

Why can't we all just



Buckle Up?

Facts + Statistics

Myth: African Americans are twice as likely to buckle up as Caucasians.

Fact: Every hour, a death occurs from a direct failure to fasten seat belts. On average, African-American teens are 50% less likely to wear seat belts than their Caucasian counterparts.

Myth: All African-American drivers buckle up.

Fact: Only 51% of African-American drivers buckle up.



Here is a glimpse of the ethnic flavor of dealer franchises

	Black	Hispanic	Asian	Native American	Women
Ford Motor Company	258	85	22	13	255
General Motors	117	131	51	51	211
DaimlerChrysler	48	49	25	8	886
Toyota Motor Sales USA	20	13	12	7	24
Nissan North America	16	11	5	3	35
BMW North America	10	10	4	0	0
Lexus Division	7	1	1	0	0
Hyundai Motor	5	N/A	N/A	N/A	9
Acura Division	5	N/A	N/A	N/A	N/A
Mitsubishi Motors Sales	4	10	0	5	33
Volvo Cars	3	4	3	2	0
Jaguar Cars	3	4	2	0	1
Infiniti Division	1	4	3	2	2

Compiled by Monica Link