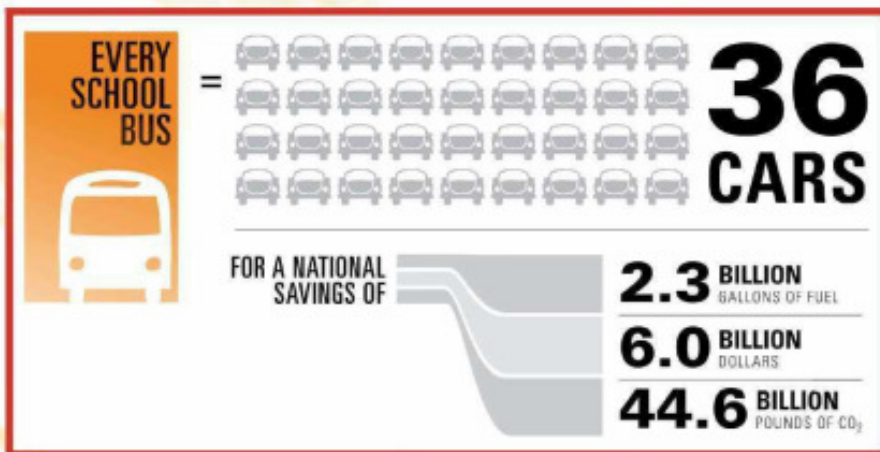


## Advantages of school bus use



As part of its campaign to help the industry promote school bus ridership, the National Highway Traffic Safety Administration recently released a new set of posters with some strong messages. The promotional materials, which were developed with input from industry officials, carry the slogan "My choice ... their ride." Each poster has an eye-catching chart, two of which are presented here, and facts on why parents should choose the school bus over other modes of transportation for their kids. Note: In the Student Fatalities chart, the gray figures represent modes like walking and biking. To download the posters for free, go to [www.nhtsa.gov/School-Buses](http://www.nhtsa.gov/School-Buses) and click on the links under "Facts."