



Safer Communities Together

Ride Safe

Southland Police's message to motorcycle riders is simple: Ride Safe.

Police are planning a three-month campaign starting 1 October to raise awareness amongst motorcyclists of the need to travel safely, and to reduce the number of deaths and injuries from motorcycle crashes.

Motorcycle and moped crashes continue to be overrepresented in crash statistics compared with crashes involving other types of vehicles. Figures show that the risk of a motorcyclist being killed or seriously injured in a crash is about 18 times higher than for a car driver.

Addressing the safety of motorcycles and mopeds is one of five areas of significant concern in the government's *Safer Journeys to 2020* road safety strategy.

The *Ride Safe* campaign, which will run from 1 October until 8 January 2012 is about making the roads safer for everyone, particularly for those who ride motorbikes, says Southland Road Policing Senior Sergeant, Kerrin Price.

"Our aim is to reduce the incidence of injuries and deaths as a result of crashes involving motorbikes, mopeds or farm ATVs. Riding a motorcycle requires a higher level of both vehicle control and cognitive skills than driving other vehicles - and for the motorcyclist, the outcomes of any crash are more serious than most other vehicles," Senior Sergeant Price says.

During the campaign, motorcyclists will be stopped by police. Their rider licence status, sobriety and the condition of their machine will be checked. Riders will also receive a road safety handout which includes a monthly prize draw to win motorcycle safety gear.

Farmers and other drivers of ATVs on public roads will also be stopped if they are travelling at above 30km an hour without a helmet, or travelling without some safety clothing.

Working with road safety partners, police will also be on hand over the period of the Burt Munro Rally from 23-27 November, setting up a caravan with road safety information and providing a tea, coffee and water stop for riders.

Key figures:

- Of the motorcycle and moped riders involved in a crash in NZ in 2009, 48 were killed, 460 were seriously injured and another 909 experienced minor injuries.
- Motorcycles and mopeds were involved in 19% of fatal and serious crashes in 2009, even though they accounted for less than 3% of the vehicle fleet.
- The total social cost of crashes involving motorcyclists in 2008 was \$586.62 million.
- Riders are at fault in just over half of the crashes they are involved in. In fatal crashes, figures show that riders are at fault 70% of the time.