

THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY:

GM CARS RATED BEST

1978-80 Models with the **BEST** insurance injury claim experience

(A relative injury claim frequency of 100 is average)

Make	Body	Size	Relative Frequency
✓Oldsmobile Custom Cruiser	S.W.	I	58
✓Oldsmobile Toronado	Spec.	I	58
✓Buick Estate	S.W.	I	62
✓Oldsmobile 98	4 Dr.	I	62
✓Oldsmobile Cutlass	S.W.	C	65
✓Oldsmobile Omega	4 Dr.	SC	66
✓Chevrolet Caprice	S.W.	I	67
✓Pontiac Bonneville	S.W.	I	67
✓Oldsmobile Delta 88	4 Dr.	I	69
✓Pontiac Catalina	4 Dr.	I	69
✓Buick LeSabre	4 Dr.	I	73
Mercury Marquis	4 Dr.	I	74
✓Buick Century	S.W.	C	76
✓Chevrolet Malibu	S.W.	C	78
✓Mercury Zephyr	S.W.	SC	80
✓Buick Century	4 Dr.	C	83
✓Chevrolet Citation	4 Dr.	SC	83
Dodge Aspen	4 Dr.	I	84
Plymouth Volare	S.W.	I	87

1978-80 Models with the **WORST** insurance injury claim experience

(A relative injury claim frequency of 100 is average)

Make	Body	Size	Relative Frequency
Dodge Challenger†	2 Dr.	S	162
Fiat Brava	**	S	156
Toyota Corolla Tercel†	2 Dr.	S	153
Datsun 200SX†	2 Dr.	SS	150
Plymouth Sapporo†	2 Dr.	S	149
Plymouth Arrow†	2 Dr.	SS	148
Dodge Omni	2 Dr.	S	142
Honda Prelude†	2 Dr.	SS	140
Mazda GLC†	**	SS	139
Honda Civic†	2 Dr.	SS	135
Datsun 210†	**	SS	135
Plymouth Champ†	2 Dr.	SS	134
Mazda RX-7†	Sport	SS	132
Mercury Bobcat	2 Dr.	SS	131
Toyota Corolla†	**	SS	130
Ford Mustang	2 Dr.	S	128
Honda Civic†	S.W.	SS	119

†Japanese-made.

Source: Highway Loss Data Institute.

Car Sizes: I=Intermediate, C=Compact, SC=Small Compact, S=Subcompact, SS=Small Subcompact. Body Styles: SW=Station Wagon, Spec.=Specialty, **=Not determined.

The Insurance Institute for Highway Safety has ranked cars according to the frequency with which they are involved in accident injury claims.

We are pleased that GM cars (✓) are the highest in this rating.

We believe these results reflect not only our cars—their quality, size, weight, and design—but how and where they are driven.

It shows that our cars and customers go well together. We hope it will continue that way.

QUALITY is more than skin deep. More people buy General Motors cars than those of any other manufacturer—and have for many years. These customers have their reason: they see greater value in GM cars. It may be reliability, durability, fuel economy, appearance, serviceability, or safety. But whatever their value perceptions—they have made us the world leader.

Again, let us remind you...drive carefully and buckle up!



General Motors

Chevrolet • Pontiac • Oldsmobile • Buick • Cadillac • GMC Truck