

# Think Bike

## awareness raising activities

Bikers and drivers across the country are encouraged to participate in the campaign's awareness raising activities. Become involved and spread the message of safety. Put stickers on all your vehicles, wear the campaign branded t-shirt, email your friends and register for Think Bike membership. Print copies of the leaflet from the Think Bike website and hand them out — at traffic lights, in the pub, or at shopping centres.



**Be part of the solution.**  
**Visit our website at**  
[www.thinkbike.co.za](http://www.thinkbike.co.za)

The Think Bike Campaign is a registered non-profit organisation.

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# Tips for motorists

## sharpen your senses & attitude

- 1 Be aware and be alert:**  
Consciously look out for motorcycles on the road and learn to judge their speed and distance. Lane splitting for motorcycles is legal! – allow them a safe ride.
- 2 Check your mirrors and blind spot before changing lanes:**  
Practice the habit of checking the rearview mirrors before changing lanes or stopping. When changing lanes, use signals and make a visual check to assure that you can change lanes safely.
- 3 Remember that motorcycles can move quickly and are smaller than most vehicles:**  
This makes their distance and speed hard to judge. Don't underestimate distance or speed. Rather check again, and wait a moment or two before causing a serious accident.
- 4 Driver attitude:**  
Get down to basics - treat other road users with courtesy and respect; stay within the required speed limits and don't drink and drive.



# Think Bike Campaign

**THINK  
BIKE**   
[WWW.THINKBIKE.CO.ZA](http://WWW.THINKBIKE.CO.ZA)

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## Raising awareness ...saving lives

With motorcycling more popular than ever, saving riders' lives and preventing injuries is a critical road safety challenge. The alarming rate of accidents involving motorcycles has become a major concern for avid motorcycle enthusiasts.

## A partnership for road safety




According to the pioneering Hurt Study on motorcycle accidents, published in the USA, the majority of vehicle versus motorcycle crashes have been caused by the drivers of the vehicles: "In multiple vehicle accidents, the driver of the other vehicle violated the motorcyclist's right-of-way and caused the accidents in two-thirds of those cases". In 2004, an in-depth research study into motorcycle accidents, commissioned by the Department for Transport in London, again highlighted "poor observation regarding other road users failing to see motorcycle riders" as one of the main causes of motorcycle accidents. Today we know that responsible riding and driving can save lives! All it requires is a commitment from motorcyclists and motorists to look out for one another on the road.

Safer motorcycling requires closer cooperation and unbiased road safety attitudes between motorcyclists and motorists to address critical issues such as motorcycle visibility and general alertness on our roads.

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## Our campaign goals

The Think Bike Campaign highlights some key safety concerns and urges riders and motorists to help reduce motorcycle accidents through:

-  increased awareness of and alertness about motorcycles on the road;
-  training and education initiatives for bikers; and
-  the wearing of proper protective gear.

## Tips for bikers street survival skills

**Responsible riding habits, professional training and the correct use of protective gear can make a difference. Follow our 10-point street guide and minimize your risk:**

-  **Be visible and assume motorists can't see you:**  
Ride assuming that you and your motorcycle are totally invisible to motorists. Wear something bright, put reflectors on your bike and use your headlamps in daylight to make sure you can be seen.
-  **Own your lane:**  
Don't ride on the edge of your lane, vehicles will think they can share it with you.

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-  **Lane splitting:**  
Although lane splitting is legal, ensure sufficient observation before splitting lanes. Calculate your risk and take it slowly whilst lane splitting. Pass one car at a time.
-  **Expect the unexpected:**  
Be ready for the car pulling out in front of you before it happens. Be especially alert at intersections because this is where approximately 70 percent of motorcycle/vehicle collisions occur.
-  **Maintain safe spacing:**  
Leave plenty of space in front, behind and to the sides of all other vehicles. This gives you more visibility and more time to react to situations.
-  **Avoid blind spots:**  
Be careful not to ride in a vehicle's blind spot — if you can't see their mirrors, they can't see you.
-  **Read the road:**  
Anticipate changes in road surface, traffic patterns and movement, and adapt accordingly.
-  **Improve your riding skills and techniques:**  
Attend professional rider training courses. Regular practice of swerving, hard braking techniques and proper reaction to hazardous conditions is important as inexperienced bikers often react incorrectly in an accident situation.
-  **Dress for the fall, not the ride:**  
Wearing protective riding gear is the right thing to do. In the event of a crash, protective gear will help prevent or reduce injuries.
-  **Rider attitude:**  
Get down to the basics — treat other road users with courtesy and respect; stay within the required speed limits and don't drink and drive.

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