

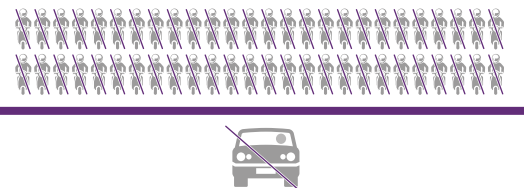
Global interest in motorised two wheeled vehicles is growing, thanks to traffic congestion, affordability, and rising fuel prices. But riding a motorcycle can be very dangerous for obvious reasons – there is nothing physical to protect you, the rider, aside from what you are wearing on your body and head.

What can you do to help keep yourself and other road users safe? A lot, as it turns out.

## The Facts.



Motorcycles make up just **1%** of total road traffic, yet they accounted for **20%** of all road deaths in 2020<sup>1</sup>.



Motorcyclists are roughly **52** times more likely to be killed in a road traffic incident than car occupants, per mile ridden<sup>2</sup>.



Motorcyclists account for more than **380,000** deaths every year worldwide<sup>3</sup>.



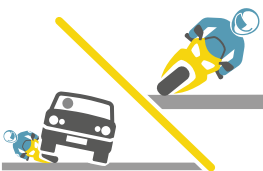
Around ten motorcyclists are killed or seriously injured at junctions every day<sup>2</sup>.



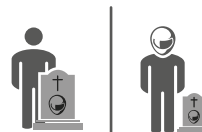
Most motorcycle accidents around the globe occur at an average speed of 30mph<sup>5</sup>.



Between 4 and 7pm is the peak time for a motorcycle collision Monday to Friday. Saturday and Sunday, the peak time is between 12pm and 4pm<sup>1</sup>.



Almost half (40%) of motorcycle fatalities in multiple vehicle crashes involved a car<sup>1</sup>.



Helmets reduce accident-related death by 37%<sup>6</sup>.



Helmets reduce the risk of head injury by 69%<sup>7</sup>.



About 56% of all motorcycle accidents worldwide take place on urban roads, and more especially at intersections<sup>4</sup>.

References: 1. Department of Transport 2022. 2. Think! Website 2022. 3. NHTSA 2023. 4. MMD ATTORNEY 2023. 5. Motorcycle Injury 2023. 6. Steel, Horse Law. 7. CDC



## The Advice.

### Every time you get upon your motorcycle...

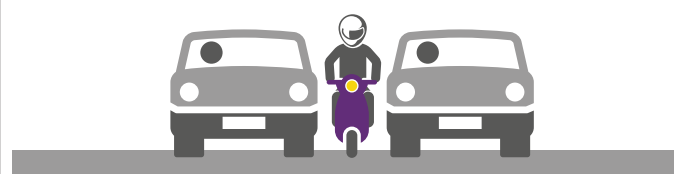


Always wear a full-face helmet plus suitable protective and high-visibility clothing, no matter how short the trip.

### Be alert and help yourself...



**Are you overconfident?**  
Speed and sharp bends do not mix, more so on rural roads or when it's raining and/or slippery.



Only ride between vehicles if you must. Keep speeds low; you may have to stop or take action if another road user doesn't see you.



Think twice (maybe even three times) before overtaking.

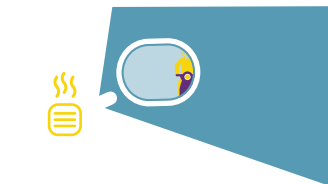
### When considering an overtake, ask yourself some questions:



Can I complete the manoeuvre without breaking any rules, such as the speed limit?



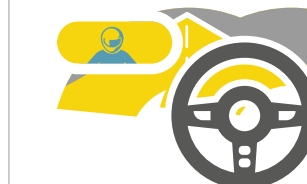
Am I too close, some road users might not see me?



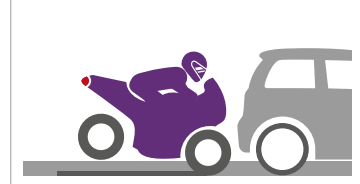
Will I be entering another road user's blind spot?



Have I judged the speed of the oncoming vehicle correctly?



Am I intimidating the driver in front while I am waiting for the opportunity?



Could I stop safely if the driver in front braked suddenly?

### Consider all road users and conditions...



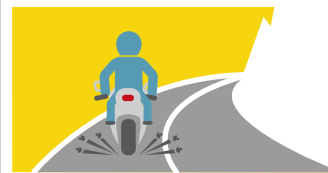
Watch the vehicle ahead of the one you're following. And the one ahead of it, and the one ahead of it, and...



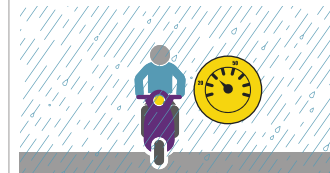
Check over your shoulder before making any change of direction – this is often called the 'life saver'.



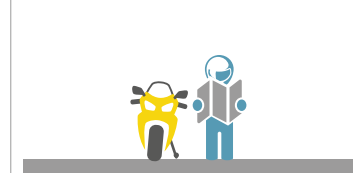
Choose a prominent position in the road where you can see and be seen by other road users and pedestrians.



Can I see the full road ahead? Is the road surface good enough to complete the manoeuvre?



Be mindful of bad weather conditions, reduced visibility and poor road surfaces. Reduce your speed accordingly.



Before any journey, check traffic and weather conditions – plan your route accordingly. Stop and rest at any sign of tiredness.

Get in the mindset that no one can see you, at anytime, or anywhere.