

The Motorist Awareness Team

GWRRA's Motorist Awareness Division (MAD) and its "Ride Aware!" campaign seek to reduce the number of crashes and near-misses occurring between motorcyclists and other highway users through a program of awareness education for motorcyclists and motorists.

The Motorist Awareness (MA) program will be conducted by MAD Coordinators and Liaisons spreading the gospel of Motorist Awareness through public speaking, distribution of printed materials and by being highly visible at events and rallies world-wide. Coordinators and Liaisons will also:

- Pass out brochures to relatives, co-workers and friends.
- Leave handouts and materials with retailers, waitresses, doctors, banks and others you encounter on an ongoing basis.
- Encourage your motorcycle organization to hold a Motorist Awareness Bike Show.
- Distribute MA documentation and information at shopping centers, auto parts and grocery stores et al.
- Speak on MA at high schools, community clubs e.g. Elk's Club, Lion's Club, Masons' and other social groups with motorists and/or motorcyclists in attendance.

"You will never score a touchdown sitting on the bench!"

Join Us. Be MAD.

WE ARE!



"With Americycle you'll ride easy and protected, under the Eagle's wing."

To find an Agent near you call
(800) 840-4400 or visit us at
<http://www.anpac.com>



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"There is no need to drink and ride a motorcycle—the ride alone is intoxicating!"

Gold Wing Road Riders Association

Double Check



Space Cushioning

"Motorcyclists, who have significant room to maneuver while riding within a traffic lane, can use this margin to position themselves for maximum visibility to other motorists while maintaining safety and control of the traffic situation."

(NAMS, 2001)

"Motorcyclists Are Dying To Be Seen!"



WHY DOUBLE CHECK?"

- About 3/4 of motorcycle accidents involve another motor vehicle.
- Two-thirds of these accidents were caused by **the motorist** failing to yield the right of way.
- The most common reason given by the motorist is, "*I didn't see the motorcycle*"

WHY DON'T MOTORISTS SEE MOTORCYCLISTS?

- Motorists, for the most part, are unfamiliar with motorcycles.
- Motorists tend to look for and see the familiar - the familiar being other motorists.
- Motorcycles have a much smaller profile than vehicles; therefore judging speed and distance of an approaching motorcycle is more difficult.

WHERE ARE ACCIDENTS MOST LIKELY TO OCCUR?

- **LEFT TURNS** - Over 40% of all motorcycle accidents occur at intersections.
- **CARS BLIND SPOT** - Motorcyclists are often hidden in a vehicles blind spot or missed in a quick look due to their smaller size.

LOOK TWICE - SAVE A LIFE!

Environmental Factors

- **Motorcyclists** have to be much more concerned about road obstructions such as debris, potholes, and railroad tracks.
- **Motorcyclists** braking and handling abilities are impaired by wet roads, icy roads, and roads with loose gravel.
- **Wind** gusts and gusts from large vehicles can be a serious hazard for motorcyclists.
- A large vehicle can completely hide a motorcycle from view of other vehicles.

Ask yourself each day on the highway, "**Have I seen a motorcycle today?**" If the answer is "Yes" GREAT, then look for another one.

Only by actively looking for motorcyclists can you increase your awareness of them on the highway.

Soon, it will be second nature and you will have greatly reduced the possibility that you would one day accidentally have a collision involving a motorcyclist!!

What Can You Do?

- **Expect** to see motorcyclists. Look twice!
- **Try** to anticipate a motorcyclist's movements - be especially cautious at intersections and during lane changes. "Take a sec - Double check!"
- **Allow** more space between your vehicle and a motorcyclist than you would for another vehicle. Ride aware!
- **Be** courteous - signal your intentions well in advance.

Safety Initiatives

All states permit motorcycles to use high occupancy vehicle (HOV) lanes with a single rider on the motorcycle. Limited studies evaluating this practice have shown no traffic or safety problems (*Jernigan, 1995*).

A motorcycle's narrow width can allow it to pass between lanes of stopped or slow-moving cars on roadways where the lanes are wide enough to offer an adequate gap. This option can provide an escape route for motorcyclists who would otherwise be trapped or struck from behind.

There is evidence (*Hurt, 1981*) that traveling between lanes of stopped or slow-moving cars (i.e., **lane splitting**) on multiple-lane roads (such as interstate highways) slightly reduces crash frequency compared with staying within the lane and moving with other traffic.

Although lane splitting is allowed in just a few areas of the United States, notably California, it appears to be worthy of further study because it offers a means of reducing congestion in addition to possible safety benefits. It is widely used in many other countries.

How Many MOTORCYCLES Have You Seen Today?

LOOK TWICE!

CWEEA Motorist Awareness Division (301) 336-4710

Conspicuity, A Motorcycling Must
