

**Gold Wing Road Riders Association
Motorist Awareness Division**

“Ride Aware! - Motorcyclists Are *DYING* To Be Seen”



Motorist Awareness Seminar

PLAYBOOK

JUNE 2004



**Gold Wing Road Riders Association
Motorist Awareness Division**

“Ride Aware Seminar”

”Ride Aware!” – “Motorcyclists Are Dying To Be Seen”

FORWARD

“Ride Aware!” is the Motorist Awareness Division’s campaign to reduce the number of crashes, conflict situations and close calls arising between motorcycles, trikes and other roadway users in our evolving, modern highway environment. The Division’s two-fold mission is to provide information to motorcyclists on means to reduce conflict with other roadway users and the environment in which they ride; and the other half is to inform motorists of means to reduce crashes, near misses and conflicts with motorcyclists. MAD will achieve this two-fold mission through Motorist Awareness Coordinators and Liaisons and by co-opting participants in GWRRA’s Couple of the Year and Ambassadorial programs. The “Ride Aware!” campaign compliments and reinforces GWRRA’s Rider Education program and together provide GWRRA Members the full spectrum of educational resources. Motorcycle Safety Awareness Month is an annual opportunity to showcase this Motorist Awareness/Rider Education partnership. Each May, Motorist Awareness Coordinators and Liaisons spearhead Motorist Awareness initiatives throughout the association.

GWRRA’s Motorist Awareness Division and its “Ride Aware!” campaign are focused on reducing crashes, conflict and close calls between motorcycles, trikes and other highway users. This is a challenge whose time has arrived. The motorcycling community can no longer be content to sit passively by while crashes and conflicts between motorcycles and other vehicles continue to escalate. It is time for motorcyclists to take the field, seize the awareness initiative and score on our own behalf. Motorcyclists cannot stem rising highway conflict through commiseration, but must do so through active participation. We believe “Ride Aware!” with its emphasis on using good judgment, maintaining an active highway strategy and aggressively educating motorists and motorcyclists will reduce current levels of highway conflict.

This “Ride Aware!” presentation should be given in a 45-minute block of instruction. Tailor the seminar materials you present to the anticipated audience. The Lesson Plan contains ample materials for topical selection and, if presented in its entirety, could exceed 2-hours. Determine your presentation time allocation in advance and tailor your presentation to remain within the time constraints. Be sensitive and attentive to audience participation and body language. Don’t exceed your allotted time.

There are many opinions and, at times, controversy about Motorcycling. Keep in mind, as a Motorist Awareness Coordinator or Liaison; you are a GWRRA, Motorist Awareness ambassador. As such, your role is to inform and not to advocate a motorcycle lifestyle. For this reason, try to avoid controversial topics such as wearing helmets and repeal of helmet laws. If you are not aware of GWRRA's position on a subject, state you do not know and that you will find. When expressing personal opinion, make certain you qualify your belief with "In my personal view...", or "In my judgment..." to ensure the audience is aware the position is your own.

Thank you for participating in the "Ride Aware!" initiative. There is much work to be done in informing the motorist community of means by which they can assist in reducing the number of crashes, close calls and conflicts with motorcycles. You are on the first-string of the "Awareness" team's offensive line in a contest we dare not lose. If your efforts account for one less crash, you will join our "All-Pro" ranks. Together, we will make a difference.

"Ride Aware!"

"Ride Aware – Motorcyclists Are Dying To Be Seen!"



**Gold Wing Road Riders Association
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“Ride Aware Seminar”

”Ride Aware!” – “Motorcyclists Are Dying To Be Seen”

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“Ride Aware – Motorcyclists Are Dying To Be Seen!”



Gold Wing Road Riders Association
Motorist Awareness Division
“Ride Aware – Motorcyclists Are Dying To Be Seen”

Greetings:

The Motorist Awareness Coordinator or Liaison bearing this letter is a representative of the Gold Wing Road Riders Association’s (GWRRA) and it’s Motorist Awareness Division (MAD). MAD’s singular function is to reduce the number of crashes, conflict situations and close calls arising between motorcycles, trikes and other roadway users in our evolving, modern highway environment. Our methodology to achieve this end is to increase motorist awareness of motorcycles, other two wheeled vehicles and trikes and to raise motorcyclists understanding of factors that decrease a motorist’s awareness of their presence. “Ride Aware!” is GWRRA’s campaign to achieve this end. We would very much like to present our program to your organization, but first, let me tell you a little about GWRRA.

Gold Wing Road Riders Association is the world’s largest single-marquee social organization for owners and riders of Honda Gold Wing/Valkyrie motorcycles -- and some would say, the world’s largest family. Dedicated to our motto, *Friends for Fun, Safety and Knowledge*, GWRRA members enjoy the freedom of belonging to a non-profit, non-religious and non-political organization. Founded in 1977, GWRRA has grown to more than 82,000 U.S., Canadian and international members in 52 foreign countries in 27 years. The Association consists of over 950 active chapters managed by 4,000 volunteer leaders, all working with members to foster safe, enjoyable riding and to improve the public’s image and awareness of motorcycling and motorcyclists. Our “Ride Aware!” campaign is one means by which we achieve these ends.

Information in the “Ride Aware!” presentation is for every motorist, not just new and inexperienced operators. All roadway users should develop motorcycle awareness strategies and methodologies to share our streets and highways. It is not our intent to promote a lifestyle or to advocate riding motorcycles. Our singular purpose is to promote safety for all motor vehicle travelers.

“Ride Aware!” is a thought provoking seminar that has been well received wherever it has been presented. With your cooperation we can continue to promote safety in all aspects of driving. Please listen to our representative's presentation and we are certain you will be impressed. If you like the “Ride Aware!” promotion, we would ask for 45 minutes to present the program. To assist us in improving “Ride Aware!” we would also ask you to provide a critique of the program.

“Ride Aware! – Motorcyclists Are **DYING** To Be Seen”

The Motorist Awareness Division and its "Ride Aware!" campaign to reduce crashes, conflict and close calls between motorcycles, trikes and other roadway users is a challenge whose time has arrived. We can no longer be content to sit passively by while a problem affecting each of us escalates. We believe we can reduce roadway conflict by using good judgment, maintaining an active highway strategy and by aggressively promoting the principles of "Ride Aware!"

Thank you for taking time to listen to our Motorist Awareness representative and for your assistance in making the roads safer for all users. There is a place for YOU and for every vehicle operator on the Awareness Team. Together, we will make a difference.

Ride safe - "Ride Aware!"

Bruce and Julia Malson
International Directors, Motorist Awareness Division
Gold Wing Road Riders Association



Gold Wing Road Riders Association
Motorist Awareness Division
“Ride Aware – Motorcyclists Are Dying To Be Seen”

“Ride Aware!” – Lesson Plan Outline
“A Safer Transportation Environment For All”

I. Introduction:

- a. Introduce yourself and persons with you.
- b. Thank responsible personages on behalf of GWRRRA’s International Director, Motorist Awareness, for allowing you the opportunity to present the “Ride Aware!” seminar.
- c. Explain what you wish to accomplish with the seminar.
- d. Mention recent motorcycle accidents in the area or accidents of which you are aware. Explain how these accidents might have been avoided with better operator awareness.

II. Why “Ride Aware!”

- b. Our Modern Highway Environment:
- c. The Transportation Mix:
- d. “Ride Aware!”

III. Setting The Record Straight

Motorcycling misperceptions and why the time is come for “Ride Aware!”

- a. Motorists ARE NOT out to GET motorcyclists
- b. The environment IS NOT the principal cause of motorcycle accidents
- c. Excessive Speed IS NOT the cause of most motorcycle accidents
- d. Motorcycle training courses DO provide benefits
- e. Highway Fatalities
- f. Motorcycle Fatalities
- g. Social Costs

Motorists and motorcyclists are dying in greater numbers. It is time to take action to stop and hopefully reverse this trend. It is time for “Ride Aware!”

III The Facts About Automobiles and Motorcycles

- a. Stability
- b. Vulnerability
- c. Discussion on other differences

IV. “Cars, Motorcycles And A Common Road.”

- a. Introduce the video.
- b. Inform the audience there will be a test at the conclusion of the video (This should enhance audience attentiveness).
- c. Provide a hook with a statement such as : “I would like you to pay particular attention to the discussion of (select an important topic covered in the video) which we will cover in greater detail later in the seminar.
- d. At the conclusion of the video ask “Are there any questions?” Answer questions.
- e. Pass out the “Cars, Motorcycles, & A Common Road” Activity Worksheet (Test).
- f. Allow sufficient time to answer questions.
- g. Review questions and answers.

V. Highway Interaction

- a. Who is responsible for a motorcyclist’s highway safety?
- b. Not all risks to motorcyclists are due to the motorcyclist’s own behavior.
- c. Ladder Of Risk. (Discuss the Crash Chain.)

(Show the video.)

VI. Harry Hurt – Motorcycle Accident Cause Factors and Identification of Countermeasures (Hurt Study – January 1981)

- a. Most comprehensive assessment of motorcycle accidents ever conducted.
- b. Four major outcomes: Protective Gear, Conspicuity, Riding skills, formal training.

VII. Motorcyclist’s Responsibilities

- a. Visibility-BE SEEN!!!
- b. Positioning
- c. Protective Garments
- d. Lights
- e. Eye Contact
- f. “Ride As If You Are Invisible!!!”
- g. Skill Level
- h. Maintenance
- i. Attitude
- j. Alcohol Free

VIII. Motorist’s Responsibilities

- a. Accept
- b. Look
- c. Expect
- d. Care at Intersections
- e. Understand

“Ride Aware! – Motorcyclists Are **DYING** To Be Seen”

- i. SEE
- ii. Vulnerability
- iii. Lane Position
- iv. Stability
- v. Traction Management
- vi. Weather
- vii. Other Road Hazards
- viii. Toll Booths
- ix. Scooters and MOPEDS
- x. Conflict Locations
- xi. SEE - Drive with a Strategy
- xii. Courtesy

IX. The Affects of Alcohol

- a. Involved in 45%-48% of accidents
- b. Depressent
- c. Metabolized by body at 1 ounce per hour
- d. Impairs judgement
- e. Blood Alcohol Concentration
- f. Affects of Age

X. Conclusion

- a. Look for motorcyclists
- b. Drive with a strategy
- c. Anticipate motorcycle movement
- d. Signal Intentions
- e. Respect motorcyclists
- f. Don't tailgate
- g. "Ride Aware!"

XI. Wrap Up

- a. Thank attendees for their participation
- b. Distribute materials and gifts
- c. Provide GWRRA promotional materials
- d. Adjourn

"Ride Aware!"

"Ride Aware! – Motorcyclists Are *DYING* To Be Seen"



Gold Wing Road Riders Association
Motorist Awareness Division
"Ride Aware – Motorcyclists Are Dying To Be Seen"

"Ride Aware!" – Lesson Plan
"A Safer Transportation Environment For All"

I. Introduction:

A. Our Modern Highway Environment:

Today's motorcycle marketplace is dynamic and all indications suggest the existence of an increasing number of motorcycles in the traffic mix in the U.S. According to the Motorcycle Industry Council's 1998 Motorcycle Owner Survey, in 1998, there were 6.6 million motorcycles and scooters estimated to be in use (a 29.8% increase from 1990), while during the same year, the average (mean) annual miles traveled by all motorcycles and scooters used on-highway was 2,613 miles (for a total of 13 billion on-street miles!) representing an increase of 11% from the average of 2,361 miles reported in 1990. By June 2000, new unit sales of motorcycles had increased 26% over the previous year and an estimated 124% since 1990. A byproduct of this dynamic increase in motorcycling is a corresponding increase in the number of crashes, close calls and conflict situations occurring between motorcycles and other highway users. Clearly, there is a need to use an approach to motorcycle safety that complements the energy in the marketplace and reduces negative outcomes for motorcyclists and motorists.

B. The Transportation Mix:

The "mix" of motorcycles, scooters, and mopeds with other motor vehicles on the road demands awareness about these two wheeled vehicles by other automotive operators. The diversity of the motorcycling community is reflective of the general population. The motorcyclist you see on the road may be a teacher, welder, secretary, doctor, relatives, friends or neighbors. "Ride Aware!" is the Gold Wing Road Rider Association's campaign to reduce crashes, close calls and conflict between motorcycles, trikes and scooters and the larger driving community in this evolving, modern highway environment. Many automobile drivers will never ride a motorcycle, scooter or moped, but by understanding the handling characteristics and limitations of motorcycles and riders, they will better understand how to "Ride Aware!" of their two-wheeled highway brethren.

C. "Ride Aware!"

"Ride Aware!" is a challenge whose time has arrived. As responsible motorists and motorcyclists, we can no longer be content to sit passively by while a problem affecting each of us escalates. Information in this "Ride Aware!" presentation is for all motorists, not just new and inexperienced operators. All roadway users should develop a motorcycle awareness strategies and methodologies aimed at sharing streets and highways. It is not our intent to promote a lifestyle or to promote riding motorcycles. We wish only to advance safety for all motor vehicle travelers. We can reduce highway incidents by using good judgment, maintaining an active

highway strategy and by being mindful of the concepts and principles in this “Ride Aware!” presentation. Together, we will make a difference.

II. Setting The Record Straight

Motorcycling misperceptions and why the time is come for “Ride Aware!”

A. Motorists ARE NOT out to GET motorcyclists (notwithstanding all the I have seen it myself assertion): Deliberate hostile action by a motorist against a motorcycle rider is a rare accident cause. The most frequent accident configuration is the motorcycle proceeding straight then the automobile makes a left turn in front of the oncoming motorcycle (Hurt #8)

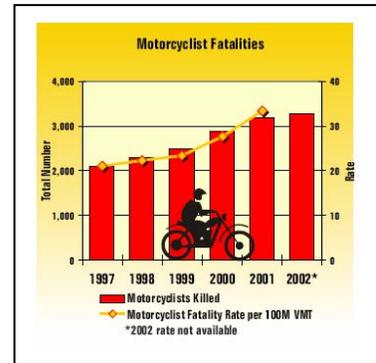
B. The environment IS NOT the principal cause of motorcycle accidents. Roadway defects (pavement ridges, potholes, etc.) were the accident cause in 2% of the accidents; animal involvement was 1% of the accidents. (Hurt #5)

C. Excessive Speed IS NOT the cause of most motorcycle accidents. The median pre-crash speed was 29.8 mph, and the median crash speed was 21.5 mph, and the one-in-a-thousand crash speed is approximately 86 mph. (Hurt #16)

D. Motorcycle training courses DO provide benefits: The motorcycle riders involved in accidents are essentially without training; 92% were self-taught or learned from family or friends. Motorcycle rider training experience reduces accident involvement and is related to reduced injuries in the event of accidents. (Hurt #24)

E. Overall Fatalities: Highway fatalities in 2002 reached 42,815, the highest level since 1990 (Up from 42,196 in 2001). Vehicle Miles Traveled (VMT) increased in 2002 to 2.83 trillion, up from 2.78 trillion in 2001(DOT, NHTSA)

F. Motorcycle Fatalities: Increased to 3,244 in 2002 up from 3,197 in 2001. This increase was the smallest in the preceding five years. Deaths among riders 50 and over, however, increased 26 percent from 2001 to 2002. (DOT, NHTSA)



G. Social Costs: NHTSA estimated highway crashes cost society \$230.6 billion a year, about \$820 per person. (2002)

H. Approximately three-fourths of these motorcycle accidents involved collision with another vehicle, which was most usually a passenger automobile.

