

WE ARE NOT INVISIBLE!



Small things can cause injury and even death among riders. Bumps, potholes, road debris, wind and weather, while not critical to most motorists, can be fatal to riders.

**NEW RIDERS** – When new riders don't have an experienced rider with them, they may slow way down when entering a curve or stopping, or leave their turn signal on long after making the turn. They may ride under the speed limit or swing wide to avoid road hazards or other vehicles. Please be courteous and patient! New riders represent the highest number of injuries and deaths among all riders.

**DRIVER DISTRACTIONS** – Accidents due to driver distractions are becoming an epidemic. In 3 to 5 seconds at 55 mph your vehicle covers the length of a football field. Turn off your cell phone, and if you need to perform a task which takes your eyes off the road, **PULL OVER!**

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## MOTORIST AWARENESS

**CONCENTRATE ON YOUR MOST IMPORTANT  
TASK - THE SAFE OPERATION OF YOUR VEHICLE!**

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HELP US SURVIVE  
THE RIDE!

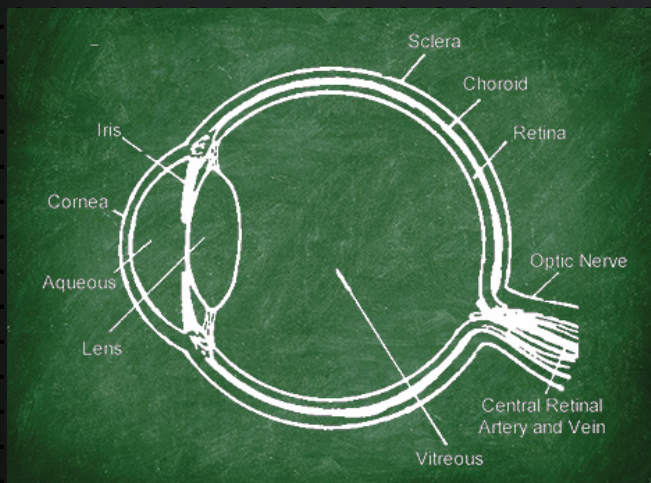


**THERE ARE MORE THAN 8 MILLION  
MOTORCYCLE RIDERS IN THE U.S.**

Many of them are invisible because  
you don't see them.  
Here's how you can make them  
visible, and save a life.



# LOOK TWICE – SAVE A LIFE! “THE SCIENCE”



## OUR EYES ARE NOT MADE FOR DRIVING— THEY ARE MADE FOR HUNTING.

There is a very small part of our eyes that process high definition images. The rest of the image may be fuzzy. This very small high definition image will be processed by your brain as a series of pulses. The pulses are called, “Fixations”. The space between pulses are called, “Saccades”. If a driver’s head moves too quickly left, right, and left again, and the driver is not actively focusing on what he or she sees, a small image like a motorcycle may fall within the fixations and not be processed by the brain at all!

**Look left and focus. Continue to focus as you turn your head to the right, focusing nearer and then farther away. Continue to actively focus on images as you turn your head to the left again – looking near and then far. Keep practicing!**

## “MORE REASONS TO LOOK TWICE”



- Motorists are not normally looking for motorcycles on the road. They are looking for cars and trucks.
- Motorcycles are smaller than other vehicles which makes judging speed and distance more difficult.
- Because it is smaller, it is easy for a motorcycle to be hidden from view in a vehicle’s blind spot, (such as a windshield post) a stationary blind spot, (like a mail box) or even another vehicle.

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### MOST ACCIDENTS WITH MOTORCYCLES CAN BE AVOIDED!

- **LEFT TURNS AND INTERSECTIONS—**  
Over 40% of all motorcycle accidents occur at intersections, especially when a car or truck is making a left turn. Why? Because often a motorist has failed to yield the right of way, and turned left in front of a motorcycle. Motorists should be wary of blind spots and actively focus while they are, “looking twice.” In multi-lane intersections look for a helmet above the vehicles, and extra tires below.
- **FOLLOWING AT UNSAFE DISTANCES—**  
Motorcycles weigh less than cars and trucks, so they are able to stop more quickly and in shorter distances than other vehicles. Put extra distance between you and the bike in front of you to avoid a rear end collision. Follow at 3 seconds or more when road conditions are ideal, and at least 5 seconds when road conditions are bad. Larger vehicles should increase this margin.
- **GROUP RIDERS—**  
Motorcyclists often ride in groups. Although riding in small groups is recommended, occasionally the groups are large. If it is necessary to pass a group of riders make **ABSOLUTELY CERTAIN** that you have a safe place to merge. Remember that motorcyclists have a right to the entire lane!

**DRIVE AWARE!  
MOTORCYCLES ARE EVERYWHERE!**