

ROAD TO SAFETY

Be Mindful Of Motorcycles

(NAPSA)—An average of three lives a day could be saved, experts estimate, if motorists and motorcyclists were more careful at intersections. In fact, crash data reveals that motorcycle crashes happen more often at intersections than anywhere else, relative to the amount of time riders spend in them.

To help, one major insurance company is putting up caution signs on roads all over the country. The yellow, diamond-shaped signs feature a motorcycle silhouette and are inscribed with the word “LOOK” to encourage motorists to look for motorcycles before crossing an intersection. It’s all part of Allstate’s “Once is Never Enough” (ONE) program, designed to remind drivers and riders that looking once at intersections is never enough.

“In the time it takes to blink an eye, a life could be saved,” said Keith Rutman, vice president of Allstate’s consumer household unit.

Fortunately, there are things drivers, riders and others can do.

Tips for Motorists

- Be cautious when going through intersections.
- Look left, right and left again for motorcyclists. Also, be aware that because of a motorcycle’s small size, a bike can easily hide in a car’s blind spot.
- Allow for greater following distance. Most motorcyclists do not activate their brake light when slowing down. They slow down by downshifting.
- Don’t assume motorcyclists are speeding. Due to their small size, motorcycles may seem to be moving faster and appear farther away than they really are.



Motorists and motorcyclists should look out for each other, especially at intersections.

• Motorcyclists often adjust position within a lane. This helps them be seen more easily by motorists. They also tend to avoid the center of the lane because of liquids that leak from car engines, transmissions and radiators.

Tips for Motorcyclists

- Be cautious when going through intersections.
- Be visible when you ride. Try to avoid blind spots, wear bright-colored, protective clothing, activate turn signals early and always use your headlights.
- Flash your brake lights when slowing down. This helps others on the road know your intentions.
- Leave enough space between you and the car in front of you. You’ll have more time to react to other motorists’ actions.
- Ride within your limits. If you’re a new rider, consider taking a training course. Rush hour is not the time to learn how to maneuver your motorcycle. All riders should avoid extreme temperatures and inclement weather.

Learn More

For more information regarding motorcycle safety and awareness, visit www.Allstate.com.