I. Seventy-three percent of the accident-involved motorcycle riders used no eye protection, and it is likely that the wind on the unprotected eyes contributed in impairment of vision which delayed hazard detection.

- J. In the multiple vehicle accidents, the driver of the other vehicle violated the motorcycle right-of-way and caused the accident in two-thirds of those accidents.
- K. The failure of motorists to detect and recognize motorcycles in traffic is the predominating cause of motorcycle accidents. The driver of the other vehicle involved in collision with the motorcycle did not see the motorcycle before the collision, or did not see the motorcycle until too late to avoid the collision.
- L. Intersections are the most likely place for the motorcycle accident, with the other vehicle violating the motorcycle right-of-way, and often violating traffic controls.
- M. The driver of the other vehicles involved in collision with the motorcycle are not distinguished from other accident populations except that the ages of 20 to 29, and beyond 65 are overrepresented. Also, these drivers are generally unfamiliar with motorcycles.

For these reasons and more, we would like to inform motorists of things they can do to assist in reducing crashes, near-misses and conflicts with motorcycles on the modern highway. Motorists and motorcyclists are dying in greater numbers. It is time to take action to stop and hopefully reverse this trend. It is time for "Ride Aware!"

III Automobiles and Motorcycles:

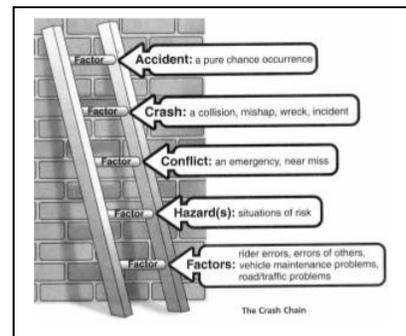
Differences between motorcycles and other vehicles may account for some highway conflict. What do you think the major differences are between motorcycles and automobiles? (Answer: Stability and Vulnerability) Engage attendees in discussion pertaining to these differences. Focus on the differences that might account for vehicle crashes, near misses and conflict situations.

Let's see how many of these differences we see in this Motorcycle Safety Foundation (MSF) video entitled - "Cars, Motorcycles & A Common Road" (8 in. 5 sec.) Pay particular attention to the discussion on (Select some pertinent aspect about the film which you would like the participants to focus on) which we will discuss a little more later in the presentation.

Show the video. **"Cars, Motorcycles And A Common Road."**

IV. Highway Interaction

- A. Who is responsible for a motorcyclist's highway safety? The motorcyclist or other highway users? (Answer: Both are!)
- B. Not all risks to motorcyclists are due to the motorcyclist's own behavior. While the motorcyclist can reduce much of the risk associated with motorcycling, safety in traffic is a responsibility shared by everyone.
- C. Contrary to popular belief, most highway crashes



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and conflicts are not accidents. Most crashes and conflicts occur because of accumulating factors which create a hazards i.e. increased risk situations. If unattended, hazards contribute to conflicts which, in turn, contribute to a crash. Accidents are at the top of the crash chain. However, because accidents have specific causes, they are better thought of as crashes. Accident infers circumstances of luck, preordination and or divine intervention and they are not. Crashes occur for reasons.

D. Discuss the Crash Chain.

V. ***Harry Hurt – Motorcycle Accident Cause Factors and Identification of Countermeasures (Hurt Study – January 1981)***

A. Conducted by the University of Southern California (USC)

B. Investigated 900 motorcycle accidents in the Los Angeles area and 3,600 motorcycle traffic accident reports in the same geographic area.

C. Fifty-Five Recommendations.

D. Four major outcomes:

1. Protective garments
2. Conspicuity
3. Skills – Cornering, braking and swerving
4. Formal motorcycling course

VI. ***Motorcyclist Responsibilities***

A. Visibility-BE SEEN!!!

Conspicuity - Wear Bright Colors! (a Swedish study-" A Comparison of Some Daylight MC Visibility Treatments [Sven Dahlstedt, Swedish Road and Traffic Research Instr.] found fluorescent clothing & fluorescent fairing (fluorescent- Green/Yellow most visible) were the most recognized colors by auto drivers. The auto drivers saw the fluorescent motorcycles and cyclists more often than those wearing other colored clothing and riding other colored cycles).

1. Motorcycle (fairing, saddle bags)
2. Clothing
3. Reflective tape
4. Daytime headlights, modulators (nationally approved), high beams
5. Turn signals, hand signals (where legal)
6. Flashing brake light(s) when stopping
7. Horn – (Use but do not rely upon)

B. Positioning

1. Avoid windblast, increase visibility, maintain space cushion
2. Divide lane into 3-tracks – Left, Center, Right – No best position in which to ride. Position is situation ally dependent
3. Blind spots – Stay out of blind spots. Ride where you can be seen
4. Mirror Test – If you cannot see a vehicle driver in their rear-view mirror that driver cannot see you!

C. Protective Garments

1. Helmet – DOT, ANSI, SNELL Approved. Novelty helmets may look cool but lack impact absorbing liners thus, defeating the helmet purpose. New technology : Rear-view helmets – see behind without taking eyes off the road ahead. (See <http://www.reevu.com/rv.asp>)
 - a) Voluntary helmet use rates by motorcyclists in states that do not have helmet laws are about 45-55%. With mandatory use laws, more than 90% of riders in that state wear helmets. (MSF)
 - b) According to a NHTSA Study that examined the effects of helmet-law repeal on motorcycle fatalities over a 10 year period across several states, saw a 10.4 to 33.3% increase in the fatality rate per accident occur. (MSF)
 - c) Severe brain injury was found to be 600% higher for unhelmeted riders based on an Oregon Study.
 - d) Motorcycle helmets provide protection for motorcycle drivers for all types and locations of head injuries, and, contrary to a popular misconception, are not associated with increased neck injuries. Studies indicate that the risk of brain injury in hospitalized motorcyclists is nearly twice that for unhelmeted motorcyclists and that unhelmeted drivers had acute care costs three times that of helmeted drivers. In California, the first year's implementation of the 1992 helmet law resulted in a 37.5% decrease in statewide motorcycle crash fatalities over the previous year; those likely to sustain TBI-related impairments decreased 34%. Helmut use can also eliminate the insurance companies use of a defense based on "contributory negligence"
 - e) NHTSA estimates that helmets saved the lives of 674 motorcyclists in 2001. If all motorcyclists had worn helmets, an additional 444 lives could have been saved.
2. Gloves – full Fingered. Seams on side of fingers. Fingers curved.

3. Eye protection – Face shields, shatter proof or resistant glasses, goggles. Do not wear sun glasses or tinted visors at night. Keep clean and scratch free. Seventy-three percent of the accident-involved motorcycle riders used no eye protection, and it is likely that the wind on the unprotected eyes contributed in impairment of vision which delayed hazard detection. (Hurt #43)
4. Boots – Over the ankle, rubber soles.
5. Outer Garments – Long pants and long sleeves. Consider motorcycle apparel containing body armor. Leather

D. Lights

1. Headlights - Modulator pulses headlight for attracting attention. Nationally sanctioned. Consider high beams during daylight.
2. Turn signals – Communicate, inform others of your intentions. Turn off after use if not self canceling. A false signal can cause conflict because it fails to accurately communicate intentions.
3. Tail lights – Tap your rear brake at stops. Attention getter for following vehicles. Consider back-off or school-bus brake light options.
4. Helmet brake lights – Consider (See <http://www.d-tect-security.com/helmet.html>)

E. Eye Contact

1. Communicate with your eyes.
2. Don't trust an auto driver that seems to be looking at you. He/She could be looking right past you, not even recognizing that you are there. (Hurt #7)
3. The failure of motorists to detect and recognize motorcycles in traffic is the predominating cause of motorcycle accidents. The driver of the other vehicle involved in collision with the motorcycle did not see the motorcycle before the collision, or did not see the motorcycle until too late to avoid the collision.

F. RIDE AS IF YOU ARE INVISIBLE!!!

VII. Skill Level - Mental and Physical

- A. Ride within your skill level limits (always try to improve/Attitude is #1)
- B. Ride with an active strategy – SIPDE, SPA, SEE or other. Explain riding strategy.

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- C. Take a training course, novice or experienced (always UPDATE your skills!)
Practice, Practice, Practice!!!

- D. Carrying passengers affects motorcycle handling characteristics
 - 1. Brief Passenger, motorcycle controls, proper riding gear, feet on pegs

 - 2. Hold onto operators waist, look over riders turn shoulder, make no sudden moves

 - 3. Communicate with the rider, avoid helmet-to-helmet bumping

 - 4. Passengers should actively assist motorcycle operators.

VIII. Maintenance

- A. Motorcycle: Inspection and Care (T-Clock-Regular Maintenance)
 - 1. **T** – (Tires) Pressure, Tread; Cracks, dents, loose spokes; bearings, brakes
 - 2. **C** – (Controls) Levers, switches, cables, hoses, throttle
 - 3. **L** – (Lights and Electrics) Working condition
 - 4. **O** – (Oil and other fluids) {coolant, hydraulic fluid, fuel} Check levels. Check for leaks.
 - 5. **C** – (Chassis) Suspension, drive components (chain, belt, or drive shaft)
 - 6. **S** – (Sidestand)
 - 7. **DO IT!!!** Don't just think it.

- B. Motorcyclist
 - 1. ATTITUDE!!!!!!!!!!!! Risk Awareness/Acceptance/Management (Data, sub-paragraphs a.-e. from The National Center for Statistical Analysis)
 - a) The 3,181 motorcyclist fatalities in 2001 accounted for 8 percent of all traffic fatalities for the year. An additional 60,000 motorcycle occupants were injured.

 - b) Per vehicle mile traveled in 2000, motorcyclists were 21 times as likely as passenger car occupants to die in a motor vehicle traffic crash and 4 times as likely to be injured.

 - c) In 2001, 39 percent of all motorcycle drivers involved in fatal crashes were speeding. The percentage of speeding involvement in fatal crashes was approximately twice as high for motorcyclists as for drivers of passenger cars or light trucks, and the percentage of alcohol involvement was 37 percent higher for motorcyclists.

 - d) In 2001, 47 percent of fatally injured motorcycle operators and 59 percent of fatally injured passengers were not wearing helmets at the time
“Ride Aware! – Motorcyclists Are **DYING** To Be Seen”

of the crash.

e) More than one out of four motorcycle operators (27 percent) involved in fatal crashes in 2001 was operating the vehicle with an invalid license at the time of the collision.

2. Keep in good shape (physically and mentally)
3. NO ALCOHOL OR OTHER DRUGS !!!!!!!!

VIII. Motorist's Responsibilities

“Few of us could have foreseen the increased hazards imposed on motorcyclists in the past five years. Opposition for road space is often fierce, especially during rush hours or on busy interstates and streets. Competitive vehicle operators are more distracted than any of us could have imagined with cellular telephones, concentration on talk radio shows, and stereo systems so loud outside noise is completely shut out of the inner sanctum within their vehicle. In our judgment, we have crossed into a new era that will need the cooperation of all highway users to cope with our modern-day traffic congestion. It is time to expand the focus beyond just motorcyclists and time to take an active role educating all highway users of things they can do to limit crashes and conflicts with motorcycles, trikes and scooters which share the road with them every day. To decrease the number of motorcycle crashes, it is imperative that motorists increase their awareness, understanding, and respect of motorcyclists. There is no magical formula; however, motorists can take an active role to ensure their safety and the safety of riders.”

- A. **Be Aware.** Half of all motorcycle accidents involve a driver like you. Almost two-thirds of these accidents are caused, not by the motorcyclist, but by the driver. The driver either does not see the oncoming motorcyclist at all or does not see him/her in time to avoid an accident. Drivers also contribute to another 10% of motorcycle accidents where the motorcycle is the only vehicle involved. Drivers who unintentionally pull out in front of a motorcycle often force the rider to overbrake, slide, and fall.
- B. **Accept** the cycle and the cyclist as a partner to "SHARE THE ROAD" with. (Most cyclists are regular people) Keep in mind that motorcycles have the same rights as automobiles on the modern highway. Although a motorcyclist divides a single traffic lane into three-tracks (Left, Center, Right), the entire lane belongs to the motorcyclist. Therefore, do not attempt to share a traffic lane with a motorcycle – even if you believe your car has room to fit.

Give the motorcycle the same space and respect that you would give other vehicles. Do not forget that they use the whole lane of traffic, even though it is not all at one time. Always give them a full lane and remember not to follow too closely. Allow a two to three second safety cushion between you and the motorcycle and increase it to four to five seconds when road or weather conditions are bad

C. Start **Looking** for cyclists of all sizes.

1. Actively look for motorcycles anytime you are on the road. Expect to see motorcycles, not just another car. Do not trust your mirrors because motorcycles can be hidden in your blind spot. Instead, turn and look over your shoulder.
2. Motorists are familiar with looking for other cars, not motorcycles. Motorcycles have a smaller profile than cars and trucks and, as a result, are harder to see. It is also difficult to judge a motorcycle's speed and distance accurately.
3. Also consider motorcyclists riding pattern differs from that of an automobile and is harder to judge and predict. Traffic, weather and road conditions often require motorcyclists to respond differently than drivers do.
4. Drivers should look twice and be extra careful at intersections. Intersections are where most motorcycle/automobile collisions occur. The accident that occurs most frequently involves an automobile turning left in front of a motorcyclist and taking away the motorcyclists right of way. Look twice for motorcyclists whenever you are turning left. Staying alert and paying special attention to motorcycles is essential to driving responsibly
5. Expect to see motorcycles when you least expect them! Can you differentiate between a dual purpose, sport, cruiser and touring motorcycle when you see them? Research indicates motorists that have friends or family that ride motorcycles are more prone to see motorcycles on the highway. Next time you are on the road count the number of motorcycles you see.

D. **Understand** motorcyclist behavior:

Keep in mind the motorcyclist's point of view. Remember, motorcyclists move around on the road. Anticipate their movements, particularly in the places where crashes are most likely to occur. Some roadway conditions negatively affect motorcycles but have little or no impact on 4 wheel vehicles. Understanding these circumstances and their affect on motorcycles may assist in understanding

motorcyclist road behavior.

