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## Ford and American Humane Association Remind Pickup Truck Drivers: Dogs Ride Inside

- American Humane Association experts caution that pets should never be transported in the bed of a pickup truck
- 100,000 dogs die each year riding in truck beds
- Simple, basic steps can help keep pets safe and driver distractions down

Ford and the American Humane Association have teamed up in a new pet safety campaign to remind pickup truck drivers that dogs should never ride in the bed of a pickup truck. Called "Dogs Ride Inside," the campaign reminds all drivers that simple, basic actions can prevent serious injury or death while transporting a beloved family pet.

"It is estimated that 100,000 dogs die each year riding in truck beds" said Dr. Robin Ganzert, president and CEO of American Humane Association, the country's first national humane organization. "Unfortunately, we have all seen dogs riding in the bed of a pickup truck, which is an extremely dangerous way to transport your pet."

"As America's truck leader, this is an issue that's close to the heart for us," said Doug Scott, Ford Truck Group Marketing Manager. "We're not asking that people go to onerous lengths while driving with pets, but even the smallest steps can make a difference in keeping *all* passengers in our vehicles safe."

The American Humane Association and Ford recommend:

- All animals should ride inside a pickup truck cab – never in the bed of a truck.
- At the very minimum, your pet should always ride in the back seat if your truck has one. An animal in the front seat can quickly become a driver distraction and cause an accident, jeopardizing the pet and everyone else in the vehicle. The highest volume F-Series trucks – the F-150 SuperCrew<sup>®</sup>

and Super Duty Crew Cab both have spacious second-row seats ideal for man's best friend. Better yet is to restrain, contain or crate your pet with a pet carrier or specially designed pet seatbelt.

- Dogs love sticking their heads outside of a moving car, but that's also one of the easiest ways for a pet to be injured, whether it's from a flying rock or even falling out of the vehicle. It's OK to briefly roll the window down to satisfy a curious nose, but not more than that. Wind can seriously irritate mucous membranes and blow pieces of grit into their eyes.
- Just in case you and your pet become separated, be sure that all ID tags are properly affixed to your pet's collar and that they have your current contact information, including cell number(s). Your pet should also have an ID microchip implanted – and make sure the microchip registration and pet license information is up-to-date. Consider including the name and phone number of an emergency contact.
- Never leave pets unattended inside of vehicles. Remember that cars heat up fast – even with the windows cracked.

This fall, Ford will sponsor a month-long adoption and pet safety tour in conjunction with Fido Friendly magazine. "Get Your Licks on Route 66" will visit 15 cities from Los Angeles to Chicago promoting pet safety and adoption; in the first four years of the tour more than 1,500 animals have been placed in new homes. Shelters along the route and dates can be found at [getyourlicksonroute66.com](http://getyourlicksonroute66.com).

#### About American Humane Association

American Humane Association is the country's first national humane organization and the only one dedicated to protecting both children and animals. Since 1877 American Humane Association has been at the forefront of virtually every major advance in protecting our most vulnerable from cruelty, abuse and neglect. Today they're also leading the way in understanding the human-animal bond and its role in therapy, medicine and society. American Humane Association reaches millions of people every day through groundbreaking research, education, training and services that span a wide network of organizations, agencies and businesses. You can help make a difference, too. Visit American Humane Association at [www.americanhumane.org](http://www.americanhumane.org) and remember to follow us on [Facebook](#) and [Twitter](#).

#### About Ford Motor Company

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