Wheels	70,000

2. Magazines about hunting and outdoor pursuits such as:

Title	Est. Circulation
4 Wheel and Off Road	363,000
American Hunter	1,115,000
Field and Stream	1,750,000
Four Wheeler	324,000
Game and Fish	550,000
Guns and Ammo	584,000
Hunting	390,000
North American Hunter	706,000
Outdoor Life	1,353,000
Sports Afield	466,000

- These magazines reach readers when they are thinking about the various outdoor activities in which they might use an ATV.

3. Magazines targeting farmers:

Title	Est. Circulation
American Small Farmer	67,000
Farm Journal	628,000
Farm Progress	791,000
Progressive Farmer	636,000
Successful Farming	476,000

4. Magazines targeting parents of school-age children:

Title	Est. Circulation
Family Fun	1,020,000
Family Life	453,000

- These magazines extend the message to more parents who are interested in family activities but may not read ATV or hunting/outdoors magazines.

Timing.

Start with October 1998 issues and run at least three separate individual one-page ads for three consecutive months. Depending on the costs of these ads

(/i.e., whether they are treated as commercial or public service ads) Honda may be able to run a similar rotation of ads in the spring of the three years also.

- Desire to begin advertising as soon as possible:
 - Magazine closing dates are three months prior to Issue date
 - October issues will ship to subscribers and newsstands in September
- Timing coincides with the Fall season, when purchase of new ATVs is at it's peak and when readership is typically at its fullest potential.
- Maintenance plans will be developed and executed to best maintain awareness of safe and proper operation of ATVs.

Follow-On Activities

In addition to the print campaign, an oversized poster using the "Stupid Hurts" theme will be produced and provided to all Honda dealers for display in their ATV sales area. If the campaign is well received, further promotional materials such as the "Stupid Hurts" logo can be incorporated into the safety stickers displayed on ATVs, and on stickers for kids to put on helmets, ATVs, etc.

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

Most kids get hurt on ATVs because of something stupid their parents do. Nothing.

This is not actual cop estey.
sduolc jad ldoulc ano rr es
ertwn het ni xllerbmu na
rbdnu vnee denrud. Ceg nac
uol dwh si. ester Otemor
egamad nus cilbup larpneg
xhp yb hrheh dna dedrper
dellap cisum. Xihet gnitteg
ern ghet sedaced trl-
crb ni loochl.

Deifpnu a olr smaz metedds
dna sprem drpeh harh
vmrtlu snus het lla boclk.
Zniw surphc hasam nitla
gnittes a naet ssel gnihpon si
drhea uet yhp. Zrpd
sduolc jad

ldoulc ano rr ertwn het ni
xllerbmu na rbdnu vnee den-
rud. Ceg nac uol dwh si.
Otemor egamad nus cilbup
larpneg xhp yb hrheh dna
dedrper dellap cisum.
Xihet gnitteg ern ghet
sed aced trlcrb ni
loochl. Deifpn u a
olr smaz metedds

Stupid hurts

 **HONDA**

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

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CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

Two on an ATV is an accident waiting to happen.

This is not actual cop estey.
sduolc jad ldoulc ano rr es
ertwn het ni xllerbmu na
rbdnu vnee denrud. Ceg nac
uol dwh si. ester Otemor
egamad nus cilbup larpneg
xhp yb hrheh dna dedrper
dellap cisum. Xihet gnitteg
ern ghet sedaced trl-
crb ni loochl.

Deifpnu a olr smaz metedds
dna sprem drpeh harh
vmrtlu snus het lla bockl.
Zniw surphc hasam nitla
gnittes a naet ssel gnihpon si
drhea uet yhp. Zrpd
sduolc jad

ldoulc ano rr ertwn het ni
xllerbmu na rbdnu vnee den-
rud. Ceg nac uol dwh si.
Otemor egamad nus cilbup
larpneg xhp yb hrheh dna
dedrper dellap cisum.
Xihet gnitteg ern ghet
sed aced trlcrb ni
loochl. Deifpn u a
olr smaz metedds

Stupid hurts

 **HONDA**

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

There's no such thing as an ATV passenger.

This is not actual cop estey.
sduolc jad ldoulc ano rr es
ertwn het ni xllerbmua na
rbdnu vnee denrud. Ceg nac
uol dwh si. ester Otemor
egamad nus cilbup larpneg
xhp yb hrheh dna dedrper
dellap cisum. Xihet gnitteg
ern ghet sedaced trl-
crb ni loochl.