A motorcycle occupies 4 feet of a 12 foot lane in traffic. The motorcyclist moves within the lane, adjusting to changing driving conditions - the road, the weather, or other vehicles. While motorcyclists typically ride in the left portion of a lane, they may move suddenly to get out of a motorist's blind spot. Remember, motorcycles use as much of the lane as cars do - just not all at one time.

Understanding the challenges faced by motorcyclists can help motorists see another point of view while driving. Drivers can then anticipate the rider's moves and perhaps help prevent a crash from occurring. This is an essential part of driving with an active strategy (e.g. SEE).

1. ***Need to SEE (Search, Evaluate, Execute) the Road***

Motorcyclists ride with a strategy. There have been and are many highway strategies e.g. SIPDE, SPA, SEE et al, yet each presents a methodology for the road user to constantly assess the environment in which he/she rides or drives. The MSF's current highway strategy taught to new motorcycle riders is SEE. (Explain the acronym and how it is used) Using this strategy, and many others, involves distances motorcyclists use in managing time and space on the road.

a) Discuss 2-second following distance; 4-second immediate path and 12 second anticipated path of travel. Discuss how motorcyclists use these measures.

b) In order to SEE the road, it is important the motorcyclist's view of the road is not obstructed by other highway vehicles. For this reason trucks, SUVs, tractor trailers and vehicles with dark tinted windshields are problematic for motorcyclists and riders will seek road and lane positions that do not impair their vision.

2. **Vulnerability:**

Motorcyclists do not have protective exteriors, air bags, shock absorbing fenders, seat belts and other protective amenities like automobiles, thus making the motorcyclists more vulnerable to a variety of elements.

There is additional risk associated with the operation of a motorcycle. Even if motorcyclists mitigate this higher level of risk by wearing proper protective garments and helmet, and "Ride Aware!" with an active strategy, they still have a higher risk of injury should they become involved in a crash.

Motorcyclists are more affected by rain, high winds, temperature extremes, snow, ice and other adverse weather conditions.

"Ride Aware! – Motorcyclists Are **DYING** To Be Seen"

3. **Lane position:**
Many factors influence the motorcyclists position on the highway.
 - a) Road surfaces, Weather conditions, Larger vehicles and wind, Visibility
 - b) Motorcyclists will try to minimize time spent in positions obscuring their view of the road. For this reason, motorcyclists may appear to be wandering within the traffic lane when, in fact, they are seeking positions for better visibility; to avoid potential road hazards; to avoid wind turbulence and to adjust for weather related risks.
4. **Stability** (two tires-single track vehicle).
 - a) Motorcycles, unlike 4 wheel vehicles, must be balanced. Motorcyclists require continuous attention by their operators to keep them from falling over.
 - b) Balance is especially critical at speeds slower than 12 MPH and in slow tight turns.
5. **Traction Management** (Create a Traction Pie here)
 - a) Motorcycles have great performance characteristics, including the ability to accelerate quickly, stop quickly, and to rapidly change their path of travel. Performing these maneuvers requires traction. Traction users are forward momentum, braking and cornering. Loss of control occurs when traction requirement exceed traction availability.
 - b) Motorcyclists are Traction Managers and must aware of traction usage and traction reserve. A good motorcyclist maximizes traction reserve.
 - c) A motorcyclist engaged in hard braking has little or no traction available for cornering and vice-versa.
6. **Weather**
Traction is reduced in adverse weather. Wet surfaces, ice, snow, wind, gravel, sand, cinders, ice/snow. These conditions dictate motorcyclists ride differently e.g. reduced speed, less motorcycle lean, increased following distance, longer braking distances. Make allowances these changes in motorcyclist riding behavior in reduced traction situations.
7. **Other road hazards**
Wind gusts from other vehicles, gravel, sand, leaves, cinders, edge traps, railroad tracks, uneven pavement, metal plates, road grates, grooved pavement, pot holes, oil, anti-freeze and transmission fluid, painted road surfaces et al. Many of these are not considered to be hazards to other

“Ride Aware! – Motorcyclists Are **DYING** To Be Seen”

vehicle operators. They are, however, of great concern to a motorcyclist. Wind blast from other vehicles can be disorienting and the motorcyclist will position themselves to avoid wind turbulence.

8. **Toll Booths**

Toll booths present many challenges for motorcyclists. Oil, antifreeze, transmission and other fluids combine to make extremely slippery condition. These conditions frequently require motorcyclist to find neutral and lower side stands. This takes time. Further, most motorcycles do not have places to secure bills and coins and therefore require the motorcyclist to get these items from garment pockets and return change to pockets. Often, this will necessitate the motorcyclist shifting to neutral and lowering his side stand. These operations require more time then extracting bills or change from a purse, wallet or convenient coin holder an automobile. Proceeding after paying tolls also carries increased risk and requires cautious use of clutch and throttle to preclude slipping on the oily surface. For these reasons, be patient with motorcyclists at tool booths, they have much to do under less than desirable conditions.

9. **Scooters And Mopeds** (Some designs are both)

a) **Scooter:** Has place for the rider's feet to rest together in front of the seat. Any engine size. Generally 50cc to 250cc. No speed limitations. Some exceed 100 mph. "Go Peds" Under 40cc engine. Sometimes no local scooter regulations. Therefore, scooters may fall under motorcycle or Moped local regulations. Generally slower and less performance oriented than motorcycles.

b) **MOPED:** Any two-wheeled vehicle meeting local speed restriction regulations. Has pedals on each side, so the rider straddles it like a motorcycle. Normally, a moped has pedals on each side, so the rider straddles it like a motorcycle. Commonly limited to 30-35 mph. May require pedals. Distinction between Scooters sometimes blurred.

c) **Disadvantages:** Exposure to elements. Smaller engines –May have problems keeping up with speed in traffic. Wheels are generally smaller. Greater concern for going over pot holes. More body work than motorcycles, thus more to clean. Price generally higher than the same size capacity motorcycle. Lightweight. Easier to steal. Skill level-most likely entry level rider. Riders are all ages but mostly teenagers.

Licensing varies. Operators may be able to operate MOPED CLASS vehicles on auto license without riding exam. Potentially, some moped operators may not know two-wheeled vehicle rules of the road. Be especially cautious around scooters and MOPEDS. Give them the same consideration as you give an RV or U-Haul.

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d) Passangers:

Passengers on a motorcycle or scooter would benefit from SEE and it is the riders duty to make sure his/her passenger knows the SEE process and can actively participate when riding.

IX. Know the Typical Conflict Locations:

A. Intersections

The most frequent cause of multi-vehicle crashes is a motorist turning left in front of an oncoming motorcycle. Anywhere two vehicles' paths can cross creates a danger point for both motorcycles and automobiles. This includes driveways, parking lots, and side street entrances. When vehicles slow, stop, or turn, the possibility for a collision is greatly increased. The most common crash between cars and motorcycles is at an intersection where the automobile turns left in front of the motorcyclist and takes away the motorcyclists right of way. Over 40% of all motorcycle crashes occur at intersections.

B. Automobile Blind Spots:

Motorcyclists riding alongside a lane of cars are often out of view of the driver. An inattentive driver may collide with the motorcyclist when the driver changes lanes.

C. Two lanes of traffic traveling in the same direction

Motorcycles may be difficult to see and are susceptible to crashes when they are changing lanes, passing cars, or being passed. Crashes often occur when motorists follow motorcycles too closely or try to share their lane.

4. Large Vehicles:

A large vehicle, such as a van or truck, can block a motorcycle from a driver's view. To this driver, the motorcyclist may seem to suddenly appear from nowhere.

D. External Conditions

Weather and road conditions make driving difficult for everyone, but the motorcyclist feels the external factors to a much greater degree. When the road surface is wet or icy, motorcyclist's braking and handling abilities are impaired. Also realize strong gusts of wind can move a motorcycle across an entire traffic lane if the rider is not prepared for it. Wind gusts from large vehicles in other lanes may also create hazardous conditions for the motorcyclist.

E. Hazardous Road Conditions:

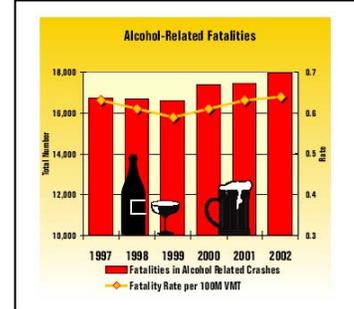
Motorcyclists are much more concerned with road obstructions. Pot holes, fallen tree limbs, railroad tracks, debris in the road can be problematic for some motorcyclists. The motorcyclist may decide to slow down, communicate his/her intent or maneuver around the impasse. Be alert for change in the motorcyclist's riding as he/she addresses these type road conditions.

- X. Drive with a Strategy** (SEE Give explanation) This is a strategy to assist you in understanding what is going on in traffic and to be constantly planning and implementing a course of action. There are three parts to the SEE strategy.
- A. **Search** – Actively Search the environment for factors that might lead to problems e.g. a ball bouncing into your path of travel; inattentive driver; intersection right-of-way.
 - B. **Evaluate** – Play “What If?” Seek answers to these mental queries e.g. “What if a child runs out from between parked cars chasing the ball? What if the other vehicle operator does not see me? What if that car doesn’t provide the right-of-way at the intersection? Evaluate how the factors you find in the environment affect risk. If risk increases, consider what action you would take to reduce the risk to acceptable levels.
 - C. **Execute** – What action you will take in response to the queries posed in the Evaluate phase. Will you a) Adjust speed; b) Adjust position; or c) Communicate?
 - D. **“Ride Aware!” SEE Exercise**
At this juncture, if available, use situational overheads and show the overhead for 2 seconds. Turn off the projector and ask the audience for their SEE response i.e. What action would you take in this instance?
 - E. **All highway users should have an active strategy.**
When you are actively involved with the environment in which you operate a motor vehicle you will notice other vehicles including motorcycles on the road; will not experience memory loss and are Seeing the environment.
 - 1. When you drive think – “How many motorcycles have you seen today?”
 - 2. Discuss driver blanks – Periods of inattentiveness. Remember a location on the road but can’t remember what happened on the road between that point and some other point on the road. Alcohol need not be involved for driver blanks, just inattentiveness. Looking instead seeing.
 - 3. Query the audience: “What’s the difference between Looking and Seeing?”
 - a) Looking – Eyes open. Information not being processed.
 - b) Seeing – Eyes open. Information being processed and analyzed.
- XI. Courtesy:** Give cyclists every consideration you give other autos and trucks. Cycles have use of full lane, just like cars (film example-car silhouette over cycle). Be courteous. Let the motorcyclist know well in advance when you are planning to stop, turn, or change lanes. Do not speed up when a motorcycle is passing you. Never cut in

too closely after passing a motorcycle. Remember that the person underneath that helmet could be someone you know.

XII. The Affects of Alcohol – A Problem for Motorists and for Motorcyclists

- A. Almost half – 45% - 48% - of the fatal accidents show alcohol involvement. (Hurt #27) The same percentage applies to motorists. Drinking and driving is a problem all highway users.
- B. Alcohol is a depressant. Slows down bodily functions. Effects begin after the first drink.
- C. Eliminated from the body at approx. 1 ounce per/hour. Coffee, food, fresh air, showers do not diminish alcohol's affects.
- D. Alcohol impairs judgment and vision. Distance and peripheral vision are diminished with use of alcohol.
- E. Blood Alcohol Concentration (BAC) same for 12 oz. beer, 5 oz. wine or 1 oz. alcohol.
- F. Motorcycle operators involved in fatal crashes in 2001 had higher intoxication rates (BAC of 0.08 g/dl or greater) than any other type of motor vehicle driver. The intoxication rate for motorcycle operators involved in fatal crashes was 29 percent. (NHTSA) At a BAC of approximately .05%, most people are impaired. Impairment begins long before an individual reaches the legal limit.
- G. As we age the ability to breakdown alcohol diminishes. Because of this the affects of alcohol are more pronounced for mature motorists and motorcyclists.



XIII. Conclusion

There are an increasing number of motorcyclists and motorists in today's traffic mix. Demands for road space, especially during rush hours and at busy intersections, have brought about an increasing number of crashes and conflicts between motorists and motorcyclists. "Ride Aware!" is GWRRA's pro-active campaign to decrease the number of crashes and conflicts by increasing motorist and motorcyclist awareness. As responsible highway users you can contribute to this effort in several ways.

- A. **Look for Motorcyclists:** Actively notice the number of motorcyclists you see on the highway. In time you will come to realize there are more motorcyclists on the roads than you were aware of. Know they can be easily concealed by other vehicles on the road so look twice before maneuvering. Be especially cautious at intersections. It is here most crashes occur. Don't steal a motorcyclist's right of way when making left turns, double check then check again.
- B. **Drive With an Active Strategy:** Search, Evaluate, Execute. An active methodology for assessing the environment in which you drive or ride and selecting the course of action you will follow in response to "What If?" questions posed in the evaluation phase of the process.

- C. **Anticipate Motorcyclist Movement:** A single traffic lane is three, 4-foot, motorcycle lanes referred to as tracks. The track a motorcyclist chooses to ride is determined by the dynamics of the ever changing riding environment. Roadway obstructions, differing surfaces, slick surfaces, lines of sight, vehicular obstructions are all factors considered in track selection. Anticipate motorcyclist movement within the lane and allow accommodating room.
- D. **Always Signal Your Intentions:** Even in the absence of other vehicles, make it a habit of signaling your intentions. Pay particular attentions at intersections, especially when making left turns across lanes of approaching traffic.
- E. **Respect Motorcycles:** Motorcycles have the same rights motorists have. Respect their rights. Give the motorcyclist full use of their lane.
- F. **Don't Tailgate:** Allow plenty of room between your vehicle and motorcyclists. Never tailgate. Consider a 2-second minimum following distance. Remember, the slightest contact with a motorcycle may mean serious injury for the rider.

In summary, every vehicle operator is responsible for reducing crashes, near misses and conflicts between automobiles and motorcycles. We can achieve this end by using good judgment, maintaining an active highway strategy and by being mindful of the concepts and principles in this "Ride Aware!" presentation. Together, we will make a difference.

"Ride Aware!"



