**NHTSA**

**CIOT 2015**

**RADIO LINERS**

**ZHWY-0265000**

**:05** You’d better buckle up or you will get caught.

Click it or ticket.

**:05** Cops are stepping up enforcement so buckle-up or you will get caught.

Click it or ticket.

**:10**  If it hasn’t clicked yet that seat belts save lives, consider that cops are stepping up enforcement.

Buckle up or you will get caught.

Click it or ticket.

**:10** You’re not wearing a seat belt? You’d better put it on.

Cops are everywhere so you’d better buckle up or you will get caught.

Click it or ticket.

**:10** Don’t shatter the lives of your family, friends and everyone you know.

That’s why we enforce seat belt laws – to save lives.

Click it or ticket.

**:10** If you don’t buckle-up, you could shatter the lives of your family and friends.

That’s why we enforce seat belt laws – to save lives.

Click it or ticket

**:10** A seat belt can stop you from flying into a building, a tree, or into the pavement. That’s why we enforce seat belt laws – to save lives.

Click it or ticket.

**:10** You’re not wearing a seat belt?

Cops everywhere are stepping up enforcement so you’d better

buckle up or you will get caught.

Click it or ticket.

**:15**  When you buckle-up, you are *twice* as likely to survive a crash.

And seat belts saved 43 lives a day between 2008 and 2012.

That’s 63,000 lives.

If that hasn’t clicked yet, consider that cops are stepping up enforcement.

So click it or ticket.

**:15** You think buckling up is a personal choice, that it doesn’t hurt anyone else.

Well, your choice could shatter the lives of your family, friends and everyone you know.

Make sure you, and everyone in the vehicle buckles up, every time.

Click it or ticket.

**:15** If you don’t buckle-up, you could shatter the lives of your family, friends, and everyone you know.

That’s why we enforce seat belt laws – to save lives.

Make sure you, and everyone in the vehicle buckles up, every time.

Click it or ticket.

**:15** A seat belt can stop you from flying into a building, a tree, or the pavement.

A seat belt can save your life.

That’s why we enforce seat belt laws – to save lives.

So, buckle up every trip, every time.

Click it or ticket.

**:15** You may think it’s a perfect day.

The window’s down. There’s a cool breeze. Life is good.

But wait a second.

You’re not wearing a seat belt?

Well, you’d better put it on before there’s a crash, or a cop.

Buckle up or you will get caught.

Click it or ticket.

**:15** What? You’re not wearing a seat belt?

Well, you’d better put it on before there’s a crash.

And cops everywhere are stepping up enforcement so you’d better buckle up or you will get caught.

Click it or ticket.

**:30** If you don’t buckle-up, your choice could shatter the lives of your family, friends, and everyone you know.

That’s why we enforce seat belt laws – to save lives.

Think about that every time you drive.

Buckling up isn’t just a good idea. It’s a choice between surviving a crash or not.

Make sure you, and everyone in the vehicle buckles up, every time.

Click it or ticket.

**:30** You think buckling up is a personal choice, that it doesn’t hurt anyone else.

Well, your choice could shatter the lives of your family, friends and everyone you know.

That’s why we enforce seat belt laws – to save lives. Think about that every time you drive.

Buckling up isn’t just a good idea. It’s a choice between surviving a crash or not.

Make sure you, and everyone in the vehicle buckles up, every time.

Click it or ticket.

**:30** A seat belt can stop you from flying into a building.

A seat belt can stop you from flying into a tree.

It can stop you from flying into the pavement.

A seat belt can stop you from doing a lot of things.

Like crushing bones, and damaging vital organs.

It can even save your life.

That’s why we enforce seat belt laws – to save lives.

So, buckle up every trip, every time.

Click it or ticket.

**:30** Too many people don’t realize how important seat belts are

until it’s too late.

When you buckle up you are *twice* as likely to survive a crash.

Still not convinced?

Seat belts saved 43 lives a day between 2008 and 2012.

That’s 63,000 lives…enough to fill a football stadium!

Has it clicked yet? That seat belts save lives?

Well, consider this. Cops are stepping up enforcement.

Buckle up or you will get caught.

Click it or ticket.