

# **FROM PURCHASE TO PARKING SAFETY, EDUCATION AND TRAINING**

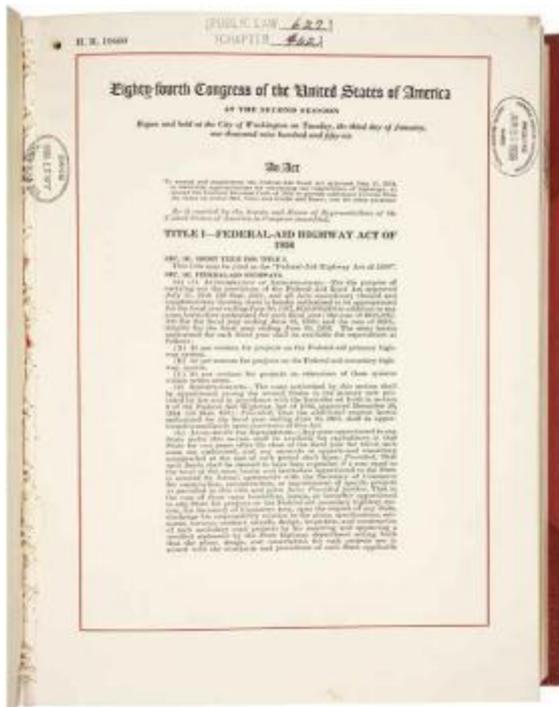
Since the creation of the modern American transportation system, safety, education and training have been the underappreciated siblings of design, comfort, speed and style.

Discussions of motorcycle and traffic safety are swallowed whole by the media unless featured negatively in the news report of a fatal crash.

Today, personal convenience, the cup holder and smart phone have grown to become the icons of the American attitude towards motor safety, more so than any other guiding principal.



The modern transportation system began with the passage of the National Defense Act of 1916, the first act since the railroads that declared an interstate road system critical to national interests.

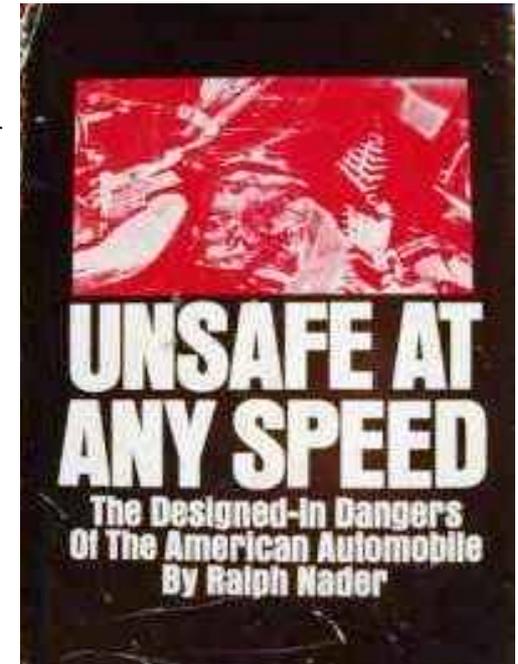


In 1919, Army officer Ike Eisenhower led the first transcontinental convoy of trucks and motorcycles from Washington, D.C. to San Francisco, California.

By 1956, post-World War II President Eisenhower pushed through the National Defense and Interstate Highway Act, creating a road system unparalleled in modern history.

With the new and ever present road system came the inevitable fatalities. The first lesson was apparent. The road was uncaring and unforgiving. Safety was taken for granted. In 1965, Ralph Nader propelled the issue to prominence with “Unsafe at Any Speed.”

Thereafter, with great strides occurring in technology, comfort and personal safety, the cup holder, along with the smart phone, emerged to symbolize the changing American attitude towards safety. As a people, Americans drink, eat, check emails, do banking and virtually everything else in their vehicles – at times, reducing the brain power dedicated to the task of operating a motor vehicle to less than 25%.



For 70 years, most Americans just wanted their motorcycles to start. Now, with less attention placed on the task of driving by motorists, fatal crashes with motorcyclists increased. By 1971, the first safety legislation was passed in Nevada. This was updated in 1979 as a consequence of several NHTSA studies on training and conspicuity. In 1991, the Advisory Board on Motorcycle Safety and the Nevada Rider Training Program were created.



Since 1991, statutes and general highway safety programs have not kept pace with technology. The increased use of quieter, faster, and more powerful motorcycles on roadways with reduced motorist attention has shifted the predominant cause of fatal motorcycle crashes away from right-of-way violations to a more even split with riders traveling impaired and/or at speeds in excess of a rider's ability to execute countermeasures.



The current Nevada Rider Training Program is a step in the right direction to reducing motorcycle fatalities because rider training and experience continue to remain the key factors to reducing fatalities on two wheels.

The 2011 NHTSA Assessment pointed out that a global approach to rider safety and training should be considered, one that involves the more than thirty law enforcement agencies in the State, the Nevada Rider Training Program, industry and riding groups. This approach needs to be from purchase to parking, beginning with:

1. Greater enforcement of license and insurance requirements at point of sale locations for motorcycles. Buyers without a proper license would be required to obtain the endorsement by testing at the DMV or by taking a Nevada Rider approved course before taking possession of a motorcycle.

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2. Motorcycle awareness information in all DMV driver and motorcycle training handbooks along with awareness questions on the written examinations for new drivers.
  3. Development of a distinct “countermeasure” or “defensive operator” curriculum to supplement the basic, experienced and advanced courses currently being taught. This could include a “buddy” riding component.
  4. Reinforce the Share the Road (“STR”) message with greater use of highway message boards, sponsorships to build a new information website, and by placing STR information at “points of sale.” Examples of a POS program include counter brochures, bag stuffers, car games “find the motorcycle” and print messages on receipts for items purchased in motorcycle and auto shops, oil change franchises, tire stores, etc.