**Gold Wing Road Riders Association
Motorist Awareness Division**

“Ride Aware Seminar”

”Ride Aware!” – “Motorcyclists Are Dying To Be Seen”

PowerPoint Slide Descriptions

(Slide 1) ***“Ride Aware!”*** [Title Slide]

(Slide 2) ***Topical Outline***

- ❖ The Modern Highway Environment
- ❖ Setting The Record Straight
- ❖ “Cars, Motorcycles And A Common Road”
- ❖ Motorcyclist’s Responsibilities
- ❖ Motorist’s Responsibilities
- ❖ Highway Conflict Causes
- ❖ Strategy
- ❖ The Affects of Alcohol
- ❖ Concluding Comments

(Slide 3) ***The Modern Highway Environment***

- ❖ Motorcycle Considerations
 - Increasing number of motorcycles in the traffic mix
 - June 2000 – New MC sales up 26% over 1999 & 124% since 1990
 - Corresponding increase in crashes and Near misses
- ❖ The Transportation Mix
 - Numbers of Motorcycles Scooters and MOPEDS demands awareness
 - Motorcycling community is reflective of the general public
 - Motorist understanding of motorcycles reduces crashes
- ❖ The Need For “Ride Aware!”
 - Time for motorcycling community to become proactive
 - Escalating crashes affect everyone
 - All highway users should be aware
 - “Ride Aware!” is GWRRRA’s answer to addressing this problem

(Slide 4) ***Setting The Record Straight***

- ❖ Motorists ARE NOT out to get motorcyclists
- ❖ The environment IS NOT the principal cause of crashes
- ❖ Excessive speed is not the cause of most motorcycle crashes
- ❖ Formal motorcycle training does provide benefits
- ❖ Fatalities
 - Overall – 42,196 (2001), 42,815 (2002) Up slightly
 - Motorcycles – 3,197 (2001), 3,244 (2002) [Deaths among riders 50 and over increased 26% from 2001-2002]
- ❖ Highway Social Costs - \$230.6 billion/yr or \$820/person (2002)
- ❖ Approximately 75% of motorcycle crashes involve another vehicle (automobile)

(Slide 5) ***Setting The Record Straight*** (Continued)

- ❖ 73% of Accident involved motorcyclists used no eye protection
- ❖ In multiple vehicle accidents, motorcycles right-of-way violated
- ❖ Motorists fail to see motorcycles
- ❖ Most crashes occur at intersections
- ❖ Motorists ages 20-29 and over 65 are over represented in motorcycle crashes

(Slide 6) “Cars, Motorcycles and a Common Road” [Introduce Video]

(Shows a motorcycle and an automobile with words “Stability” and “Vulnerability”)

(Slide 7) ***Highway Interaction***

- ❖ Who is responsible for a Motorcyclist’s highway safety? The motorcyclist or other highway users?
- ❖ Not all risks associated with motorcycling are due to the motorcyclists behavior
- ❖ Most “Crashes” are not accidents
- ❖ Crashes happen for reasons

(Slide 8) ***Motorcyclists’ Responsibility***

- ❖ Visibility
 - Fairing, Saddle Bags, Clothing, Reflective tape
 - Headlights, modulators, high beams, brake lights, horn
- ❖ Protective Garments
 - Helmet, Gloves, Eye Protection, Boots, Outer Garments (Long sleeves and pants)
- ❖ Lights
 - Headlights, Turn Signals, Tail Lights, Helmet brake lights, Running lights
- ❖ Eye Contact
- ❖ Ride as if invisible

“Ride Aware – Motorcyclists Are Dying To Be Seen!”

(Slide 9) ***Motorcyclists' Responsibility*** (Continued)

- ❖ Skill Level
 - ❖ Ride within skill level
 - ❖ Ride with a STRATEGY! (SIPDE, SPA, SEE)
 - ❖ Formal Training
- ❖ Maintenance (TCLOCK)
- ❖ Attitude!
- ❖ Alcohol Free (45-47% of crashes involve alcohol)

(Slide 10) ***Motorists Responsibilities***

- ❖ Be aware, Motorists cause 50% of motorcycle crashes
- ❖ Accept motorcycles and “Share The Road!”
- ❖ Look for all size motorcycles (Actively Look!)
- ❖ Motorists are familiar looking for cars
- ❖ Look TWICE – Especially at intersections
- ❖ Anticipate the unexpected

(Slide 11) ***Understanding Motorcyclists***

- ❖ Motorcyclists “Roam” within a traffic lane.
- ❖ Motorcyclists must “SEE” (An active Strategy)
- ❖ Motorcyclists are Vulnerable
- ❖ Motorcyclists frequently adjust lane position
- ❖ Stability requires balance and speed
- ❖ Motorcyclists are Traction Managers

(Slide 12) ***Understanding Motorcyclists*** (Continued)

- ❖ Motorcycles are affected by weather
- ❖ Motorcycles experience road hazards that do not affect motorists
- ❖ Toll booths challenge motorcyclists
- ❖ Scooters and MOPEDS
- ❖ Passengers

(Slide 13) ***The Motorcyclist's Conflicted Environment***

- ❖ **INTERSECTIONS**
- ❖ Motorist Blind Spots
- ❖ Two or more traffic lanes (Same direction)
- ❖ Large Vehicles
- ❖ External Conditions
- ❖ Hazardous Road Conditions

“Ride Aware – Motorcyclists Are Dying To Be Seen!”

(Slide 14) ***Drive With A Strategy*** (SEE)

- ❖ SEARCH
- ❖ EVALUATE
- ❖ EXECUTE
- ❖ Every motorist should drive with a strategy
 - ↘ Count the number of motorcycles you see
 - ↘ Avoid “Driver Blackout”
 - ↘ The difference between “Looking” and “Seeing”
- ❖ Be Courteous

(Slide 15) ***Alcohol – Problematic For Motorists and Motorcyclists***

- ❖ 45% - 47% of Crashes involve alcohol
- ❖ Alcohol is a depressant
- ❖ Alcohol is eliminated approximately 1 ounce/hour
- ❖ Alcohol IMPAIRS JUDGEMENT
- ❖ Blood Alcohol Concentration same for 12 oz beer, 5 oz wine, 1 oz alcohol
- ❖ Most people are IMPAIRED at .05 g/dl Impairment begins long before an individual reaches the legal limit.
- ❖ The ability to breakdown alcohol diminishes with age

(Slide 16) ***Conclusion***

- ❖ LOOK for Motorcyclists
- ❖ Drive with a strategy
- ❖ Anticipate motorcyclists’ movement
- ❖ Always SIGNAL your intentions
- ❖ Respect Motorcyclists
- ❖ Don’t tailgate
- ❖ Make a difference!

(Slide 17) ***“Ride Aware!”***

“Ride Aware!”

“Ride Aware – Motorcyclists Are Dying To Be Seen!”



GOLD WING ROAD RIDERS ASSOCIATION
MOTORIST AWARENESS DIVISION

"RIDE AWARE!"



by

Bruce and Julia Malson

International Directors, Motorist Awareness Division

GWRRR Master Trainer

International Couple of the Year 2002-2003



Why Motorist Awareness?

“Few of us could have foreseen the increased hazards imposed on motorcyclists in the past five years. Competitive vehicle operators are more distracted than any of us could ever have imagined. In our judgment, we have crossed into a new era that will need the cooperation of all highway users to cope with our modern-day traffic congestion.”

Mike Wright

GWRRR President and Executive Director

“Ride Aware!” – We Are Dying To Be Seen!



What Is Ride Aware?

"Ride Aware!" is the Gold Wing Road Rider Association's campaign to reduce the amount of conflict arising between automobiles, motorcycles and trikes in our increasingly chaotic highway environment.

"Ride Aware!" will take two approaches to conflict reduction. First, "Ride Aware!" will focus on increasing motorcyclists awareness of factors that decrease motorists' awareness of their presence. And secondly, the program will increase motorists' awareness of motorcycles and motorcyclists.

Mike Wright
GWRRRA President and Executive Director

"Ride Aware!" – We Are Dying To Be Seen!



Topical Outline

- ❖ *The Modern Highway Environment*
 - ❖ *Setting The Record Straight*
- ❖ *“Cars, Motorcycles And A Common Road*
 - ❖ *Motorcyclist’s Responsibilities*
 - ❖ *Motorist’s Responsibilities*
 - ❖ *Highway Conflict Causes*
 - ❖ *Strategy*
 - ❖ *The Affects Of Alcohol*
 - ❖ *Concluding Comments*

“Ride Aware!” – We Are Dying To Be Seen!



The Modern Highway

❖ *Motorcycle Considerations*

- Increasing number of motorcycles in the traffic mix
- June 2000 – New MC sales up 26% over 1999 and 124% since 1990
- Corresponding increase in crashes and near misses

❖ *The Transportation Mix*

- Increasing number of MCs, Scooters and MOPEDS demands awareness
- Motorcycle community reflects population demographics
- Reduced crashes with increased motorist awareness

“Ride Aware!” – We Are Dying To Be Seen!



The Modern Highway

(Continued)

❖ *The Need For “Ride Aware!”*

- Because of escalating crashes, near misses and conflicts between motorists and motorcyclists it is time for the motorcycling community to promote its own safety interests by educating motorists of actions necessary to reduce motorcycle crashes.
- Crashes affect everyone
- All highway users must increase their safety awareness if we are to reverse the increasing number of crashes.
- “Ride Aware!” is GWRRA’s, proactive answer to addressing this problem.

“Ride Aware!” – We Are Dying To Be Seen!



Setting The Record Straight

- ❖ Motorists **ARE NOT** out to get motorcyclists
- ❖ The environment **IS NOT** the principal cause of crashes
- ❖ Excessive speed **IS NOT** the cause of most motorcycle crashes
- ❖ Formal motorcycle training does provide benefits
- ❖ Fatalities
 - Overall - 42,196 (2001); 42,815 (2002) [Up slightly]
 - Motorcycles – 3,197 (2001); 3,244 (2002) [Deaths among riders 50 and over increased 26% from 2001-2002]
- ❖ Highway social costs- \$230.6 billion/yr or \$820/person [2002]
- ❖ Approximately 75% of motorcycle crashes involve another vehicle (automobile)

“Ride Aware!” – **We Are Dying To Be Seen!**



Setting The Record Straight

(Continued)

- ❖ *73% of accident involved motorcyclists used no eye protection*
- ❖ *In multiple vehicle accidents, motorcycles right-of-way was violated*
- ❖ *Motorists FAIL to see motorcycles*
- ❖ *Most crashes occur at INTERSECTIONS*
- ❖ *Motorists 20-29 and over 65 are over represented in motorcycle crash data*



“Cars Motorcycles And A Common Road”



“Ride Aware!” – **We Are Dying To Be Seen!**



Highway Interaction

- ❖ *Who is responsible for a motorcyclist's highway safety? The motorcyclist or other highway users?*
- ❖ *Not all risks associated with motorcycling are due to the motorcyclist's behavior*
- ❖ *Most crashes **ARE NOT** accidents*
- ❖ *Crashes happen for reasons*
"Ride Aware!" – We Are Dying To Be Seen!



Motorcyclist's Responsibility

- ❖ *Visibility*
 - Fairing, saddle bags, clothing, reflective material
 - Headlights, modulators, high beams, brake lights, horn
- ❖ *Protective Garments*
 - Helmet, gloves, eye protection, boots, outer garments (long sleeves, long pants)
- ❖ *Lights*
 - Headlights, turn signals, tail lights, running lights, helmet brake lights
- ❖ *Communication (e.g. Eye contact, lane position, horn)*
- ❖ *Ride as if he/she were invisible*

"Ride Aware!" – We Are Dying To Be Seen!



Motorcyclist's Responsibility

- ❖ *Skill Level*
 - Ride within their skill level
 - Ride with an active strategy (SEE, SPA, SIPDE)
 - Obtain formal motorcycle training
- ❖ *Maintenance – T.C.L.O.C.K.*
- ❖ ***ATTITUDE!!!***
- ❖ *Ride alcohol free (45%-47% of crashes involve alcohol)*

“Ride Aware!” – We Are Dying To Be Seen!



Motorist's Responsibility

- ❖ *Be Aware- Motorists cause 50% of motorcycle crashes*
- ❖ *Accept motorcycles and “Share The Road”*
- ❖ *Look for all size motorcycles (Actively look!)*
- ❖ *Motorists are familiar looking for automobiles*
- ❖ *Look TWICE _ Especially at intersections*
- ❖ *Anticipate the unexpected*



Understanding Motorcyclists

- ❖ *Motorcyclists “Roam” within the traffic lane*
- ❖ *Motorcyclists must “SEE” (An active strategy)*
- ❖ *Motorcyclists are vulnerable*
- ❖ *Motorcyclists frequently adjust lane position*
- ❖ *Stability requires balance and speed*
- ❖ *Motorcyclists continually manage traction*

“Ride Aware!” – We Are Dying To Be Seen!



Understanding Motorcyclists

(Continued)

- ❖ *Motorcyclists are affected by weather*
- ❖ *Motorcycles experience road hazards that do not affect motorists*
- ❖ *Toll booths are extremely challenging for motorcyclists*
- ❖ *Scooters and MOPEDS*
- ❖ *Passengers and loads affect handling characteristics*



The Conflicted Environment

- ❖ *INTERSECTIONS*
- ❖ *Motorist's blind spots*
- ❖ *Two or more lanes (same direction)*
- ❖ *Larger vehicles (wind blast)*
- ❖ *External conditions*
- ❖ *Hazardous road conditions*



Drive With A Strategy

- ❖ *SEARCH*
- ❖ *EVALUATE*
- ❖ *EXECUTE*
- ❖ *Every motorist should drive with a strategy*
 - Count the number of motorcycles you see
 - Avoid “Driver Blackout”
 - Know the difference between “Looking” and “Seeing”
- ❖ *Be Courteous*



ALCOHOL

- ❖ *Problematic for both motorists and motorcyclists*
- ❖ *A depressant. IMPAIRS JUDGEMENT!*
- ❖ *Alcohol is eliminated from the body at approximately 1 oz/hour*
- ❖ *BAC same for 12 oz beer, 5 oz wine or a shot of liquor*
- ❖ *Most people are IMPAIRED at .05 g/dl. Impairment begins long before an individual reaches the legal limit.*
- ❖ *The ability to breakdown alcohol diminishes with age*



Conclusion

- ❖ *LOOK for motorcyclists*
- ❖ *Drive with a STRATEGY*
- ❖ *ANTICIPATE motorcyclist's movement*
- ❖ *Always SIGNAL your intentions*
- ❖ *RESPECT Motorcyclists*
- ❖ *DON'T tailgate*
- ❖ *MAKE a difference*

"Ride Aware!"



What Can You Do To Help?

- Ideas
- Information
- Funding
- Events
- Volunteer
- Spread the Word
- Public Service Announcements
- **Be Positive!**



“Ride Aware!” – We Are Dying To Be Seen!



GOLD WING ROAD RIDERS ASSOCIATION
MOTORIST AWARENESS DIVISION



Contact

Bruce and Julia Malson

INTERNATIONAL DIRECTORS, MOTORIST AWARENESS DIVISION

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Gold Wing Road Riders Association
Motorist Awareness Certification
"Ride Aware!" – "Motorcyclists Are Dying To Be Seen"

"Cars, Motorcycles, & A Common Road"
Activity Worksheet

1. When you think of a motorcyclist, what is the first impression that comes to your mind?

2. Why is it important to treat motorcyclists with respect and give them room on the road?

- a. A motorcyclist is much more vulnerable to injury or death in a collision.
- b. Motorcyclists have the same rights on die highway as motorists,
- c. The motorcyclist could be your next-door neighbor,
- d. All of the above.