Deifpnu a olr smaz metedds
dna spretn drpeh harh
vmrtlu snus het lla bock.
Zniw surphc hasam nitla
gnittes a naet ssel gnihpon si
drhea uet yhp. Zrpd
sduolc jad

ldoulc ano rr ertwn het ni
xllerbmua na rbdnu vnee den-
rud. Ceg nac uol dwh si.
Otemor egamad nus cilbup
larpneg xhp yb hrheh dna
dedrper dellap cisum.

Xihet gnitteg ern ghet
sed aced trlcrb ni
loochl. Deifpn u a
olr smaz metedds

Stupid hurts

 **HONDA**

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HONDA

AMERICAN HONDA MOTOR CO., INC.
1919 Torrance Boulevard • Torrance, CA 90501-2746
(310) 783-2000

July 22, 1998

Jeffrey S. Bromme, Esquire
Office of the General Counsel
U.S. Consumer Product Safety Commission
4330 East West Highway
Suite 700
Bethesda, Maryland 20814-4408

Dear Mr. Bromme:

This letter supplements my letter of May 18, 1998 and provides clarification and additional information on Honda's plans for promoting ATV safety, now that the ATV Consent Decrees have expired. Therefore, the letter of May 18 and this letter, read together, describe Honda's ATV safety program.

Safety Information

Honda is continuing to use all four ATV safety labels and the hang tags that were developed with the CPSC. Honda also plans to continue using the owner's manuals and similar publications that were provided for in the Consent Decree. In the future we will update them and conform them to Honda style and format. However, any changes will not dilute the safety messages.

Advertising

Long before the CPSC became involved in the ATV issue, Honda had its own procedures for addressing ATV safety in its advertising. Various versions of its advertising guidelines have been shared with CPSC beginning in 1985. Enclosed is a copy of the Honda advertising guidelines in effect just before the implementation of the Consent Decree. As you can see, except for the minimum operator age for adult-size ATVs, these guidelines would produce advertising copy that meets the Consent Decree advertising guidelines.

Honda is taking actions comparable to those of the other distributors as to advertising. Specifically, Honda will follow the General Provisions of Appendix K in the Consent Decree, Section II.A, paragraphs 1-4, and Section III. Honda will also use its best efforts to promote dealer compliance with Honda's ATV advertising policies.

Jeffrey S. Bromme, Esquire
July 22, 1998
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Training

Honda has completed its first draft of its new training videotape that will be provided to each ATV purchaser. The videotape actively promotes the training course and provides a series of important safety messages. The videotape encourages taking the course and plays down the "school" or competitive aspects of training. Rather, it emphasizes the opportunity to meet other riders, learn about local riding areas and develop skills. We expect this video to be distributed beginning in September.

Honda is committed to continuing its ATV safety program and believes it maintains and enhances the safety programs that have been in effect for many years.

Sincerely yours,

 (ob)

William R. Willen
Managing Counsel
Product Legal Group

Enclosure

STYLE GUIDE

ALL-TERRAIN VEHICLE ADVERTISING

May 9, 1986

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LEGAL GUIDELINES FOR ATV ADVERTISING

I. APPLICATION

These Guidelines shall apply to all Class I ATV's as defined in the proposed ANSI Standard for All-Terrain Vehicles, which are divided into the following five categories:

- 1) Category "U" (Utility Models): ATC250ES, TRX250, HA7-U.
- 2) Category "S" (High Performance Models): ATC200X, ATC250R, ATC350X, TRX250R, HCO.
- 3) Category "G" (General Use Models): ATC125M, ATC200S, ATC250SX, TRX125, TRX200SX, TRX350.
- 4) Category "Y" (Youth Models): TRX70.
- 5) Category "C" (Competition Models): None currently manufactured.

NOTE: There may be exceptions to this application based on consultation with legal.

