



National Safety Council

Position/Policy Statement

Motor Vehicle Advertising

The Board of Directors of the National Safety Council directs the Council's staff to work with motor vehicle manufacturers and other interested parties to find means to encourage advertising that promotes a positive safety message by not promoting driving at excessive speed or other high risk behavior.

This position statement reflects the opinions of the National Safety Council but not necessarily those of each member organization.

Agreed to in principle by the Highway Traffic Safety Division October 1988.

Agreed to in principle by the Governmental Relations Committee October 1988

Approved by the Board of Directors October 19, 1988