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

SUBJECT: ATVs

DATE OF MEETING: August 17, 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
Michael Gougisha
Elizabeth Leland
Nicholas Marchica
Gib Mullen
Suad Nakamura
Caroleene Paul
Rob Raffety
Nancy Sachs
Howard Tarnoff
Leonardo Alcivar
Scott Wolfson

NON-COMMISSION ATTENDEES:

Carolyn Anderson, Concerned Families for ATV Safety
Ron Sherry, Concerned Families for ATV Safety
Fox News

SUMMARY OF MEETING:

Ms. Anderson and Mr. Sherry relayed that they, as relatives of children killed in ATV accidents, are working to increase general awareness of the potential dangers of ATVs, particularly of the power of adult-sized ATVs and their inappropriateness for children. While they indicated that they would like to see the CPSC "regulate dealer behavior" in an effort to increase safety awareness and practice (and that they support the recent petition to prohibit the sale of ATVs to children under 16), they indicated they are not advocating for a blanket ban on all ATV sales. Mr. Sherry also indicated that he would

like to see greater and more effective "social marketing" by ATV manufacturers highlighting the potential dangers of ATV use and that there should be more and stricter advertising restrictions to prevent marketing of ATVs to, or for use by, children. There was also discussion by several meeting participants about the general ATV safety review that the Commission undertook in the 1980s and its applicability or non-applicability to the review that is underway currently. It was generally agreed that the key to improving ATV safety is to better influence rider behavior, and that this was a significant challenge that the CPSC may have statutorily limited ability to affect.