

Did you know

that in many developed countries across the world, including many parts of Europe and America, parents are actively encouraged to keep their children rear facing in the car up to the age of 4? Most parents in the UK don't.

You probably know

that children are considerably more vulnerable than adults in a car accident.

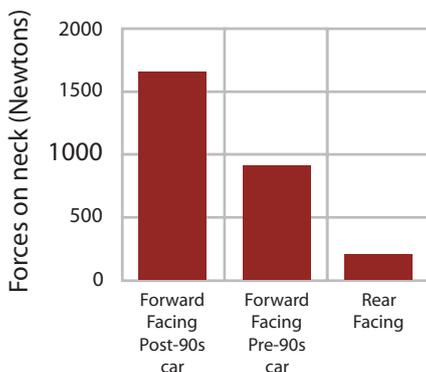
You might know

that the reason we are advised to seat babies under 9 kg facing backwards is because their skeletons and muscles cannot tolerate the impact caused by a front end collision if they are facing forward in a car crash.

You probably don't know

that the force exerted on a child's neck in a rear facing car seat is less than a fifth of that in a forward facing seat?

When you consider that a young child's head accounts for 25% of their body weight, this is very significant. In fact it would be equivalent to your or my head weighing 20 kg.



Forces above 1000N are considered dangerous
Source: Folksam insurance company - Sweden

You may find it hard to hear

that most accidents involve a frontal collision, that the most vulnerable person in an accident is a child and that not only can the harness in a forward facing seat cause a young child's ribs to flex and bend damaging the internal organs but also the spine and skeleton at the neck can actually stretch and break causing internal decapitation.

So you should also know

that injuries to the head and neck are the most common injuries to young children and babies sustained in car crashes.

You might be interested to know

that ECE approved car seats, which will take a child rear facing from birth to 18 kg (approx 4 years), are available abroad but not in the UK. These seats are designed to accommodate little legs, are higher up so children can see out as well as meeting and exceeding all the same safety standards as forward facing seats.

You will probably be surprised to know

that these seats are manufactured by the same companies that are the leading brands on sale in the UK. In fact one renowned seat manufacturer actually MAKES the rear facing seats for other European markets in their Hampshire factory.

You may have noticed

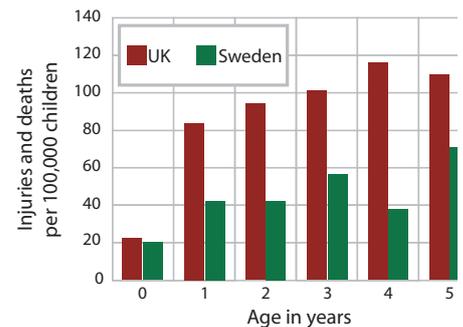
that these seats are not available in the UK. In fact the National Sales Manager for this same manufacturer said the seats are not available in the UK nor do they have any intention of adding them to their UK product lines. We asked him WHY? His answer was, even though they are safer, even though they are legal, the UK public:

- "don't want to spend the additional money" – the difference is as little as £30 for the same specification rear or forward facing seats from the same manufacturer
- "are not informed" – with the seats not being available in the UK, it is virtually impossible to get any information about them
- "would find them too difficult to fit" – it is recommended that your car seat be fitted by a trained sales assistant, would they find it too difficult?

However, these safer seats are available to the consumers of Sweden, Norway, Finland, Germany, USA and the list goes on.

You will be devastated to see

the statistics. This chart shows the number of children hurt in car accidents. The red bar is the UK, the green bar is Sweden. Under 1 year the difference is minimal, but once British parents start turning their children forward at 9 kg or 12 months the difference is phenomenal.



Source: The Swedish National Organisation for Safety in Traf

Please help us to bring this to the attention of the general public, parents, grandparents, local and national government, safety officers, retailers and manufacturers.

We believe the UK deserves to have a choice. The people deserve to be given the relevant information.

Help us turn things around.

If you would like more information, or to contact us for quotes, interview or if there is any way in which you can help, please visit www.rearfacing.co.uk

This site is not sponsored or biased in anyway. Just informative.

Thank you for taking the time to read this, we hope that you have found it informative.

Kind Regards

The Rear Facing Team

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