II. GENERAL PRINCIPLES

- * All-Terrain Vehicles must not be depicted as toys thereby implying that anything can be done with complete safety. The object is to not mislead.
- * Wild, aggressive and/or dangerous behavior must never be encouraged. The object is to promote safe vehicle operation.
- * Speed should not be promoted for speed's sake. The object is to promote safe vehicle operation or (safe controlled speed).
- * Advertising must never depict a use or activity for which the vehicle hasn't been designed. The object is to not mislead.
- * Camera angles, film speed, editing and other techniques cannot be utilized to give the impression that an activity which is not possible is in fact possible and/or safe. The object is to not mislead.

- 9) Operators should physically fit the machine -- they should be shown on appropriate sized ATV's.
 - a) TRX70 -- Operator must not appear to be and must not be under 12 years of age.
 - b) All other models -- operator must appear to be and must be 14 years or older.
- 10) Headlights should be on whenever the vehicle is running.
- 11) Trailers and cargo must be within recommended weight limits for towing and carrying and even though the cargo is within recommended weight limits it must not give the appearance of being heavier than it actually is.
- 12) Towing and carrying scenes must avoid the image of heavy loads being carried up or across steep slopes.
- 13) Group riding scenes must avoid the appearance of tightly grouped formations and following too close for the speed being traveled.
- 14) Cargo on racks or in trailers must be properly secured and evenly balanced, both left to right and front to rear. Headlights must not be obscured.
- 15) If in a "still" shot, potential riders are present, one helmet, pair of goggles (protective glasses) and gloves must be visible for each machine pictured.
- 16) To encourage responsible land use and to help prevent damage to sensitive terrain, do not show machines on vegetation.
- 17) Appropriate safety message and/or legal supers should be added whenever necessary. (The presence of action is one element to be considered.)

B. Category S Machines:

- 1) Aggressive riding behavior (jumping, wheels off ground, extreme cornering) must be reviewed by Legal. It should be specifically noted that clearance by Legal of a video, does not automatically constitute clearance of any still shot which can be extracted from a video. For example, scenes of extremely short duration in a video might be cleared, but still shots taken from that scene might freeze and thereby emphasize action which is unacceptable.
- 2) For scenes depicting racing events, it must be clearly evident that the ATV's are actual racing vehicles with professional operators. Additionally, the area being traversed should be a clearly defined racing setting with pennants or course markers visible.
- 3) Appropriate safety message and/or legal super must be used whenever necessary. For example, "Filmed using highly skilled professional operators." "Under controlled conditions."
- 4) No load carrying accessories on these ATC's if used in an aggressive manner.

IV. Operator Apparel

A. Category U, G and Y Machines:

- 1) All riders must wear a helmet, eye protection, gloves, long pants, long-sleeved shirt, and boots that cover the ankle. Similar apparel should be worn by any person appearing to be a potential rider.
 - a) EXCEPTION -- Use of hard hat by operators of utility machines instead of helmet is permitted under limited circumstances. (Should be cleared by Legal.) An example would be work sites where hard hats are required by OSHA.

B. Category S Machines:

- 1) All riders must wear full off-road race protective gear while riding.

V. Copy

- A. Advertising should not advocate "speed for speed's sake alone." Rather, the side benefits of a machine's speed should be emphasized. (Example: power to climb, traverse, etc.)

1) PARTIAL EXCEPTION

- a) Speed may be emphasized as one of several characteristics of a vehicle in competitive racing events with prior approval by Legal.

- B. The use of superlatives in describing a machine's capabilities should be avoided. Qualifiers should be used.

- 1) Example: go "almost" anywhere, do "almost" everything.

VI. Safety Message/Safety Copy

- A. Print Advertisements: (Race-Win Ads covered under item A(3))

- 1) All print advertising must have a safety message. The following information should be included in the safety copy.

- a) Be careful whenever you ride.
- b) Get qualified training.
- c) Read your Owner's Manual.
- d) Always wear your helmet, eye protection, and protective clothes.
- e) Never drink and ride.
- f) Never carry passengers.
- g) Never ride on pavement.
- h) Never ride alone.
- i) Adults should always supervise children.

j) See your Honda dealer for more safety and riding information or call the Specialty Vehicle Institute of American (SVIA) at 1(800)447-4700.

2) Depending on the model being advertised, the following information must also be included in the safety copy.

- a) TRX 70 (Category Y, Youth Models) -- Recommended for operators 12 years or older.
- b) General use and Utility Machines (Category G and U Models) -- recommended for operators 14 years or older.
- c) High Performance Models (Category S Models) -- recommended for highly experienced operators only, 14 years or older.

