

Motorcycle Awareness Guide



UBI

A Division of AmTrust North America

Motorcycle Safety Guide

Commitment to driving safety is necessary for any formal fleet safety program, and safety awareness is an important part that will strengthen this commitment.

With the soaring price of fuel, people are opting for alternate means of transportation. That means that car and truck drivers need to be aware that they share the road with smaller, more easily maneuverable and lighter vehicles, such as motorcycles and scooters. According to the National Highway Traffic Safety Agency, accidents between cars and motorcycles have increased more than 100% since 2005. Failure to yield by the passenger vehicle is the number one cause of motorcycle rider fatalities and was a factor in 35% of vehicle/motorcycle accidents. Most of these vehicle/motorcycle accidents would be preventable if the vehicle driver had noticed the approaching motorcyclist and taken the proper actions.

This brochure addresses the increase in motorcycle and scooter exposure car and truck drivers experience daily and provides tips on how these drivers can safely share the road with them.

CHECK TWICE, SAVE A LIFE!

Tips at a Glance

- Remember that motorcycles can be easy to miss.
- Give riders a full lane of travel.
- Know when crashes are likely to occur.
- Anticipate a motorcyclist's maneuvers.
- Plan your route to minimize left turns.

MOTORCYCLES CAN BE EASY TO MISS

Drivers must always be aware of their surroundings.

- Motorcycles are already more difficult to spot than cars because of their smaller profiles, and drivers are conditioned to look for other cars, not motorcyclists.
- Traffic, weather and road conditions require motorcyclists to react differently than drivers, so it is often difficult to judge and predict when riders may take evasive action.

BE MORE AWARE OF MOTORCYCLISTS

- Remember that motorcyclists have the same privileges as other drivers. Be sure to give riders a full lane of travel, and always keep a close watch for motorcyclists — especially at intersections and on highways.
- Anticipate a motorcyclist's maneuvers. A piece of road debris that poses no threat to a car may be deadly for a motorcyclist. Predict evasive moves a motorcyclist might take by always being aware of your surroundings. Also, don't follow motorcycles too closely. Allow enough room for the motorcyclist to take evasive actions.

KNOW WHEN CRASHES ARE LIKELY TO OCCUR

You are more likely to be involved in an accident with a motorcycle when:

- You are making a left turn.
- A motorcyclist is riding in your blind spot.
- There are hazardous road conditions. Potholes, wet leaves, railroad tracks and other obstructions may force a motorcyclist to take an action you don't expect.
- You have an obstructed line of sight. Sport utility vehicles, delivery vans and large trucks may block motorcyclists from your view.

WHAT CAN YOU DO?

- **Look out for motorcyclists.** Be aware that although you may not see any cars, there may be an unnoticed motorcycle. Be careful at intersections, particularly when making left turns.
- **Anticipate a motorcyclist's maneuvers.** Motorcyclists may change positions in the lane to respond to road conditions, weather or other factors. Expect and allow room for such actions.
- **Signal your intentions** even if you don't see cars in front or behind you. Again, be particularly careful when making left turns across lanes of approaching traffic. Look carefully in all directions for approaching motorcyclists.
- **Respect a motorcycle as a full-sized vehicle** with equal rights to the road. Give motorcycles a full lane. Allow plenty of space when following a motorcycle. The slightest contact can mean a spill and/or injury for the rider.

UBI/Amtrust Loss Control Representatives can assist you in maintaining your safety programs by active involvement. Contact your local Loss Control Representative, our Fleet Specialist or your Agent for more details.



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12790 Merit Drive • Dallas, Texas 75251 • 800.777.2249

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