

TEST YOUR SAFETY I.Q.

Q How much more likely is it for a motorcyclist to be killed in a crash than for a motor vehicle passenger?

A For every mile traveled, a motorcyclist is 18 times more likely than a motor vehicle passenger to be killed and 3 times more likely to be injured.¹

Q How can you reduce the risk of brain injury when riding a motorcycle?

A The risk of brain injury can be reduced by 67% by wearing a motorcycle helmet.²

Think**First** about...

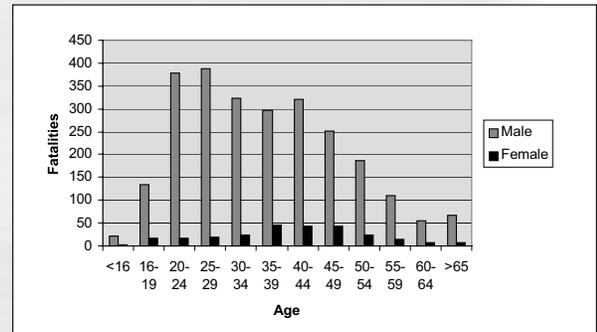
DEATH AND INJURY STATISTICS

- In the year 2000, 2,862 motorcyclists were killed.³
- In that same year, 53,000 motorcyclists were also injured.⁴
- Between 1998 and 2000, motorcycle fatalities increased by 30%.⁵
- 58% of fatalities to those ages 30-39 involve alcohol.⁶
- Motorcycle deaths had been declining since the 1980's, but began to increase in 1998 and have been on a steady rise ever since.⁷
- In the year 2001, 66 out of 100,000 registered motorcycles were involved in fatalities. Only 16 out of 100,000 cars were in fatalities.⁸

WHEN AND WHERE INJURIES ARE MOST LIKELY TO OCCUR

- About two-thirds of motorcycle deaths are the result of speeding.⁹
- Approximately 60% of motorcycle casualties take place at night.¹⁰
- In the year 2000, 61% of motorcycle fatalities occurred on the weekend (Friday-Sunday).¹¹
- 49% of motorcycle fatalities occurred between 6:00 p.m. to 3:00 a.m.¹²
- 75% of motorcycle fatalities in the year 2000 took place between April and September with June, July, and August having the highest death toll.¹³
- An estimated 70% of collisions between motorcycles and motor vehicles occur at intersections.¹⁴

Fatalities by Age and Sex in 2000



www.highwaysafety.org Insurance Institute for Highway Safety, October 2001

WHO IS MOST LIKELY TO INCUR THIS TYPE OF INJURY?

- The average age of riders killed in 1999 was 36.5.¹⁵
- Nearly one-third of those fatally injured are not properly licensed.¹⁶
- In the year 2000, males accounted for 91% of motorcycle fatalities.¹⁷
- In that same year, males age 16-29 accounted for 32% of all motorcycle fatalities.¹⁸
- Of the females who died in motorcycle incidents in the year 2000, 71% were passengers.¹⁹

ThinkFirst about...

HEALTH COSTS

- Motorcycle helmet use saved approximately \$13.2 billion from 1984 to 1999. If all motorcyclists had worn helmets, an additional \$11.1 billion would have been saved.²⁰
- On average, helmet use can save a rider almost 20% in hospital costs.²¹
- An average hospital cost for an un-helmeted rider is \$43,053, compared to \$23,201 for a helmeted rider.²²

PREVENTION TIPS

- Always wear a U.S. Department of Transportation approved helmet. (Check inside the helmet for the DOT label).²³
- Never wear a helmet that was involved in a crash, dropped, or has obvious defects such as frayed straps, cracks, or loose padding.²⁴
- Wear eye and face protection as well as long pants, gloves, boots, and a tough jacket with long sleeves.²⁵
- Never drink alcohol prior to operating a motorcycle or any motor vehicle.²⁶
- Follow all traffic guidelines.²⁷
- Do not tailgate.
- Do not speed.²⁸

- Ensure parts are properly working before every ride (tires, fluids, lights, clutch, throttle, brakes, mirrors, horn).²⁹
- Always have your headlight on.³⁰
- Always drive cautiously and defensively, especially around corners, in bad weather, and at night.³¹
- Only allow a passenger to ride with you once you can skillfully ride in all conditions.³²

STILL NOT CONVINCED?

In a typical motorcycle incident, the driver has less than two seconds to react.³³ As a result, it is critical for motorcyclists to be constantly aware of their environment. Not only can a crash occur in just seconds, but due to the small size of motorcycles in comparison to motor vehicles, motorcycles are easily overlooked. Motorcycles also lack the protection of enclosure, so when a crash does occur, injuries may be much more severe. Riding a motorcycle can be an exciting way to travel, but it is the motorcyclist's responsibility to be alert and protect themselves, their passengers, and everyone else they share the road with from the dangers that may arise. By taking the proper safety precautions and following the rules of the road, everyone involved can enjoy a pleasurable and safe ride.

ThinkFirst

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