3) Race-Win Ads should include some sort of statement to the effect that the poster depicts professional racers. This can be done by actually naming the riders involved. A safety message must be included.

NOTE: Print size of the safety subhead should be the same as the print size of the body copy. Location of safety subhead must be reviewed by Legal.

B. Posters:

1) All posters must have a safety message. The following information must be included. (Some exceptions are allowable in consultation with Legal.)

a) Recreation and Utility Machines (Category Y, G and U).

- 1. Know your Owner's Manual before you ride.
- 2. Always wear protective equipment.
- 3. Exercise concern for the environment.

4. Recommended for operators 14 years or older. If Category Y - recommended for operators 12 years or older.
5. For safety information, see your local Honda dealer or call the Specialty Vehicle Institute of America (SVIA) at 1(800)447-4700.

NOTE: Location of safety message and print size must be reviewed by Legal.

b) Sports/Racing Machines (Category S)

1. Recommended for highly experienced operators, 14 years or older.
2. Such activities are not recommended for recreational riders.
3. For safety information, see your local Honda dealer or call the Specialty Vehicle Institute of America (SVIA) at 1(800)447-4700.

c) Championship Posters

1. Riders shown are professional racers in actual race situations.
2. Such activities are not recommended for recreational riders.
3. For safety information, see your local Honda dealer or call the Specialty Vehicle Institute of America (SVIA) at 1(800)447-4700.

NOTE: Location of safety message and print size must be reviewed by Legal.

C. Brochures and Redbook

- 1) All brochures (including the Redbook) must contain a safety message.
 - a) It is recommended that the Safety Copy used in Print Advertising (Section VI.A) be used.
 - b) Location of safety message and print size must be reviewed by Legal.

D. Outdoor Boards

- 1) All outdoor advertising must have a safety message.
 - a) The following message is currently in use: "For the best in all-terrain vehicles and safe-riding information, visit (Dealer name)."

E. TV and Radio Advertisement

- 1) A safety message should be included in all TV and radio advertisement. (Radio scripts should be reviewed on a case by case basis prior to recording.)

1. EXAMPLES: "Winter Fun" --
"See your Honda dealer for tips on riding and safety".

"Horizon" --
"For highly experienced operators only, 14 years or older."

"See your Honda dealer for tips on riding and safety."

STUDIO PHOTOGRAPHY PREPARATION

1. Fuel tap in the "OFF" position.
2. Fuel tank cap vent in the "ON" position.
3. Headlight switch in the "ON" position.
4. HI/LO beam switch in the "LO" position.
5. Engine stop switch in the "RUN" position.
6. Where applicable, ignition key (one only) in the "OFF" position.
7. Choke lever in the normal position (not choked).
8. Handlebar levers should be angled properly and be in the same plane.
9. Cables routed properly.
10. Headlight adjusted properly so that lens surface is visually perpendicular to the ground.
11. Parking brake should not be on.
12. Wheels positioned correctly. Bolts or slots should be diagonal to the ground and form an "X" pattern. Please cover specific (especially new) designs with AHM.
13. Tires should have all mold marks, quality control marks, and balance dots blacked out.
14. Tire pressure should be at recommended factory levels. Remember: ATV tire pressures are usually very low and vary between different models.
15. Any chemical (except auto wax or Armorall^R) used on a machine to enhance its appearance and reduce retouching costs must be water soluble and removed prior to vehicle return (e.g. Streaks & Tips^R). Any questions should be directed to AHM.
16. The helmet holder sticker may be removed. Prior approval from AHM is required to remove any additional warning stickers.

ACTION PHOTOGRAPHY PREPARATION

1. Headlight on.
2. Where applicable, ignition key (one only) with nothing attached to it.
3. Fuel tap in the "ON" position, not "RESERVE" or "OFF".
- 4. Handlebar levers should be angled properly and be in the same plane.
5. Cables routed properly.
6. Tires should have all mold marks, quality control marks and balance dots blacked out.
7. Tire pressure must be at recommended factory levels. Remember: ATV tire pressures are usually very low and vary between different models.
8. Any chemical (except wax and Armorall^R) used on a machine to enhance its appearance and reduce retouching costs must be water soluble and removed prior to vehicle return (e.g. Streaks & Tips^R). Any questions should be directed to AHM.
9. The helmet holder sticker may be removed. There is a possibility additional warning stickers may be found on '86 model ATV's. Prior approval from AHM is required to remove any additional warning stickers.
10. The use of any aftermarket accessory (Hondaline^R included) must be approved by AHM.

