

**Pickups**

**ROCK**

A white pickup truck is shown from a side-front perspective, driving on a dirt road. The truck is splashing mud, which is visible on its body panels. The background shows a dirt road curving into the distance under a dark, overcast sky. The overall aesthetic is gritty and rugged.

**They also**

**ROLL**

# PICKUP TRUCKS

IN MISSOURI



141 FATALITIES  
**75% UNBELTED**  
IN 2017



63% OF ALL DRIVERS AND PASSENGERS  
KILLED IN CRASHES WERE  
**UNRESTRAINED**

2017 data from the Missouri State Highway Patrol, Missouri Department of Transportation, National Highway Traffic Safety Administration.



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1-800-800-BELT



**ARRIVE  
ALIVE**