3. What is the most common collision between cars and motorcycles?

- a. When a car backs out of a driveway into the motorcycle's path,
- b. When a car changes lanes and broadsides the motorcyclist,
- c. When the motorcyclist is rear-ended by a car.
- d. When a car turns left in front of an oncoming motorcycle.

4. Motorcycles are smaller than cars. This makes them:

- a. Faster
- b. More difficult to see.
- c. Harder to control, d. Less stable.

5. How many times should you check for motorcycles or other traffic before proceeding through an intersection?

- a. 1
- b. 2.
- c. 3.
- d. 4 or more.

6. What portion of a lane will a motorcyclist ride in most of the time?

- a. Left side of the lane,
- b. Right side of the lane,
- c. Center of the lane,
- d. Depends on traffic solution.

7. Why do motorcyclists change lane positions?

- a. To get a better view of oncoming traffic.
- b. To attract attention,
- c. To avoid an obstacle in the road,
- d. All of the above.

8. What should you do when being passed by a motorcyclist?

- a. Maintain speed and lane positon. until the motorcyclist has passed,
- b. Speed up so mat the motorcyclist can pull behind you.
- c. Change lanes in order to give the motorcyclist more room,
- d. None of the above.

9. You see a motorcycle with its turn signal flashing. You should:

- a. Assume the motorcyclist will be making a turn.
- b. Proceed so that the motorcyclist can make his or her turn,
- c. Wait until the motorcyclist's intention is clear before proceeding,
- d. All of the above.

10. When following a motorcyclist, what's the minimum distance that should be between you and the motorcycle?

- a. 20 feet,
- b. 4 seconds,
- c. 2 car lengths,
- d. 2 yards.

"Ride Aware – Motorcyclists Are Dying To Be Seen!"



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(Personal Judgment)

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"Ride Aware – Motorcyclists Are Dying To Be Seen!"



**Gold Wing Road Riders Association
Motorist Awareness Division**

“Ride Aware Seminar”
”Ride Aware!” – “Motorcyclists Are Dying To Be Seen”

EVALUATION FORM

1. Date: _____

2. “Ride Aware!” Presentation Location?: _____

3. Did this presentation meet your expectations? Yes No

Comments: _____

4. How would you rate your experience with this presentation?

Excellent Good Fair Poor

Comments: _____

5. Did this presentation change your opinion of what it takes to operate a motorcycle in

today’s traffic mix? Yes No

Comments: _____

“Ride Aware – Motorcyclists Are Dying To Be Seen!”

6. How would you rate your presenter's overall performance?

- Excellent Good Fair Poor

Strengths? _____

Weaknesses? _____

How would you rate:

7. Time allocated for the presentation? Excellent Good Fair Poor

8. Video"
"Cars, Motorcycles And A Common Road" Excellent Good Fair Poor

9. Activity Worksheet (Knowledge Exam)? Excellent Good Fair Poor

10. Visual media? Excellent Good Fair Poor

11. Appropriateness of material? Excellent Good Fair Poor

12. Handouts? Excellent Good Fair Poor

13. Would you recommend this presentation for others? Yes No

14. Do you know of other groups that would benefit from this presentation? Yes No

Group Names: _____

15. Did this presentation modify your view of motorcyclists & motorcycling? Yes No

16. Are you interested in becoming a motorcyclist? Yes No

17. Would you like to join or obtain further information about GWRRA? Yes No

18. Would you like us to contact you about your comments? Yes No

Phone: _____ E-mail: _____



"Ride Aware – Motorcyclists Are Dying To Be Seen!"



Gold Wing Road Riders Association
Motorist Awareness Coordination Form
"Ride Aware!" – "Motorcyclists Are Dying To Be Seen"

DATE;

TIME:

LOCATION:

ORGANIZATION:

EXPECTED ATTENDEES:

POINT OF CONTACT:

PHONE NUMBER:

SPECIAL NEEDS:

COMMENTS:



"Ride Aware – Motorcyclists Are Dying To Be Seen!"

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.

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

Gold Wing Road Riders Association

Conspicuity



From Out Of Nowhere!

"A common complaint of street riders is that other motorists fail to observe them. Motorists who violate motorcyclists' right-of-way frequently state, 'I didn't see him,' or 'He came out of nowhere.'"

(Hurt, 1981)

**"Motorcyclists Are Dying
To Be Seen!"**



- **Why Conspicuity?**

“The greatest risk to all motorcyclists is the violation of their right-of-way by the driver of another vehicle.” The failure of motorists to detect and recognize motorcycles in traffic is the predominating cause of motorcycle accidents. A significant “Hurt” finding was that conspicuous motorcycles and riders were less likely to have their right-of-way violated by other vehicles.

- **Why Are Motorcycles Difficult to Detect?**

There is no clear answer. But there is a great deal of conjecture and many theories. It is known that the problem centers on at least three potential factors.

1. Detection of the motorcyclist! People truly fail to detect a motorcycle in the traffic environment.

2. Human visual-perception limitations. People fail to attach valid, meaningful relationships to what they observe. Their matching, comparing and association of the information they gather yields them inaccurate conclusions.

3. Misinformation. The observer sees a motorcycle, then identifies it in the same category as a bicycle or moped. They do not view the motorcycle as a threat to their safety.

Motorcycling Facts

- Riders are responsible for their own well-being in traffic. Conspicuity is a rider/co-rider responsibility.
- Approximately 3/4 of all motorcycle accidents involve another motor vehicle.
- 2/3s of these accidents were caused by the motorist failing to yield the right of way.
- **Left Turns**—Over 40% of all motorcycle accidents occur at intersections.
- Motorcycles are often hidden in a vehicles blind spot or missed in a quick look due to their smaller size. Always ride where you can be seen.

How To Be Seen

- **Bright Colors**—Wear brightly colored upper-torso clothing and light-colored helmet. Use retroreflective material on your clothing, your motorcycle and your helmet to increase your visibility in low-light conditions.
- **Headlights**—Ride with your headlight on high beam during the daytime. You might consider a modulator that pulses your headlight during daylight hours. Headlight modulators are federally regulated lighting devices and as such, all state laws governing them are pre-empted.
- **Position Lamps**—Many modern motorcycles are equipped with position lamps in their front turn signals. This may help other motorists to identify the vehicle as a motorcycle and enable them to better judge its distance and speed.

- **Turn Signals**—Communicate with other road users by signaling your intentions. Combine hand with electric signals whenever possible and legal. Remember to cancel your turn signals. A false signal is as dangerous as none at all.
- **Brake Light**—A flashing light is more visible than a steady one. Use your brake light before and during stops to make yourself more conspicuous and to communicate your intentions.
- **Horn**—Use your horn to gain attention but don't rely on it. Most motorcycle horns cannot be heard over traffic noise and a 4-speaker stereo. Use the horn to gain attention but don't rely upon it.
- **Lane Positioning**—Rider traffic strategy strongly affects visibility. Position yourself within a lane to avoid windblast from other vehicles, avoid roadway hazards and to create a space cushion between you and other traffic. Don't hide among other vehicles. Position yourself so drivers ahead can see you in their mirrors.
- **Fairings**—Motorcycles equipped with fairings were under-represented in crashes where motorists violated the motorcyclist's right-of-way. The larger the fairing and the brighter the color the more effective it seemed to be in preventing other vehicle right-of-way violations (Hurt, 1981)

Conspicuity, A Motorcycling Must

The Motorist Awareness Team

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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

Share The Road

Every driving situation is different and must be dealt with accordingly. Applying these suggestions is the responsibility of the motorist.

1. **D**rive aware when you are on the road. Expect to see motorcycles, not just another car. Do not trust your mirrors because motorcycles can be hidden in your blind spot. Instead, turn and look over your shoulder, then LOOK TWICE!
2. **K**eep in mind the motorcyclist's point of view. Remember, motorcyclists move around on the road. Anticipate their movements, particularly in the places where crashes are most likely to occur.
3. **G**ive motorcycles the same space and respect that you would give other vehicles. Do not forget that they use the whole lane of traffic, even though it is not all at one time. Always give them a full lane and remember not to follow too closely. Allow a two to three second safety cushion between you and the motorcycle and increase it to four to five seconds when road or weather conditions are bad.
4. **B**e courteous. Let the motorcyclist know well in advance when you are planning to stop, turn, or change lanes. Do not speed up when a motorcycle is passing you. Never cut in too closely after passing a motorcycle. Remember that the person underneath that helmet could be someone you know.



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Gold Wing Road Riders Association

Familiarity



Mental Discipline

“Research shows drivers who also ride motorcycles and those with family members or close friends who ride are more likely to observe motorcyclists and less likely to collide with them.”

(Brooks, 1990)

“Motorcyclists Are Dying To Be Seen!”

More motorcycles are on the road today than ever before. The main cause of accidents involving motorcyclists is the failure of motorists to detect and recognize motorcycles in traffic. To avoid crashes and reduce injuries and fatalities, motorists should pay special attention to people riding motorcycles. This special attention starts with an awareness of motorcycles, an understanding of what to expect from motorcycles, and knowledge of where most crashes are likely to occur.

The diversity of the motorcycling community is reflective of the general population. The rider you see on the road may be a teacher, welder, secretary, doctor, etc. Motorcyclists are often your relatives, friends, and neighbors.

When motorcycle related crashes occur, 75 percent of them involved a collision with another vehicle, usually a passenger car.

More than 50% of all crashes involving a motorcycle and a passenger car occurred because the motorist did not see the motorcycle (or did not see it soon enough to respond,)

To decrease the number of motorcycle crashes, motorists should **RIDE AWARE** and **LOOK TWICE**. Try to actually LOOK for motorcycles on the roadway. TAKE notice of them on a regular basis. This will help you notice them when it matters most - at intersections and during lane changes.

**MOTORCYCLES ARE EVERYWHERE
LOOK TWICE and SAVE A LIFE!**

“Double Check!”

Below are some very important points to help you better understand the challenges of motorcycle riding.

Motorist Do Not Look For Motorcycles. Motorists are familiar with looking for other cars, not motorcycles. Motorcycles are smaller than cars and trucks, therefore, they are harder to see. It is also difficult to judge a motorcycle's speed and distance accurately.

Motorcycles Maneuver Differently. A motorcycle occupies 4 feet of a 12 foot lane in traffic. The motorcyclist moves within the lane, adjusting to changing driving conditions - the road, the weather,



“Did you see a motorcycle today?”

or other vehicles. While motorcyclists typically ride in the left portion of a lane, they may move suddenly to avoid an obstacle. Remember, motorcycles use as much of the lane as cars do - just not all at one time .

Motorcycles Have a Higher Risk. Motorcycles do not have protective exteriors like cars and, therefore, are more vulnerable to a variety of elements. Even with the proper clothing and helmets, motorcyclists are at a higher risk of injury, should they be involved in a crash. Motorcyclists are more affected by bad weather such as rain, high winds, and ice.

By driving aware and looking twice along with being more familiar with motorcycles you will be more likely to notice a motorcycle at a critical point in time!

Now that you have a better understanding of motorcyclists - Take a look at the most likely causes of an accident involving a motorcyclist and a motorist.

Left Turns

The most common accident between cars and motorcycles is at an intersection when the automobile driver is making a left turn in front of a motorcycle. Over forty percent of all motorcycle accidents occur at intersections.

Hazardous Road Conditions

Motorcyclists have to be much more concerned about road obstructions. Potholes, fallen tree limbs, or railroad tracks may be minor problems for many drivers. A motorcyclist may have to slow down or change lanes to avoid these obstacles.

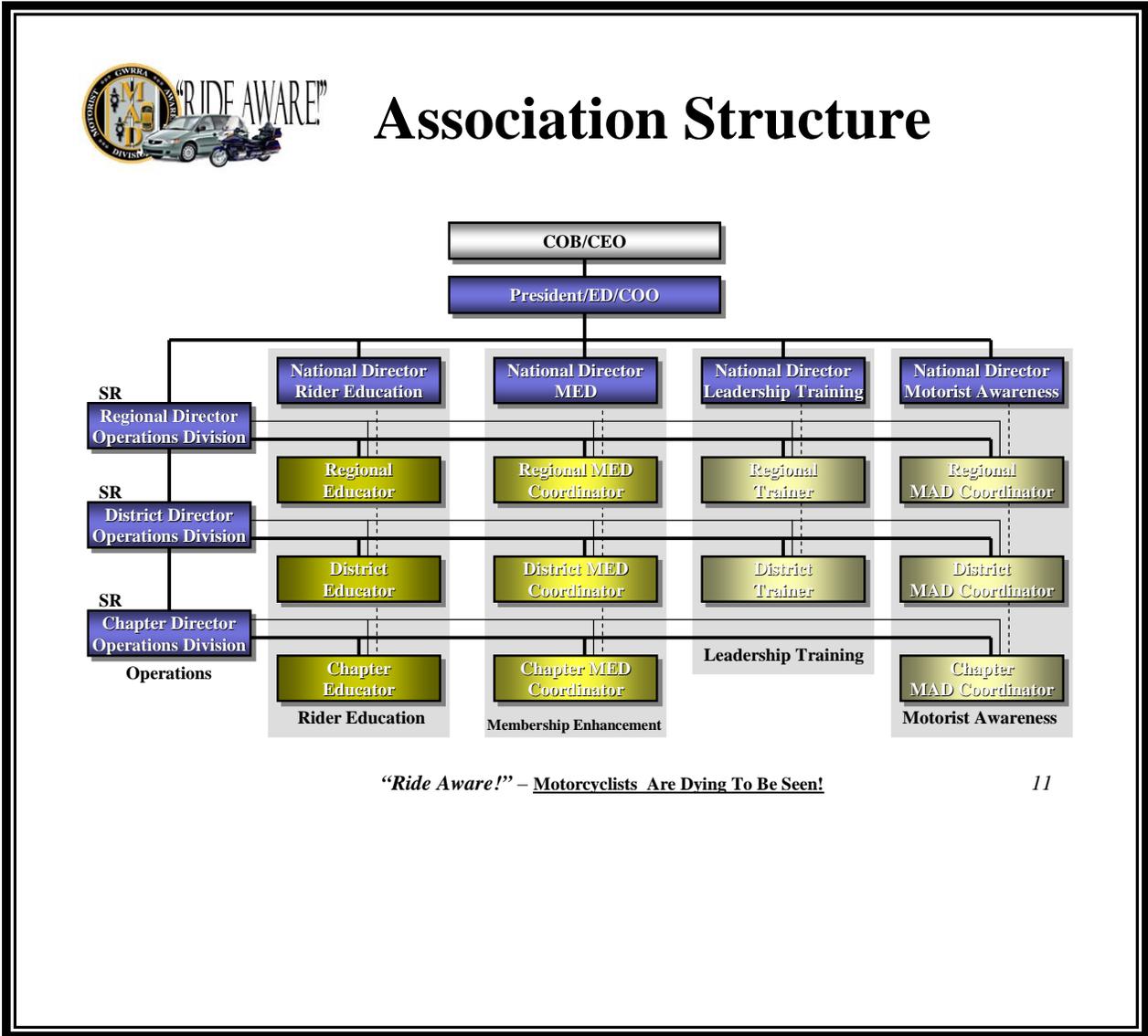
Car's Blind Spot

Cyclists riding alongside a lane of cars are often out of the view of the driver, An unsuspecting driver may collide with a motorcyclist as the driver tries to change lanes

Likewise, it is every motorcyclist rider's responsibility to participate in motorcycle safety courses, expert rider courses, and skill enhancement courses on a regular basis. Only by combining the skill of the motorcyclist with the awareness of the motorist will the greatest reduction in accidents and fatalities be achieved!



