

Bringing Back Up Cameras Back Up

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TUCSON, Ariz.—The mad scramble that starts most of our days. It doesn't matter what we are doing we need to get on the road now.

After a brisk shower, we throw on our clothes and grab what we need for the day. Lunch, coffee, papers, jackets, bags, keys and phones, all thrown together as we bolt on our way.

We dive into the car, throw it into reverse, and focused on getting to work back out without looking back.

Then a sickening thud brings the day to a halt.

Back over collisions occur that easily. Forgetting to check the back of a car, nor looking over ones shoulder when in reverse, and relying on mirrors can lead to major damage.

Even when one tries to look out behind them and check their mirrors the chance for a collision is still there due to a lack of rear visibility that is hard to over come in many vehicles.

Back over collisions usually have resulted in bruised egos and dented bumpers, but according to the National Highway Traffic Safety Administration, they also result in upwards of 183 fatalities and 6700-7419 injuries annually, often to children.

Sue Auriemma the Vice President of KidsAndCars.Org is well aware of the dangers of back over collisions after she backed over her own daughter, Kate while exiting her driveway.

"She darted out of the house and as I was backing out of my driveway looking over my shoulder", said Auriemma. "She was able to get to my vehicle, and she was trying to get around the vehicle to get to my side to tell me that she wanted to come with me."

Auriemma's daughter survived the collision that day eight years ago, and today shes 11. The event lead Auriemma to begin advocating for childrens safety.

The problem was serious enough that it inspired the Cameron Gulbransen Kids Transportation Act, which was passed by congress in 2007, and signed by then President Bush in 2008.

The law required almost all vehicles to have devices that would alert drivers to objects behind the vehicle.

Then, the law went to the NHTSA who were to investigate the problem and possible solutions that had to be issued by early 2011.

Though the NHTSA has reported findings that show that rearview cameras provide the best solution, the bill has been delayed 4 times and still not resulted in any standards imposed on automakers.

"We feel that its completely unacceptable," said Amber Rollins, director of KidsAndCars.org, an advocacy group that tries to make children safer when they are around motor vehicles and a prominent supporter of the bill.

"Its been over two years now since the bill was supposed to be finalized." Rollins said, "every day that this bill is further delayed more and more children are dying and being injured in back overs."

According to Rollins the big issue preventing the standards from going into effect is cost, as well as a fight back from carmakers. "The office of budget and management people feel its too expensive."

Figures state that it would cost an additional \$50-\$200 dollars on top of the price of a new car to add on a back up camera.

Rollin's and KidsAndCars.Org argue that the amount is minor in relation to the cost of a new car, and that "you cant put a price tag on a child."

Many sources report that automakers are pushing back against the standard. "If you look at history, every single safety feature in vehicles that we take for granted today was fought." Rollins said on the matter.

An NBC news piece on desired car features reported that half of drivers, they surveyed would pay more for features like reversing cameras so they could be more award of their blind spots, which are sold currently as options.

"Pretty much every single automaker out there is advertising their vehicles that have backup cameras" says Rollins.

KidsAndCars.Org is planning a large press event in Washington DC with sponsors of the original bill as well as parents who have had children injured or killed in back over collisions. The event aims to bring attention back to the bill and end its stall.

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