



BAREFOOT MOTORS
EARTH UTILITY VEHICLES

PERMISSION TO
MFR PRIVACY NOTIFIED *64*
COMMENTS: YES NO *9/20/10*
OVERRULED; ATTACHED
 EXCISIONS FOIA Hrs *3.9 6/10*
 DO NOT RE-NOTIFY RE-NOTIFY

December 8, 2009

Renee K. Haslett
Trial Attorney
Division of Compliance
Office of the General Counsel
U.S. Consumer Product Safety Commission
4330 East-West Highway
Bethesda, Maryland 20814

Subject: Barefoot Motors, LLC Proposed ATV Action Plan

Barefoot Motors will implement the actions outlined below in accordance with the rules set forth by Section 232 of the Consumer Product Safety Improvement Act of 2008.

Technical Compliance: All Barefoot Motors vehicles will be manufactured in accordance with the mandatory consumer product safety standard; the American National Standard for Four Wheel All-Terrain Vehicles Equipment Configuration, and Performance Requirements developed by the Specialty Vehicle Institute of America (American National Standard ANSI/SVIA 1-2007). This includes compliance with the ANSI/SVIA standard requirements concerning the vehicle's equipment and configuration (including requirements for owner's/operator's manuals, labels and hang tags), maximum speed capability, service and parking brakes, pitch stability, electromagnetic compatibility and sound level limits. Barefoot Motors vehicles will have a certification label indicating that the vehicle complies with this ANSI/SVIA Standard. Barefoot Motors will also participate in efforts to update and revise the Voluntary Standard for ATVs as appropriate.

Age Recommendation: Barefoot Motors will not recommend, market, advertise, or sell new or used adult-sized ATVs for the use of persons less than 16 years of age. (b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA Section 6(a),(b)(4)

Rider Training: Barefoot Motors will offer free hands-on ATV Safety Institute ("ASI") ATV training to all Barefoot Motors ATV purchasers and age appropriate members of the purchaser's immediate family. Through Barefoot Motors' participation in the ASI Safety Program, Barefoot Motors will have the capability to register purchasers, and age appropriate members of the purchaser's immediate family, for the ASI training at the time of purchase. Barefoot Motors will offer to register its purchasers and age appropriate members of the purchaser's immediate family for ASI training at the time of purchase and will follow-up by emailing purchasers that do not opt to register for free training at the time of purchase with information about how to register for free ASI training.

(b)(3):CPSA Section 6(a),(b)(4)

If at any time Barefoot Motors is no longer a participating member of ASI's Safety Program, Barefoot Motors will provide registration information for the training course to the purchaser at the time of purchase.

(b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA
Section 6(a),(b)(4)

After completion of the ASI course, the riders will qualify for an incentive worth \$100. The \$100 incentive for training will include at least \$50 in cash, with the balance offered (at the consumer's choice) as a rebate for already purchased safety equipment or a credit toward the purchase of new safety equipment.

(b)(3):CPSA Section 6(a),(b)(4)

Dissemination of Safety Information: Barefoot Motors will depict responsible ATV use in all of its advertising and promotional materials. In addition, each purchaser will be provided a "Safety Video" and a copy of the ASI brochure titled, "Tips and Practice Guide for the All-Terrain Vehicle Rider". Last, many States have exercised their authority to impose requirements that relate to the use of ATVs. Accordingly, Barefoot Motors will provide an information sheet to each new purchaser describing the applicable state requirements in the state(s) in which the purchaser plans on using the Barefoot Motors EUV ATV.

Safety Video: Barefoot Motors will provide the "Safety Video" at the point of purchase of the EUV ATVs. (b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA Section 6(a),(b)(4)

Advertising: All Barefoot Motors advertising and promotional materials shall include the substance of the safety messages described in J.1 and Appendix K of the 1988 ATV Consent Decree and depict EUV ATV use in a manner consistent with safe and responsible use of the product. All riders shown in such advertisements shall wear helmets and full protective gear. (b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA Section 6(a),(b)(4)

Toll-free Hotline: As a benefit of its Participating Company relationship with the ATV Safety Institute (ASI), Barefoot Motors will utilize the toll-free number (800-887-2887) provided by the ASI to provide consumers with ATV safety information and training, including age recommendations. (b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA Section 6(a),(b)(4)

Safety Alert: Safety Alert documentation will be provided at the point of purchase to all retail purchasers of the Barefoot Motors EUV ATVs. (b)(3):CPSA Section 6(a),(b)(4)

(b)(3):CPSA Section 6(a),(b)(4)

Information and Education Program: Barefoot Motors will implement an Information and Education Program directed primarily at providing safety information and at deterring children under age 16 from operating adult size ATVs. (b)(3):CPSA Section 6(a),(b)(4)


(b)(3):CPSA Section 6(a),(b)(4)

requirements. This Barefoot Motors Information and Education Program will be conducted over a ten (10) year period.

Action Plan Changes: Barefoot Motors plans on following this Action Plan indefinitely. If there are any changes in the future, Barefoot Motors will give the Commission at least 60 days prior notice of any material changes in the company's undertakings relative to this EUV ATV Action Plan. Barefoot will also provide information about the activities described in this EUV ATV Action Plan upon reasonable requests from CPSC.

Sincerely,

Barefoot Motors, LLC



Mary Jo Gresens, CEO

Attachments:

Exhibit 1, Information and Education Program

ASI Safety Program Participation Agreement (executed copy)