RIDE AWARE - LOOK TWICE



MAD's structure calls for 1 Motorist Awareness Coordinator at Region, District and Chapter levels, similar in structure to Rider Education and Membership Enhancement Divisions. Any number of Motorist Awareness Liaisons may assist Coordinators at any level.



Gold Wing Road Riders Association
Motorist Awareness Division
“Ride Aware – Motorcyclists Are Dying To Be Seen”

February 10, 2004

“The Motorist Awareness Division”

We are Bruce and Julia Malson, International Directors of the Motorist Awareness Division (MAD). May is Motorcycle Safety Awareness Month, making this an ideal opportunity to highlight MAD’s missions, structure and function and occasion to solicit your support for the “Ride Aware!” campaign. Let’s first describe the “Ride Aware!” program and MAD’s mission.

“Ride Aware!” is the Motorist Awareness Division’s campaign to reduce the number of crashes, conflict situations and close calls arising between motorcycles, trikes and other roadway users in our evolving, modern highway environment. The Division’s two-fold mission is to provide information to motorcyclists on means to reduce conflict with other roadway users and the environment in which they ride; and the other half is to inform motorists of means to reduce crashes, near misses and conflicts with motorcyclists. MAD will achieve this two-fold mission through Motorist Awareness Coordinators and Liaisons and by co-opting participants in GWRRR’s Couple of the Year and Ambassadorial programs. The “Ride Aware!” campaign compliments and reinforces GWRRR’s Rider Education program and together provide GWRRR Members the full spectrum of educational resources. Motorcycle Safety Awareness Month is an opportunity to showcase this Motorist Awareness/Rider Education partnership. In May, Motorist Awareness Coordinators and Liaisons will spearhead the awareness initiative.

Motorist Awareness Coordinators (Coordinators) are MAD program managers for their Directors at each GWRRR hierarchal level. Coordinators are appointed by Region, District and Chapter Directors and serve on the support staff of these directors. Coordinators are not GWRRR Officers. It is desired that Coordinators complete either the Leadership Training or Rider Education Division’s seminar presenter curriculum. Coordinators support Motorist Awareness Liaisons; acquire and distribute MA materials; develop MA promotional opportunities; conduct MA seminars and report, quarterly, MA activities for their respective level. Region, District and Chapter MAD Coordinator four inch and 10 inch rockers are available at the GWRRR Warehouse.

Motorist Awareness Liaisons (Liaisons) are volunteers, other than Coordinators, promoting Motorist Awareness and the “Ride Aware!” campaign at any GWRRR level. Liaisons are not limited by number and require no unique qualifications. Any volunteer wishing to promote Motorist Awareness and “Ride Aware!” may serve as a MAD Liaison. Liaisons are not officers or support staff and require only the desire to promote Motorist Awareness. Liaisons may participate in the spectrum of MA activities and are supported in their efforts by Coordinators at each GWRRR level. MAD Liaison four inch and ten inch rockers are available at the GWRRR Warehouse.

Motorist Awareness Coordinators and Liaisons have the singular mission of “Reducing the number of crashes, conflict situations and close calls occurring between motorcycles and trikes and other roadway users through a program of awareness education.” Their target audiences are motorists – to increase their awareness of motorcycles and trikes, and motorcyclists and trike operators– to increase their awareness of factors that decrease motorist’s awareness of their presence.

The “Ride Aware!” campaign does not foresee a formal curriculum. It is envisioned that two core seminars; one for motorcyclists and the other for motorists, will be developed and made available to Coordinators and Liaisons. Over time, it is hoped complimentary seminars and Mini-Awareness presentations, 15-20 minutes long, will be developed to compliment the seminars core. These informational forums in concert with complimenting distributed literature; mailers, magazine inserts, correspondence attachments, internet Motorist Awareness promotional sites and public service announcements will comprise the thrust of the “Ride Aware!” campaign. Motorist Awareness Coordinators and Liaisons may download products, presently available, from the Motorist Awareness web site or order, at no cost, from the GWRRA Warehouse. Audio visual renditions of the two core seminars and other awareness materials will be added to these sites when available. This program format will assist Coordinators and Liaisons in meeting program expectations.

“Ride Aware!” expectations are not demanding at any GWRRA level. On the contrary, by teaming with ongoing GWRRA activities while developing opportunities in the motorist community, “Ride Aware!” expectations can be easily met. It is the responsibility of the Coordinators and Liaisons to jointly develop opportunities in their area. As a minimum, “Ride Aware!” would like Coordinators and Liaisons to conduct one motorist awareness event annually. Distributing literature or conducting seminars at rallies, mall shows, rides, county fairs or other public events meet this annual expectation. Speaking to high school rider education classes, presenting motorist awareness information at Elk, Kiwanis or Lion’s clubs or at retirement homes or homes for the elderly are opportunities to develop within the motorist community. Opportunities to advocate motorist awareness are limited only by the imaginations of motorist awareness participants.

Motorcycle Safety Awareness Month is an ideal time for GWRRA organizations to launch their 2004 Motorist Awareness initiatives. For motorcyclists and trike operators, emphasis could be placed on, but not limited to, four “Hurt Study” critical findings. “Hurt” findings addressing protective garments, conspicuity, participation in formal riding programs and mastery of cornering, breaking and swerving skills; all factors over-represented in “Hurt Study” results. For motorists, seek opportunities to address groups having little or no familiarity of motorcycles. Driver Education courses are ideal target audiences in this regard. To be successful, the Motorist Awareness team needs your support.

If you would like to participate in GWRRA’s Motorist Awareness, “Ride Aware!” initiative by becoming a Motor Awareness Coordinator or Liaison, please inform your Region, District or Chapter Director. Motorist Awareness seminars will be conducted at Wing Ding XXVI in Grapevine, TX to highlight the “Ride Aware!” campaign and its ongoing initiatives and

to answer any questions you may have at that time. Stop by and visit with us. There is a place for you on the Awareness team.

The Motorist Awareness Division and its "Ride Aware!" campaign to reduce crashes, conflict and close calls between motorcycles, trikes and other roadway users is a challenge whose time has arrived. We can no longer be content to sit passively by while a problem affecting each of us escalates. It is time to take the field, seize the awareness initiative and score on our own behalf. We will not succeed by commiseration but through participation. To be successful it is hoped each Region, District and Chapter will appoint an enthusiastic Motorist Awareness Coordinator to oversee Liaisons promoting "Ride Aware!" to motorists and motorcyclists. We believe we can reduce roadway conflict by using good judgment, maintaining an active highway strategy and by aggressively promoting "Ride Aware!"

Join with us as a Motorist Awareness Coordinator or Motorist Awareness Liaison. Let your Region, District or Chapter Director know if you would like to serve. Motorist Awareness seminars will be conducted at Wing Ding XXVI in Grapevine, TX to highlight "Ride Aware," its ongoing initiatives and to answer questions you may have. Stop by and visit with us. There is a place for you on the Awareness team. Together, we will make a difference.

"Ride Aware!"



Gold Wing Road Riders Association
Motorist Awareness Division
“Ride Aware – Motorcyclists Are Dying To Be Seen”

January 29, 2004

***Motorist Awareness Division
Mission and Function***

Hi, we are Bruce and Julia Malson and we welcome this opportunity to describe to you the mission and function of the Motorist Awareness Division (MAD). We were selected MAD's International Directors, in October 2003 and, since then; we have been developing the foundation for the “Ride Aware!” program. “Ride Aware!” is MAD's campaign to reduce the number of crashes, conflict situations and close calls arising between motorcycles, trikes and other roadway users in our evolving, modern highway environment. The genesis of our motorist awareness (MA) initiative is best described by Mike Wright in his June 2003 article announcing “A New Division in GWRRR.”

“Few of us could have foreseen the increased hazards imposed on motorcyclists in the past five years. Opposition for road space is often fierce, especially during rush hours or on busy interstates and streets. Competitive vehicle operators are more distracted than any of us could have imagined with cellular telephones, concentration on talk radio shows, and stereo systems so loud outside noise is completely shut out of the inner sanctum within their vehicle. In our judgment, we have crossed into a new era that will need the cooperation of all highway users to cope with our modern-day traffic congestion. It is time to expand our focus beyond just our own Member/Riders and Co-Riders. It is time to take an active role in helping to educate other highway users that motorcycles and trikes share the road with them every day.”

As motorcyclists and trike operators we are, unfortunately, the “Invisible Man” described by Nick Hoppner in his January 2004, Wing World editorial. A need clearly exists to inform motorists and motorcyclists of means to avoid roadway conflicts in today's environment of increasing vehicular interface. The Motorist Awareness Division and its “Ride Aware!” campaign are GWRRR's tools to achieve this end.

The success of the “Ride Aware!” campaign will depend upon the initiative, originality and enthusiasm of Region, District and Chapter Motorist Awareness (MA) Coordinators and Motorist Awareness Liaisons. MA Coordinators are appointed by and serve on the support staff of Region, District and Chapter Directors. MA Coordinators develop, promote and support motorist awareness activities at their respective levels and fulfill vertical reporting responsibilities. One MA Coordinator will bear the title Region MA Coordinator, District MA Coordinator or Chapter MA Coordinator. MA Liaisons are all others participating in and promoting the “Ride Aware!” campaign. Liaisons are not limited by number and are supported

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by MA Coordinators. Both MA Coordinators and Liaisons have a single mission to “Reduce the number of crashes, conflict situations and close calls occurring between motorcycles and trikes and other roadway users through a program of awareness education.” This program has two audiences: motorists – to increase their awareness of motorcycles and trikes, and motorcyclists and trike operators– to increase their awareness of factors that decrease motorist’s awareness.

Chapter Motorist Awareness Coordinators and Liaisons are the vanguard of the “Ride Aware!” program. At this grass-roots level, MA Coordinators and MA Liaisons will share awareness information with motorists and motorcyclists, focusing on motorists with little or no familiarity of motorcycles. For motorcyclists and trike operators, emphasis will be placed on, but not limited to, four “Hurt Study” outcomes. “Hurt” findings addressing protective garments, conspicuity, participation in formal riding programs and mastery of cornering, breaking and swerving skills; all factors over-represented in “Hurt Study” results.

Two “Ride Aware!” questions manifest the thoughts of GWRRA’s leadership and potential coordinators and liaisons. First, “How much effort will be required to promote the ‘Ride Aware!’ campaign? And secondly, “What will Coordinators and Liaisons actually do?” To answer the first question, it is desired that MA Coordinators and MA Liaisons, as a minimum, annually conduct two motorist awareness event. Secondly, examples of coordinator and liaison promotional functions might include speaking to high school rider education classes, presenting motorist awareness information at Elk, Kiwanis or Lion’s clubs or at retirement homes or homes for the elderly. Distributing literature or conducting seminars at rallies, mall shows, county fairs or other public events are further examples of motorist awareness promotional possibilities. Opportunities to advocate motorist awareness are only limited by the imaginations of motorist awareness participants.

To be successful, coordinators and liaisons will require brochures, bumper stickers, relevant literature and a rudimentary motorist awareness presentation, one for motorcyclists and another tailored for motorists. These program amenities will be available for download from GWRRA’s Motorist Awareness web site. The GWRRA warehouse will also serve as a source of “Ride Aware!” program materials and other motorist awareness paraphernalia.

The Motorist Awareness Division and its “Ride Aware!” campaign to reduce crashes, conflict and close calls between motorcycles, trikes and other roadway users is a challenge whose time has arrived. We can no longer be content to sit passively by while a problem affecting each of us escalates. It is time to take the field, seize the awareness initiative and score on our own behalf. We will not succeed by commiseration but through participation. To be successful it is hoped each Region, District and Chapter will appoint an enthusiastic Motorist Awareness Coordinator to oversee Liaisons promoting “Ride Aware!” to motorists and motorcyclists alike. We believe we can reduce roadway conflict by using good judgment, maintaining an active highway strategy and by aggressively promoting “Ride Aware!” Join with us as a Motorist Awareness Coordinator or Motorist Awareness Liaison. Together, we will make a difference.

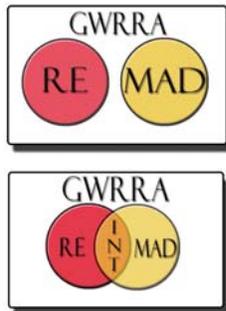
"Ride Aware!"



Gold Wing Road Riders Association
Motorist Awareness Division
“Ride Aware – Motorcyclists Are Dying To Be Seen”

February 4, 2004

It's That Simple



Some GWRRA Members don't quite understand the relationship between Motorist Awareness Division's "Ride Aware!" program and Rider Education. It's not complex. As a matter of fact, it's quite simple. A Venn diagram suffices to illustrate the relationship. "Two sets, (in this case two GWRRA divisions) are mutually exclusive if they do not have any elements in common." Motorist Awareness and Rider Education, however, DO have elements in common. These common missions constitute the intersection of the two divisions because, "The intersection (INT) of two sets (two GWRRA divisions) is that which is in both sets." Let's look at this common functionality.

If you have taken the Motorcycle Safety Foundation's Beginning Riders or Experienced Riders course, you may recall motorcycling is a 10 percent physical and 90 percent mental activity. Rider Educators focuses on both components of motorcycling. Examples would be the Experienced Rider, Road Captain, trike, and trailering and other courses conducted by rider educators. The Motorist Awareness Division has a two-fold mission. One-half of the Motorist Awareness mission addresses the cognitive component of motorcycling. The other half focuses on informing the motorist community of means to reduce crashes, near misses and conflicts with motorcyclists. The Motorist Awareness division accomplishes this two-fold mission through Motorist Awareness Coordinators and Liaisons and by co-opting participants in GWRRA's Couple of the Year and Ambassadorial programs. The intersection of GWRRA's Motorist Awareness and Rider Education programs provides Members the full spectrum of learning resources. The month of May will highlight this functionality.

