

*The Honda Guide to
ATV Safety*



ATVs are responsible for at least two fatalities and thousands of serious injuries in the UK every year*

*<https://www.hse.gov.uk/>





USE YOUR HEAD,
USE A HELMET

Honda, the UK's leading manufacturer of ATVs, is calling on all ATV riders to 'use your head, use a helmet' when operating an ATV

THE PROBLEM

A recent poll carried out by Honda and @FarmersoftheUK, found that 66% of all-terrain vehicle (ATV) users 'never' wear a helmet, and only 20% 'sometimes' choose to wear one.

Just 14% 'always' wear a helmet despite the fatalities of 25 workers and two children in ATV incidents over the past 10 years.

The tragic fatality of a teenager in summer 2019 prompted ministers to call for a *ban on children* using ATVs altogether (children under 13 are already prohibited from operating ATVs when the machines are used in agricultural work*).

This year, the Health and Safety Executive said that it had investigated 28 fatalities involving ATVs in the past decade, which led to 11 prosecutions. On average there are two fatalities and thousands of serious injuries sustained every year from operating ATVs without protective rider equipment.

Agriculture is officially the most dangerous profession in Great Britain* however the risks are entirely preventable (no-one has ever been killed in an ATV accident on a UK farm while wearing a helmet).

*<https://www.hse.gov.uk/>

 **66%**
OF ATV USERS
never' wear a helmet





There are, on average, two fatalities, and thousands of serious injuries every year from using ATVs without protective equipment



THE **CURRENT SITUATION**

In spite of the fact helmets are compulsory for all HSE assessments, Honda's recent survey (July 2019) showed farm workers are unlikely to wear helmets regularly.

The helmets purchased/provided, often by the farm owners, were considered to be uncomfortable and, in some cases, impaired visibility.

Luke Messenger, HM Inspector of Health and Safety said: "Farmers shouldn't just be buying helmets to 'pass' inspection. Helmets are vital and are a legal requirement for farm workers using ATVs off-road all the time not just when an inspector calls."

Other reasons given for not wearing a helmet, included a lack of awareness of the risks as well as causing 'helmet hair' and generally 'looking uncool'.

There are an estimated 6,600 ATVs in use on farms across the UK, so this is a serious issue that must be addressed. With the risk of fatal accidents as well as injuries ranging from mild concussion to life-changing brain damage, with permanent and severe disabilities, it's time for decision makers to invest in safety equipment and enforce its usage.



All Honda ATV units now come with Datatool TrakKing Adventure fitted as standard. As well as protecting your ATV from theft, the system also contains a highly sensitive 3D accelerometer, which can detect any impact, including from a collision or fall.

Easily managed from a smartphone, SMS notifications can be sent to emergency contacts in the event of a fall. If the ATV has been stolen, the user is notified that the vehicle has moved and has the option to notify the dedicated Vehicle Monitoring Team and the Police.

The device is fitted for free, however the service requires a monthly subscription of £9.95 per month.

THERE ARE AN ESTIMATED
6,600 ATVs
IN USE ON FARMS ACROSS THE UK

THE CONSEQUENCES

Prior to amendments to the law, there were limited guidelines for magistrates dealing with health and safety infringements. Custodial sentences could only be given in certain circumstances and fines were capped at £20,000.

Since the introduction of new sentencing guidelines, employers, and self-employed farmers, who do not comply with the current ATV guidelines (and are therefore in breach of the Personal Protective Equipment at Work Regulations 1992) could face fines of up to £10m. Individuals found guilty of breaking the law also face unlimited fines, or the possibility of a two-year prison sentence.

***“The days of business cost cutting on health and safety, thinking fines will be manageable, are a thing of the past. Since 2016, fines of up to £45,000 can now be applied to companies with a turnover of up to £2m; businesses with a turnover in excess of £50m could face fines of up to £10m.*”**

“The level of fine will now depend on the level of culpability, the risk of harm, the level of potential harm, and the turnover of the offending business.”

Luke Messenger, HM Inspector of Health and Safety



Personal Protective Equipment at Work Regulations 1992, regulation 4

“Every employer shall ensure that suitable personal protective equipment is provided to employees

who may be exposed to a risk of their health and safety while at work”



THE EXPERT OPINION...

According to the European ATV Safety Institute (EASI) - which is sponsored by the six leading ATV manufacturers (including Honda) and provides free, or highly subsidised, training for ATV operators - most ATV accidents are caused by overturning, with most injuries caused by impact with the ground or being struck by the vehicle after being thrown off it.

Luke Messenger, HM Inspector of Health and Safety said: "Adequate training for ATV users at work is a legal requirement. Training is what will help users get the best out of their machines and understand the key safety measures, including the importance of helmets."

The EASI courses take up to five hours and aims to improve operator skills, safety levels and awareness of the capabilities of Honda's ATV and Pioneer products. For more information, please visit www.quadsafety.org



Headway, the brain injury association, encourages ATV users to think about the impact a head injury could have on their family and friends.

Research carried out by the charity has proven the effectiveness of helmets in protecting the skull and brain from impact, particularly when striking hard surfaces.



Luke Griggs,
director of
communications
at Headway, said:



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The devastating the effects of a brain injury can often strip away an individual's independence and basic life skills, skills they once took for granted, impacting everything from walking and talking, to thinking and feeling. It can also devastate the lives of family members and loved ones who may suddenly find themselves as carers or feel powerless to help.

”

It is vital that we take heed of the warnings and protect ourselves



Gareth Wyn Jones, the nation's favourite Farmer, Honda ambassador, and commentator for The Royal Welsh Show, lives in Llanfairfechan, North Wales, where his family has farmed their 2000-acre sheep and beef farm for 350 years. Gareth and his family have been relying on Honda ATVs for the brunt of their farm's day-to-day work for more than thirty years and are passionate advocates for ATV safety.

Gareth said: "ATVs are vital pieces of equipment on most farms. My family and I have been relying on Honda ATVs, making everyday tasks simpler, safer and quicker, for decades.

"Just like cycling and horse riding, ATV helmets used to be a rare sight, however, we now know a lot more than we did back then - and when there are deaths and life-changing injuries happening every year that could easily be prevented by wearing a helmet, those who still refuse to do so, need a major readjustment of their priorities.

"We all think 'it will never happen to me', but the reality is an accident can happen to anyone at any time, regardless of the experience or ability of the rider. It is vital that we take heed of the warnings and protect ourselves and our loved ones."

ATV helmets used to be a rare sight;
we now know a lot more than we did back then

ATV USER CHECK LIST

- **Drivers must be over 16 years old**

Children under 13 years old are prohibited from using an ATV at work. Over-13s should only ride ATVs – of an appropriate size and power – after formal training on a low-power ATV.

- **Never carry passengers**

The long seat on a quad bike allows operators to shift their body weight backwards and forwards for different slope conditions, a technique known as 'active' riding. It is not for carrying passengers. Never carry a child as a passenger; it is illegal and will reduce your ability to control the ATV.

- **Drivers need to have completed EASI or similar training**

Honda offers this training for free with sales of new Honda ATVs and Pioneers

- **Ensure the vehicle is properly maintained**

- **Always wear correct personal protection equipment, such as a helmet and gloves**

Failure to comply could result in fines of up to £10m or a two-year prison sentence as per the Personal Protective Equipment at Work Regulations 1992)

- **Secure loads on racks and make sure they are not overloaded and evenly balanced**



HONDA
The Power of Dreams

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USE A HELMET

Talk to your local Honda dealer
about registering on the EASI course.

www.honda.co.uk/atv/dealer-search