

Latest HLDI Report on Highway Safety:

GM CARS RATED BEST 9TH YEAR IN A ROW.

1983-1985 passenger cars with the "best injury loss experience"

	Make	Body	Relative Frequency
✓ 1.	Pontiac Parisienne ^o	SW	50
✓ 2.	Buick Electra	SW	55
✓ 2. } Tie	Mercedes 300 SD/380 SE	SS	55
✓ 4.	Cadillac Brougham	2D	59
✓ 4. } Tie	Oldsmobile Delta 88	4D	59
✓ 4. }	Volvo 240	SW	59
✓ 7.	Buick LeSabre	4D	60
✓ 8.	Oldsmobile Custom Cruiser	SW	62
✓ 9.	Chevrolet Caprice	SW	63

Source: Highway Loss Data Institute. Body Styles: SW=Station Wagon; SS=Sport Specialty; 2D=Coupe; 4D=Sedan. Excludes Passenger Vans. All results are stated in relative frequency of injury claims. A relative injury claim frequency of 100 is average. Relative frequencies of less than 70 are defined by HLDI as "Substantially Better than Average." Some vehicles had overall claim frequencies of 63 or less, but did not meet other HHS criteria for having the "best injury loss experience." ^o1984-85 models only.

The Highway Loss Data Institute (HLDI) is a non-profit public service organization associated with the Insurance Institute for Highway Safety. As it has done annually for the past ten years, HLDI has summarized and published its findings on the frequency of automotive insurance claims.

This year, HLDI finds that of the top nine models with "the best" overall injury claim experience, seven are General Motors cars.

We are pleased that GM cars are rated best again, as they have been each and every model year since 1977.

We believe this continued excellence reflects not only our cars—their quality, size, weight, and design—but also how and where they are driven.

In the past thirty years, GM's commitment to safety has added features throughout our cars. On the outside, we've added lights and improved mirrors for better visibility. We've strengthened the roof and the doors against impacts. Designed the hood and the front end to crush in a controlled manner. Improved the crashworthiness of the fuel system.

Added a back-up hydraulic system for the brakes, and introduced front disc brakes.

In the passenger compartment, GM has installed energy absorbing instrument panels, steering columns, and seat backs. We've lessened the risk of injury from the door locks, glove box latch, rear view mirror, and the windshield. We've increased the strength of the seats with improved anchorages. We've made safety belts standard equipment. And we're introducing passive front safety belts and lap/shoulder rear safety belts on some GM models, beginning in 1987.

The HLDI results show that our cars and our customers go well together. We trust that the closeness of this relationship will continue in the years ahead. We are doing our part at GM to see that it does, encouraging every employee to contribute to the effort.

That's the GM commitment to quality. And to our customers.



Chevrolet
Pontiac
Oldsmobile
Buick
Cadillac
GMC Truck