May is designated Motorcycle Safety Awareness Month, a month in which, states and motorcycle organizations across the country conduct activities to promote the importance of motorist awareness and sharing the road with motorcyclists. In May, GWRRA Motorist Awareness Coordinators, Motorist Awareness Liaisons and Rider Educators will distribute literature, conduct seminars and reinforce techniques and strategies proven effective in reducing roadway conflict between motorcyclists and other vehicles. This month of emphasis is supported by the National Highway Traffic Safety Administration, Motorcycle Safety Foundation, The National Agenda for Motorcycle Safety and by the following data.

- The head, arms and legs are most often injured in a crash.
- In 1999, 2,472 motorcyclists were killed and an additional 49,000 were injured in traffic crashes in the United States.

- Per mile traveled in 1998, motorcyclists were about 16 times as likely as passenger car occupants to die and about 3 times as likely to be injured in a motor vehicle crash.
- Helmets are estimated to be 29 percent effective in preventing fatal injuries to motorcyclists and 67 percent effective in preventing brain injuries.
- Many of the causes of motorcycle crashes may be attributed to lack of experience or failure to appreciate the inherent operating characteristics and limitations of the motorcycle.

There are several things Motorist Awareness Coordinators, Liaisons and Rider Educators can do to capitalize on May's awareness focus. Promotional activities might include writing awareness newsletter articles and distributing brochures and flyers to motorcycle shops, grocery stores, other public forums and businesses. Awareness month will be an ideal time to speak to high school rider education classes; Elk, Kiwanis or Lion's clubs or to retirement homes and homes for the elderly. Distributing literature and conducting seminars at rallies, mall shows, county fairs or other public events are also possibilities. Opportunities to advocate motorist awareness are limited only by the imaginations of motorist awareness and rider education participants.

The Motorist Awareness Division and its "Ride Aware!" campaign is a challenge whose time has arrived. As motorcyclists, we can no longer be content to sit passively by while a problem affecting each of us escalates. It is time to take the field, seize the awareness initiative and score on our own behalf. We will not succeed by commiseration but through participation. To be successful it is hoped each Region, District and Chapter will appoint an enthusiastic Motorist Awareness Coordinator to oversee Motorist Awareness Liaisons promoting "Ride Aware!" to motorists and motorcyclists. Reducing roadway conflict can be achieved via good judgment; through an active highway strategy and by aggressively promoting "Ride Aware!"

Motorist Awareness and Rider Education are not mutually exclusive GWRRA divisions. The divisions have an *intersection* of mission functionality i.e. they do some of the same things. In May, Motorcycle Safety Awareness Month, there will be an opportunity to showcase this Motorist Awareness/Rider Education commonality. Inform your Region, District or Chapter Director if you would like to become a Motorist Awareness Coordinator or Liaison. There is a place for you on the Motorist Awareness team. Together we can make a difference. In May, let's plan to meet at the *intersection* of Motorist Awareness and Rider Education. It's that simple.

"Ride Aware!"



Gold Wing Road Riders Association
Motorist Awareness Division
“Ride Aware – Motorcyclists Are Dying To Be Seen”

January 28, 2004

“Paranormal”



May is “Motorist Awareness” month. Motorist Awareness, from the motorcyclists’ point of view, is an assessment of our motorcycling skills in relation to the challenges of the increasingly complex environments in which we ride. Put another way, Motorist Awareness answers the question “What skills and knowledge do I require to preclude a crash, conflict or close call between me and other roadway users?” Our skill set consists of 10 percent physical skills and 90 percent cognitive skills. Motorist Awareness month, a precursor to the riding season, is our annual reminder of the need to hone our motorcycling skills, through practice and rider education, in order to safely and fully enjoy our motorcycling passion.

Most riders know their physical riding skill deficiencies and seek opportunities for improvement. Unfortunately, not as many riders are aware of their cognitive shortcomings. This lack of awareness knowledge frequently gives rise to the “I had to lay it down,” “There was nothing I could do” and “It Just came out of nowhere” reflections we occasionally hear. Unless you actively listen to these accounts, you might get the impression you are hearing something surreal, a Rod Sterling “Twilight Zone” episode or a John Edwards, “Crossing Over” encounter with the paranormal. Here is an example of one such mystical, motorcycling encounter.

Meet Rodney Smith, a mummified apparition on a bar stool, sipping beer through a bent plastic straw from a bottomless pitcher. Today, like every day, Rodney is stuck in a perpetual do-loop, iterating his motorcycling encounter with the unexplained. Rodney, a motorcyclist for 18 years, was cruising home from Daytona Bike Week when he took a turn on a peaceful, Florida thoroughfare and came face-to-face with - the paranormal.

Link and I had a few drinks with the guys before beginning our ride home. Everyone else was spending a week at Daytona. We had only 3-1/2 days so we partied twice as hard to make up for our shorter stay. We left the bar around 9:00 PM for the 400 mile ride home. It was a beautiful night and exhilarating riding unencumbered by helmets and gear.

I’m riding the double-yellow, talking to Link, doing 55 mph (in a 35 mph zone) when we entered a sharp right-hand curve. That’s when it happened. BAM! Just like that! Right out of nowhere! No warning, no nothing! There’s something in the road directly in front of me. I couldn’t move left because of oncoming traffic and nothing but bad was going to happen if I hit whatever was in my path. Before you could blink, my options were down to one. That’s the one I took.

I swerved right, barely avoiding crashing into Link (actually, his name is Darrell Farnsworth but his handle is 'Missing-Link,' so everyone calls him Link) and managed to squeeze by the obstacle, although we were wobbling a bit from the close call. I was about to shout to Link to slow down and tell him how lucky we were when the curve started getting tighter. Link saw it before I did because his tires were already squealing when I slammed my brakes on. That's when my tires began to slide and I knew I was going down. Luckily, Link and I were smart enough to jump away from our bikes before they hit the ground. Unfortunately, Link's bike slammed into me and burned me badly as we slid on the pavement and off the 15 foot embankment. Both bikes were totaled.

Link is still in the hospital. He's in worse shape than me. It was unbelievable. One minute everything is fine and the next, BAM, just like that, there's this thing in the road. It happened so fast, there was nothing we could do. It was freaky man! If we weren't such responsible and experienced riders we wouldn't be here today."

Rodney truly believed he and Link were innocent victims of paranormal circumstances. One moment they were two motorcyclists on their way home and the next they were human missiles. Were events actually as Rodney portrayed them? Was this really what happened? I couldn't help but think there were characteristics about Rodney and Link's close encounter that had other than mystical cause. I questioned Rodney's facts in hope of discovering an alternative explanation.

How much partying had Rodney and Link done before getting on their motorcycles and how much alcohol did it entail? Did they wait the obligatory 1-hour for each drink consumed or were they riding in an inebriated state? Why was Rodney talking to Link in a curve? Was this inattentiveness in the curve? Could Rodney and Link's injuries have been avoided or minimized had they been wearing appropriate motorcycling protective clothing, especially a helmet? Why were they riding side by side in the traffic lane instead of staggered with a 1 second separation as is recommended? Would this not have provided Rodney full use of the lane in avoiding the object in the road? Was speed a factor?

The more I thought about Rodney's encounter the more I began to believe events caused by cascading human errors as opposed to poltergeists or unexplained phenomena. Why were Rodney and Link traveling 20 mph above the speed limit in a curve? Did the object in the road materialize from another dimension or was it in the road all the time? Was Rodney and Link's aggressive application of brakes in the curve the reason both motorcycles low sided? Would it not have been better for them to lean into the curve more, using the tire's remaining traction for cornering rather than braking? Is it ever appropriate to swerve and brake at the same time? Should Rodney and Link have stayed with their bikes rather than jumping and becoming human missiles? Was there really nothing they could have done to prevent the events that occurred? Was this accident anything more than a culmination of successive, explainable wrongs? Do I really believe Rodney and Link are responsible and experienced riders?

When I reflect upon the conversations I've had with motorcyclists over the years, the "suddenly there it was" and "it came out of nowhere" are recurring themes. I have not experienced this seemingly metaphysical side of motorcycling; however, I choose not to discount

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it. Its advent further justifies Motorist Awareness month and its emphasis on honing both our physical and cognitive motorcycling skills. The time is now, at the dawn of the 2004 riding season. Show you care - "Ride Aware!" and by so doing we can reduce the number of crashes, conflicts and close calls occurring between motorcyclists and other roadway users. "Ride Aware!" If you don't, you might just find yourself in a tight turn and face-to-face with the paranormal.





Gold Wing Road Riders Association
Motorist Awareness Division
"Ride Aware – Motorcyclists Are Dying To Be Seen"

April 4, 2004

Game Day



Tunnel walls reflect the sound as the Awareness team, modern gladiators, purposefully enters a contemporary coliseum. They arrive under a cloudless sky to cheers of 82,000 spectators and assume offensive positions with practiced ease. This is the moment game plan logic and play book execution meet reality; the time when coaches expectations and players spirits are tested. Fueled muscles receive the kick-off and so begins the first play; the first play of game day.

Staffing any team is the job of the Head Coach and his recruiting assistants. In similar fashion, Mike Wright and GWRRA's Region Directors assumed these roles and recruited Members willing to accept the Motorist Awareness challenge. In true GWRRA fashion, the call was answered. Answered by Members well known to the Association; by Members whose lives have been touched by the type motorist/motorcyclist conflicts "Ride Aware!" addresses and by the ubiquitous Member wanting only to role up his/her sleeve and make a difference in reducing the number of crashes, near-misses and conflicts between motorists and motorcyclists. From the "Big Sky" Region (Jeff Riggs, Region Individual of the Year) to South East Region (Ron Lantz, Region Educator) they came. From the Northeast Region (Lynn VanDresar) to South Central Region (Bob and Mary Jo Maloy, Region Couple 2003) they answered. Dave and Gwen Carter from America's Heartland, Bob and Deb Caldwell from the Great Lakes Region, and Tom and Cathy Peck, International Couple of the Year 2003-2004, from the Appalachian Region all picked up the gauntlet and are starters, and guaranteed all-pros, on the Awareness Team. This ensemble front line is supported by a growing number of District and Chapter Motorist Awareness Coordinators and Liaisons. Without exception, they possess an infectious energy, enthusiasm and commitment that will propel the Awareness team to the Super Bowl and they have hit the ground running.

Spring training ushered in the riding season and a wave of initiatives by the Awareness offensive line. Regional coordinators began aggressively recruiting District Coordinators. District Coordinators, in turn, recruited Chapter Coordinators and Liaison participants. By March, Motorist Awareness initiatives were underway throughout the Association. Rallies, District and Region staff meetings and Chapter gatherings received Awareness discussions from enthusiastic Motorist Awareness coordinators. In early April, Motorist Awareness District Coordinators Bobby Newman (IN) and Doug Greenhalgh (WI) wowed audiences with their upbeat and interactive Awareness presentations. Member responses have been overwhelming and the team has added to it's depth with many new recruits and walk-ons. In similar vein, motorist populations were targeted with public service announcements from local radio stations; literature distribution at mall shows and shopping centers and mini-seminars were presented to Masons, Elk clubs and other social organizations. In May, National Motorist Awareness Month,

Motorist Awareness initiatives far surpassed expectations. We would like to thank everyone for making these inaugural Awareness celebrations possible. As with ripples in a pond, the Awareness message is spreading. And like the "Butterfly Effect," the positive benefits of increasing highway vigilance for motorists and motorcyclists cannot be predicted.

Awareness team coaches have also been active in preparing for the season. Of particular note was development of the "Awareness Play Book." The Play Book consists of the essential materials an Awareness Coordinator/Liaison need to immediately contribute to the team effort. The Play Book contains an introductory letter; Motorist Awareness certification form; a presentation outline and lesson plan with corresponding PowerPoint slides; an activity worksheet; several awareness brochures; bumper stickers and other "Ride Aware!" supporting materials. The Play Book enables new recruits to hit the ground running. Coordinators and Liaisons will sport a new look this season with Motorist Awareness rockers and patches. These vest adornments and other Motorist Awareness promotional materials are now stocked in the GWRRA Official Products store. Keep your eyes open for these new additions to GWRRA fashion and to the "Ride Aware!" campaign. And not to be forgotten, the Motorist Awareness web site is under construction to provide a more informative and interesting experience for visitors. Coaches have not been idle in preparing for the Awareness season.

Inform your Director and/or your Motorist Awareness Coordinator if you would like to join the Awareness team and fill the front line position we have reserved for you. You are our number one draft choice. Visit <http://www.brucemalson.com>, fill out the brief Coordinator/Liaison application form and join the team. While you are visiting the Awareness site, feel free to provide your thoughts and ideas on ways to make our program and play book better. If you choose not to join the team on the field, cheerleaders and avid fans are welcomed. We have 82,000 seats to fill in the Awareness stadium.

This seasons Play Book is finished and the game plan set. The practice field lays silent, blocking sleds and dummies still while it's opposing, school-bus yellow goal posts peek into the adjacent Awareness stadium to watch their patrons play. We won the toss and elected to receive. It's First and 10 on the 20, - 80 yards to go. Prepared and confident we break the huddle. "SET!!!" It's time to spread the Awareness message, time to play. It's *Game Day!*



Join the Awareness Team!
Hutt-Hutt!!!
"Ride Aware!"



Motorcycle Safety Awareness Month 200_ **“Making the Streets Safer for Motorcyclists”**



The Motorcycle Safety Foundation (MSF) has named May Motorcycle Safety Awareness Month. During this month, the focus is on highway and traffic safety issues concerning motorcyclists while enhancing motorist awareness of motorcycles which share the road with them every day.

Informing motorists of means to reduce crashes, near misses and conflicts with motorcycles is the primary mission of the Gold Wing Road Riders Association's, Motorist Awareness Division. The focus on motorists results from the fact automobile drivers are at fault in the majority of auto-motorcycle crashes. Post crash analyses disclose motorists do not see oncoming motorcyclists or fail to see the motorcycles in time to avoid a crash.

Frequently, motorists see the light of the motorcycle and mistake it for a car with a missing headlight and mistakenly conclude the vehicle farther away than it actually is. Don't make assumptions! A good rule of thumb is to make it a practice to look for motorcycles. Looking for the smaller, less visible vehicle will ensure you see the larger car or truck in the process.

Spring is in full swing and with the warmer weather more and more motorcyclists are taking to the roads.

“Ride Aware! Motorcyclists are dying to be seen!”



