

Look Twice for Motorcycles

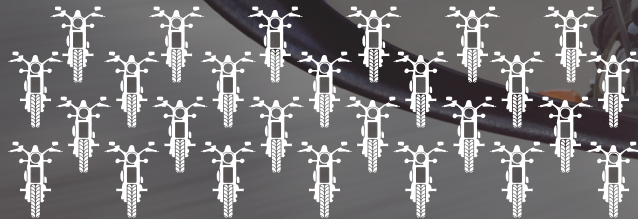
In analyzing 10 years of Florida motorcycle crashes, researchers found that 60% of the time motorists in other vehicles are at fault when they collide with motorcycles.¹



Crash risk is tripled when drivers engage in visual-manual subtasks like checking their phone or operating the radio.²



41% of 2-vehicle, fatal motorcycle accidents in 2012 involved cars and trucks turning left when cyclists went straight.³



VS.



Per mile traveled, motorcyclists are 26x more likely to die in an accident than those in passenger vehicles.⁴

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Follow and share these tips to keep the road safe for all travelers:

-  Put your cell phone away until you reach your destination - even hands-free devices
-  Wait until the car is fully stopped to adjust a radio, MP3 player, or CD player
-  Never multi-task with activities like eating, grooming, or using a navigation system
-  Check your blind spots often before turning or changing lanes
-  Attempt eye contact with cyclists before turning in their direction at intersections
-  Some motorcycle signals aren't self-canceling - ensure the rider turns before proceeding
-  Treat motorcycles like passenger vehicles: allow them a full lane width
-  Follow the 4-second rule: don't pass an object until at least 4 seconds after a cyclist in front of you
-  Be a defensive driver: try to anticipate a cyclist's next move



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¹ Chanyoung Lee, senior researcher at the University of South Florida's Center for Urban Transportation Research http://articles.sun-sentinel.com/2013-03-09/news/fl-finding-fault-in-motorcycle-crashes-20130309_1_motorcycle-crashes-chanyoung-lee-motorcycle-riders)

² Virginia Tech Transportation Institute, 2013

³ Insurance Institute for Highway Safety, 2012

⁴ Insurance Information Institute, 2014