



**Taxi & Limousine
Commission**

**PRESS RELEASE
For Immediate Release**

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**TLC BUCKLE UP MESSAGE URGES
TAXI RIDERS TO GET CLICK-ISH**

***New Video PSA Encourages
Seatbelts for Safety***

David Yassky
Commissioner

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The NYC Taxi and Limousine Commission (TLC) today announced the release of a new video public service announcement encouraging passengers to buckle their seatbelts for safety that can be viewed on each taxicab's Passenger Information Monitor (PIM).

In the latest year for which statistics are available, 2009, taxicabs were involved in 4,093 accidents, resulting in just over 1,500 (largely) minor to moderate injuries. Of those accidents where seatbelt use was recorded, only 41% were belted, and 59% were not. A recent in-cab survey of taxi passengers on PIM touchscreens yielded similar results. Of the 7,245 riders who responded to the question "Are you wearing a seatbelt?", only 35% (or 2,536) answered yes, while 65% (or 4,709) answered no.

"Pretty much everyone has gotten the message that you need to buckle up in the front seat of a car, but far too few taxi passengers are buckling up in the back seat," said TLC Commissioner/Chair David Yassky. "Buckling up isn't just for the front seat – every passenger in an automobile is safer when the seatbelt is buckled."

The 35-second messages, which are also available for viewing on the TLC's web site at www.nyc.gov/taxi, were produced by NYC Media, which is a part of the Mayor's Office of Media and Entertainment, the official TV, radio and online network of New York City.

The New York City Taxi and Limousine Commission (TLC) was created in 1971, and is the agency responsible for the regulation and licensing of almost 200,000 yellow medallion taxicabs and for-hire vehicles, their drivers, and the businesses that operate and support their industries. It is recognized as the largest and most active taxi and for-hire industry regulatory body in the United States.

To find out more about the TLC, or to review its rules, regulations and procedures, we encourage you to visit our official web site at WWW.NYC.GOV/TAXI or call 311 in New York City, or 212-NEW-YORK from outside of New York City.

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