Motorist Awareness Division

Gold Wing Road Riders Association
QUARTERLY ACTIVITY REPORT



DUE APRIL-5, JULY-5, OCTOBER-5, JANUARY-5

Please send the following information to your higher level Motorist Awareness Coordinator

Region, District or Chapter:		Date:	
Region, District or Chapter MA Director:		GWRR Number	
Date Appointed MA Director:		Expiration Date:	
Number of Motorcyclist Presentations			
Number of Non-motorcyclist Presentations			
Number of Public Appearances, e.g. Mall or Bike Show:			
Types of public appearances:			
Do you need any assistance, literature, etc:			

Revised June 1, 2004

“Ride Aware! – Motorcyclists Are Dying To Be Seen!”



Gold Wing Road Riders Association
Motorist Awareness Certification
"Ride Aware!" – "Motorcyclists Are Dying To Be Seen"

This Certification process is for Gold Wing Road Riders Association, Motorist Awareness Coordinators and Liaisons. This certification is necessary in order to insure the "Ride Aware!" program materials are understood and Coordinators and Liaisons are skilled in public presentation methodologies. You will find this process yields responsible and accountable presenters and provides you, the presenter, credibility. So, for this to work for all of us, please follow the steps outlined below and submit the form when all steps have been completed.

Certification Process

1. Have in your possession an Instructor's Packet of materials. Familiarize yourself with these materials and the steps/information in presenting the Motorist Awareness Presentation.
2. Attend at least one presentation as an observer, in a classroom setting with a certified Motorist Awareness presenter to familiarize you with the timing and methods employed in presenting the "Ride Aware!" program successfully.
3. When you feel you are prepared to present the "Ride Aware!" seminar, inform a Certified "Ride Aware!" Coordinator or Liaison. With the Certified presenter in attendance, present the "Ride Aware!" seminar to an audience. The Certified presenter will evaluate your grasp and delivery of the "Ride Aware!" program.
4. Congratulations! You have now completed the Certification process. Ask your certifying presenter to complete this Certification Form and mails or E-mails data to the International Director, Motorist Awareness Division. By so doing, the certifying presenter validates you have completed the certification process and are independently qualified to present the "Ride Aware!" seminar. The International Director will enter your personal data into the Motorist Awareness, Certified Instructor database.

I, _____, hereby certify _____ has successfully completed GWRRA's, Motorist Awareness "Ride Aware!" Certification Program and is, therefore, qualified to serve as a Motorist Awareness Seminar Presenter.

Name: _____ **Chapter:** _____

Address: _____ **Phone:** _____

City, State, Zip: _____ **E-Mail:** _____

"Ride Aware – Motorcyclists Are Dying To Be Seen!"

“Ride Aware – Motorcyclists Are Dying To Be Seen!”



Gold Wing Road Riders Association
Motorist Awareness Division

A Motorist Awareness Liaison Welcome!

GWRRA has embarked upon a mission to reduce the number of accidents and near misses that occur between motorcycles and other highway users. Mike Wright, GWRRA's President and Executive Director, said "It is time to take an active role in helping educate other highway users that motorcycles and trikes share the road with them every day." The Motorist Awareness Division has been assigned this responsibility. "Ride Aware!" is GWRRA's campaign to achieve this end.

The success of the "Ride Aware!" campaign is solely dependent upon the initiative, originality and enthusiasm of the Motorist Awareness Division's Liaison Coordinators. MAD Coordinators function at Region, District and Chapter levels and serve as support staff for their respective directors. MAD Coordinators have a single mission: - to reduce motorcycle/vehicle accidents through a program of awareness education. This program has a two-fold target: motorists – to increase their awareness of motorcycles, and motorcyclists – to increase their awareness of factors that decrease motorist's awareness.

Chapter Liaisons will spearhead GWRRA's Motorist Awareness program. They will share awareness information with motorists and motorcyclists, focusing on motorists with little or no familiarity of motorcycles. For motorcyclists, liaisons should encourage rider participation in Beginning Riders and Experienced Riders courses and in other motorcycle skill enhancement programs. Paramount in Chapter MAD Liaison activities is continued emphasis on four significant "Hurt Study" conclusions.

The 1981 study, Motorcycle Accident Cause Factors and Identification of Countermeasures, more commonly referred to as the "Hurt Study," had fifty-five findings. Of these fifty-five findings, four dominate motorcycle training and will be of principal interest to MAD coordinators. These findings are wearing protective clothing, conspicuity, rider skills e.g. cornering, breaking and swerving and formal rider education. These four factors are considered most important for motorcyclists in reducing rider risk and the numbers of near misses and accidents motorcyclists are involved in with other roadway users.

In promoting the "Ride Aware!" campaign, Chapters are encouraged to provide time for MAD Coordinators to present relevant information to Chapter participants; assist Coordinators in finding forums in which to present awareness information to motorists and helping Coordinators with the distribution of program materials. It is envisioned that "Ride Aware!" initiatives will encompass grocery stores, Department of Motor Vehicle offices,

automobile shows and retail stores, rallies, community groups, clubs and schools. In short, "Ride Aware!" should seek to educate the public wherever people gather and are accessible. Region and District MAD coordinators will support similar ventures at their respective levels. It is desired that every MAD coordinator conduct one motorist/general public event annually.

If you've been standing on the sidelines, now is your time to take the field. You can do so by becoming a MAD Liaison and by promoting the "Ride Aware!" program in your area. By providing your contact information you will be entered into GWRRA's MAD Liaison database. Your Chapter, District or Region MAD Coordinator will contact you to discuss your views and ideas about the program; to answer questions you may have and to provide potential opportunities to promote the program to motorists and motorcyclists in your area.

Thank you for volunteering to be on the first team for reducing conflict arising between motorcycles, trikes and other roadway vehicles. Further "Ride Aware!" information can be obtained at our web site, <http://www.brucemalson.com>; by emailing us at brucemalson@comcast.net or calling (301) 336-4710. Together, we can make a difference; we can "Make it happen!"

"Lots of miles, hugs and smiles,"



Bruce and Julia Malson
International Directors, Motorist Awareness Division
Gold Wing Road Riders Association



Motorist Awareness Liaison Application

Name: _____

Organization: _____

Address: _____

City, State, Zip _____

Phone: _____

Email: _____

Other: _____



GOLD WING ROAD RIDERS ASSOCIATION
MOTORIST AWARENESS DIVISION

"RIDE AWARE!"



by

Bruce and Julia Malson

International Directors, Motorist Awareness Division

GWRRR Master Trainer

International Couple of the Year 2002-2003



Why Motorist Awareness?

“Few of us could have foreseen the increased hazards imposed on motorcyclists in the past five years. Competitive vehicle operators are more distracted than any of us could ever have imagined. In our judgment, we have crossed into a new era that will need the cooperation of all highway users to cope with our modern-day traffic congestion.”

Mike Wright

GWRRA President and Executive Director

“Ride Aware!” – Motorcyclists Are Dying To Be Seen!



What Is Ride Aware?

"Ride Aware!" is the Gold Wing Road Rider Association's campaign to reduce the amount of conflict arising between automobiles, motorcycles and trikes in our increasingly chaotic highway environment.

"Ride Aware!" will take two approaches to conflict reduction. First, "Ride Aware!" will focus on increasing motorcyclists awareness of factors that decrease motorists' awareness of their presence. And secondly, the program will increase motorists' awareness of motorcycles and motorcyclists.

Mike Wright
GWRRRA President and Executive Director

"Ride Aware!" – Motorcyclists Are Dying To Be Seen!



MAD's First Objective

To Reduce death, disability and loss of property resulting from accidents in which a motorcyclist's right of way has been violated by another motorist.





MAD's Second Objective



To increase motorcyclist's awareness of the attitudes and lack of awareness that the majority of motorists have regarding motorcycles.

"Ride Aware!" – Motorcyclists Are Dying To Be Seen!



MAD's Third Objective

To increase motorists awareness of motorcycles through actively and aggressively conducting events, campaigns and presentations to audiences that are predominantly non-motorcycling.



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Why Motorcyclist Awareness?

- To encourage motorcyclists to fully comprehend and accept the attitudes and limited awareness of the majority of motorists
- To inform motorcyclists of common situations where and why a motorist is most likely to be unaware of motorcyclists
- To emphasize the need for expert skills in crash avoidance maneuvers such as braking, swerving, and counter steering.



MAD Initiatives

- Provide resources and information to MAD Coordinators for dissemination at Chapter, District, and Region meetings and at other GWRRRA events
- Encourage MAD Coordinators and Liaisons to work closely with Rider Educators, promoting the necessity of excellent crash avoidance skills for encounters with the unaware motorist
- Provide information for use by Rider Educators pointing out the most common situations where a motorist is most likely to be unaware of motorcyclists



Awareness Supporting Data

- Approximately 3/4 of motorcycle accidents involve a collision with another vehicle – usually a passenger automobile
- Of these accidents the driver of the vehicle violates the motorcycle right-of-way and causes the accident in 2/3 of the accidents
- Drivers of the vehicles involved in a collision are generally unfamiliar with motorcycles
- Failure of motorists to detect and recognize motorcycles in traffic is the predominating cause of motorcycle accidents

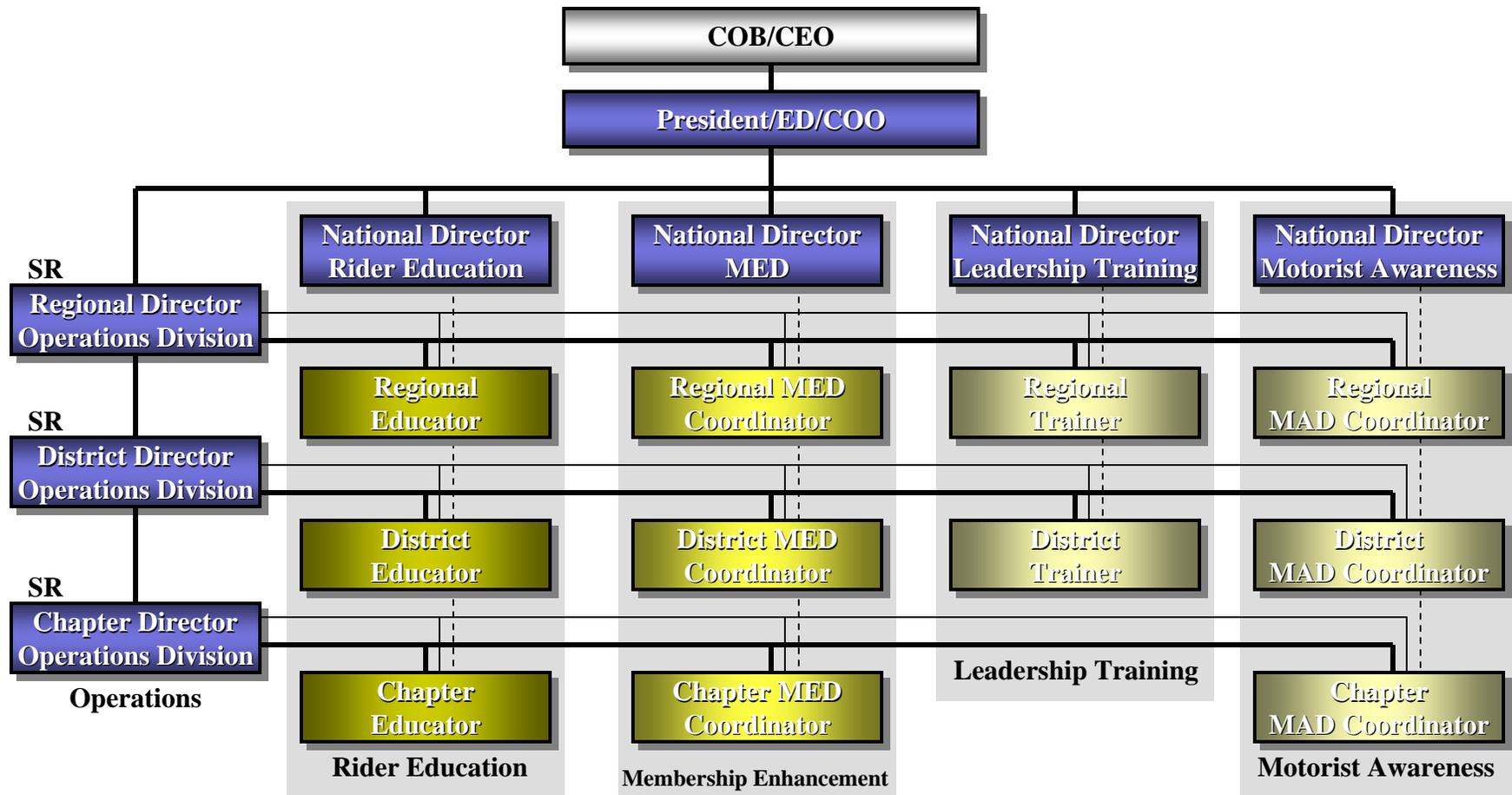


MAD Initiative

- Organize a structure of Motorist Awareness Coordinators at the Region, District and Chapter Levels.
- Create standard formats for conducting seminars and training of Motorist Awareness Coordinators and Liaisons
- Provide suggested guidelines, materials, venues and resources for conducting events, campaigns and presentations
- Encourage COY's to become involved in the program as Motorist Awareness Liaisons



Association Structure



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Coordinator Responsibilities

- Oversee subordinate level Coordinator Activities
- Seek opportunities to promote motorist awareness
- Serve as central repository of motorist awareness information
- Assist in developing the Motorist Awareness Division
- Coordinate material requests
- Provide performance information as required
- Assist with Motorist Awareness events
- Solicit ideas to improve the Motorist Awareness program
- **Be positive!**



MAD Initiatives, Winter 2003

- Announce formation of the GWRRA's Motorist Awareness Division (Spring 2003)
- Establish a hierarchy of Motorist Awareness Coordinators. Each GWRRA REGION, DISTRICT, and CHAPTER staff should include a MAD Coordinator
- Annually, each MAD hierarchical level will participate in a motorist awareness event to provide timely motorist awareness information to the public.



MAD Initiatives 2004

- Utilizing the network of Motorist Awareness Coordinators now in place, determine which states have no active Department of Highway Safety Motorist Awareness programs.
- Determine proper channels and work within them to encourage States to implement a Motorist Awareness program.



Measurements Of Success

- Number of States that implement motorist awareness programs, as a result of the GWRRA Motorist Awareness Division efforts
- Number of non-motorcyclists reached with information
- Number of motorcyclists reached with information
- Statistics from website
- Number of Active Motorist Awareness Coordinators and Liaisons
- Number of events, presentations, organized by GWRRA Motorist Awareness Division Coordinators.
- Number of Public Service Announcements produced and presented to the public



What Can You Do To Help?

- Ideas
- Information
- Funding
- Events
- Volunteer
- Spread the Word
- Public Service Announcements
- ***Be Positive and Supportive!***





GOLD WING ROAD RIDERS ASSOCIATION
MOTORIST AWARENESS DIVISION



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