# Ford's Air Bag and Seat Belt Technology Leadership

## AIR BAGS

**1957:** First automaker to begin air bag research

**1968:** First automaker to begin developing air bags

**1971:** First automaker to field an air bag test fleet; equips Mercury Monterey with optional driver-side air bags

**1985:** First vehicle to offer a driver-side air bag (1986 Mercury Topaz)

**1992:** First driver-side air bags in full-size vans (1993 Ford Econoline)

**1993:** First automaker to standardize driver and front-passenger air bags in most vehicles

**1995:** Ford announces plans for side air bags across North American lineup

**1999:** Ford launches side air bags on a half-dozen models, including 1999 Explorer and Windstar

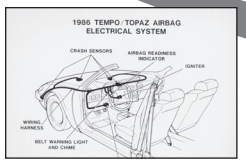
**2002:** First automaker to offer stability control and side air curtains with rollover protection (on 2002 Explorer)

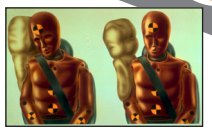
**2002:** Ford adds seat weight sensing that can turn off the air bag if the passenger seat is not occupied

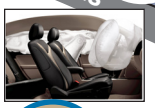
**2005:** Ford introduces Intelligent Safety System with additional adaptive features on the 2006 Explorer

**2009:** Ford introduces pressure-based sensors that can help deploy side air bags up to 30 percent faster

**2009:** Ford introduces patented "K-bag" – a new front seat-mounted dual-chamber side air bag – on 2009 F-150





## SEAT BELTS

**1955:** First automaker to offer seat belts

**1957:** First automaker to offer a child restraint (vest)

**1966:** First automaker to offer a child restraint system, the Astro-Guard

**1967:** Ford introduces second child restraint, the Tot-Guard

**1970:** First automaker to offer three-point seat belt with auto-locking retractor

**1998:** Ford, "Sesame Street" tour nationally to teach auto safety to children and parents

**1999:** Ford introduces the Personal Safety System®, including Belt-Minder® (2000 Taurus)

**2000:** Belt-Minder system offered on all 2000 Ford, Lincoln and Mercury vehicles

**2001:** Belt-Minder credited by U.S. government for increasing belt usage 5 percent

**2001:** Ford launches Boost America, the largest-ever child safety program with 1 million booster seats donated

**Ford announces the next-generation Explorer will offer world-first rear inflatable seat belts that combine these two top life-saving technologies to help enhance rear-seat protection.**

11/2009

FOR MORE INFORMATION, GO TO WWW.MEDIA.FORD.COM

Drive safe.