

Look. Learn. Arrive Alive.
Motorcycle Safety
2008

- Missouri wants everyone on Missouri roads to look out for each other and Arrive Alive.
- Paid media for the campaign begins April 28 and runs into late July.
- In 2007, there were more than 400,000 licensed motorcycle operators in Missouri.
- In 2006, 93 motorcyclists were killed in crashes on Missouri roads.
- An astonishing 80 percent of motorcycle crashes result in injury or death.
- 99% of the people who died in crashes involving a motorcycle on Missouri roads were the motorcyclist.
- Of all 2006 fatal Missouri traffic crashes, 9.4 percent involved a motorcycle.
- Even though traffic fatalities in Missouri are down, motorcycle fatalities have doubled in Missouri over the last few years.
- Since 1997, motorcycle deaths in Missouri have increased by 151%, while the national average is 127%. They're up nationally, but Missouri is even above the national average increase.
- A recent (NHTSA) study of 10 states found that when the helmet laws were repealed, helmet-use rates dropped from 99 percent to 50 percent and motorcycle fatalities increased significantly.

Passenger and Commercial vehicle drivers should remember the following:

- Motorcycles are vehicles with the same rights and privileges as any vehicle on the roadway.
- Allow the motorcyclist a full lane width. Although it may seem as though there is enough room in the traffic lane for an automobile and a motorcycle, remember the motorcycle needs the room to maneuver safely. Do not share the lane.
- Approximately one-half of all motorcycle crashes involve another motor vehicle. Nearly 40 percent were caused by the other vehicle turning left in front of the motorcyclist.

- Motorcycles are small and may be difficult to see. Motorcycles have a much smaller profile than vehicles, which can make it more difficult to judge the speed and distance of an approaching motorcycle.
- Always signal your intentions before changing lanes or merging with traffic. This allows the motorcyclist to anticipate traffic flow and find a safe lane position.
- Remember that motorcyclists are often hidden in a vehicle's blind spot or missed in a quick look due to their smaller size. Always make a visual check for motorcycles by checking mirrors and blind spots before entering or leaving a lane of traffic and at intersections.
- Don't be fooled by a flashing turn signal on a motorcycle – motorcycle signals usually are not self-cancelling and riders sometimes forget to turn them off. Wait to be sure the motorcycle is going to turn before you proceed.
- Remember that road conditions which are minor annoyances to you pose major hazards to motorcyclists. Motorcyclists may change speed or adjust their position within a lane suddenly in reaction to road and traffic conditions such as potholes, gravel, wet or slippery surfaces, pavement seams, railroad crossings, and grooved pavement.
- Allow more following distance, three or four seconds, following a motorcycle so the motorcyclist has enough time to maneuver or stop in an emergency. In dry conditions motorcycles can stop more quickly than cars.

For more information on the Look. Learn. Arrive Alive campaign, visit www.saveMOlives.com

For more information on motorcycle safety, visit www.mmsp.org