RIDER WARDROBE

As a general rule, the more "serious" looking the rider's attire, the more aggressive the riding style can be. The following guide-lines are very general. Specific wardrobe for every rider must be agreed upon during pre-production. We should attempt to use as much Hondaline[®] apparel as possible. Use of other aftermarket clothing printed with "Honda" or other trademarked names must be approved by AHM prior to use.

MODEL SIZE

Males (adult) 5'6" - 5'10"

Females (adult) 5'2" - 5'6"

Note: Children must be (and look) at least 12 years old (FourTrax 70) or 14 years old (125 cc and above).

HELMETS

Dual-purpose, Recreation,
Utility Open face with visor.

Sports, Racing Full coverage with visor.

Note: In some rare cases a hardhat may be substituted subject to AHM approval.

EYE PROTECTION

Utility Sunglasses or safety glasses

Dual-purpose, Recreation,
Sports, Racing Hondaline[®] goggles with
clear lenses.

GLOVES

Utility Work gloves, brown Hondaline[®]
gloves.

Dual-purpose, Recreation Brown Hondaline[®] gloves.

Sport, Racing Pro-Honda[®] gloves.

Wardrobe Guidelines (continued)

PANTS

Dual-purpose, Recreation,
Utility Jeans, corduroys, or work
pants (inseam should be 2"
or 3" longer than the
rider's normal size so
that pants are long enough
when rider is sitting on
machine).

Sports, Racing Hondaline^R MX pants.

BOOTS

Dual-purpose, Recreation,
Utility Leather over-the-ankle
boots.

Sports, Racing Hondaline^R MX boots.

SHIRT/JACKET

Dual-purpose, Recreation,
Utility Each model should be decided
individually.

Sports, Racing Hondaline^R MX jersey.

PHOTOGRAPHIC FORMATS

Studio 8x10, 4x5
Location beauty shots 8x10 or 4x5
Studio insets 4x5
Action 2-1/4 or 35mm

REGISTERED TRADEMARKS

ATC^R

Big Red^R

Hondaline^R

Pro-Honda^R

FourTrax^R

TRADEMARK NAMES

Pro-linkTM

SyntallicTM

OdysseyTM

TECHNICAL TERMINOLOGY-ATV

GENERAL

- All-terrain vehicle (spell out first usage)
- 6-month, limited warranty.

ENGINE

Air-cooled

Automatic cam chain tensioner

Automatic clutch

Close-ratio transmission

Dual exhaust ports

Expansion chamber

Five-speed transmission with super-low first gear plus reverse.

Flat-slide carburetor

TECHNICAL TERMINOLOGY-ATV (continued)

ENGINE (Cont.)

Four-stroke

Four-valve

Gear-driven counter-balancer

- Liquid-cooled

Maintenance-free battery

. Maintenance-free solid state ignition

Overhead cam, OHC

Primary kick start

Pushbutton

Single-cylinder

Two-stroke

USDA-approved spark arrester/muffler

Virtually maintenance-free shaft drive

Wide-ratio transmission

CHASSIS

Adjustable compression damping

Adjustable damping

Adjustable rebound damping

Air adjustable front forks

Box-section frame

Box-section swing arm

TECHNICAL TERMINOLOGY-ATV (Continued)

CHASSIS (Cont.)

Damping

Carcass-type

Center of gravity

Dual intake air filtration system

Dual hydraulic drums

Dual SyntallicTM bushings

5-way adjustable spring preload

Four-bolt, forged-aluminum triple clamps

Full-carcass tires

Fully-sealed rear drum brake

Gas charged shock (s)

Halogen headlight

High-flotation knobby

Hydraulic disc

Large-diameter, narrow-section front tire

Leading-axle forks

Mass centralization

Pro-LinkTM rear suspension

O-ring sealed chain

Skid plate

Snorkel-type air intake

TECHNICAL TERMINOLOGY-ATV (Continued)

CHASSIS (Cont.)

Tapered box section aluminum swing arm

Trailing-axle forks

Twin-piston caliper

Two-ply

Two-stage foam air filter