

PART 8 – SAFETY IS #1 CONCERN FOR WOMEN AT THE WHEEL

Four in ten female drivers feel unsafe while driving alone. The number increases when children are on board.

According to the National Highway Traffic Safety Administration the miles women are driving to work and carpooling kids are steadily increasing, in fact, women are driving more than men. This rise in travel has left women feeling vulnerable. A recent OnStar survey reveals four in ten women feel unsafe while driving alone and three in four said their uneasiness increased when their children were in the car.

And while “getting a flat tire” and “engine troubles” were cited as areas for concern among survey respondents, the majority of women drivers say they worry more about getting into an accident or getting lost while traveling alone or with their children.

“Women drivers are beginning to spend more time in their vehicles than men do, which means they are exposed to a higher number of hazards while driving alone,” said ROAD & TRAVEL Magazine’s Editor-in-Chief, Courtney Caldwell. “Women are looking for ways to enhance their peace of mind when driving and are citing safety as their number one concern when looking for a new vehicle.”

The recent OnStar survey reflects this attitude with more than 75 percent of women drivers stating that they would feel more comfortable with an onboard safety and security system in their vehicle and 70 percent saying they would prefer to buy an OnStar-equipped vehicle.



Chuck Nicholson

Keeping Your Loved Ones Safe

When it comes to their family, the survey statistics found 78 percent of women would consider buying OnStar-equipped vehicles for their children and more than 65 percent hope that their elderly parent would buy a vehicle with a safety and security system like OnStar.

“Most consumers are familiar with safety features like seat belts and air bags that protect before and during a crash and have become standard on most vehicles,” said Cathy McCormick, Emergency Service Line Manager, OnStar. “OnStar brings a third level of safety to drivers helping to protect them and their families after a crash.”

Features that help protect drivers before, during and after a crash include:

• Before a crash:

- A four-wheel Antilock Brake System (ABS) reduces wheel lockup All-Wheel Drive (AWD) transfers torque to all wheels for added traction.
- StabiliTrak (Traction Control) helps reduce wheel spin on most slippery surfaces.

• During a crash:

- Front and side-impact air bags restrain the driver and front passenger in moderate to severe impacts.

• After a crash:

- If the air bags deploy, drivers with OnStar-equipped vehicles have a signal sent to a highly trained OnStar advisor, who contacts them to see if they need help even if the air bags do not deploy, vehicles equipped with Advanced Automatic Crash Notification (AACN) use additional sensors to detect rear and side impacts - automatically notifying OnStar and providing crash information following collisions.
- GPS (Global Positioning System) pinpoints vehicle location quickly leading emergency vehicles to injured motorists.



OnStar by GM - Like Having a Guardian Angel on Board

OnStar, the nation’s leading provider of in-vehicle safety and security services, uses wireless technology and Global Positioning System (GPS) technology to link the car and driver to a call center where advisors are available 24 hours a day, seven days a week, to provide real-time assistance.

OnStar services include automatic air bag notification, emergency services, roadside assistance, remote vehicle diagnostics, remote door unlock, routing, point-of-interest location, stolen vehicle location assistance and hands-free personal calling. On a monthly basis (average for Feb.-April 2005), OnStar responds to approximately:

- *Locates 350 stolen vehicles
- * 800 Air bag deployment notifications
- * 13,000 Emergency calls
- * 18,000 Roadside assistance calls
- * 36,000 Remote door unlocks
- * 325,000 Routing calls
- * 9,000,000 OnStar hands free calling calls

For 2005, OnStar is available on more than 50 GM vehicles including SUV’s, light trucks, minivans, crossovers, large and midsize sedans, and small cars. By 2007, OnStar will be standard on all GM vehicles.

About OnStar

OnStar, a wholly owned subsidiary of General Motors, is the nation’s leading provider of in-vehicle safety, security and communication services using wireless technology and the Global Positioning System (GPS) satellite network. OnStar is available on more than 50 GM models for 2005. By the end of 2007, OnStar will be a standard feature for GM’s retail customers in the United States and Canada, covering all segments and prices except for some commercial vehicles. OnStar safety and security services include automatic notification of air bag deployment, stolen vehicle location assistance, emergency services, roadside assistance, remote door unlock, and GM Goodwrench remote vehicle diagnostics. OnStar Hands-Free Calling allows drivers to make and receive hands-free, voice-activated calls from their vehicle. More information about OnStar can be found at www.onstar.com.

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