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Motorcycle Campaign Aims to Save Lives

Conspicuity Campaign Drives to Increase Motorcycle Visibility on Roadways

[Miami, Fla.] – The Department of Highway Safety and Motor Vehicles (DHSMV) and Florida Rider Training Program (FRTP) join Miami motorcyclists at the Enforcers M/C Annual event to promote the new motorcycle safety campaign. This statewide initiative, which runs through September, focuses on promoting motorcycle visibility and safety in an effort to reduce fatalities on Florida’s roadways. Research suggests that motorcyclists who make themselves more visible, or “conspicuous,” are less likely to have their right-of-way violated by other vehicles on the roadways.

“We strive to provide highway safety and security for all motorists on Florida roadways through service, education and enforcement,” says Electra Theodorides-Bustle, Executive Director for DHSMV. “For this reason, we encourage motorcyclists to take necessary precautions to ensure both visibility and safety when traveling, while continuing to promote safe driving by all motorists.”

According to most recent Florida Traffic Crash statistics, Miami-Dade reports the highest number of motorcycle fatalities in the state. To enhance visibility, motorcyclists are encouraged to wear brightly colored or reflective upper-torso apparel. It is also suggested that reflective strips, high beams and vibrant-colored decals be used on the motorcycle itself. Colors which offer little to no visibility on the roadways include: black, gray, beige and other neutrals.

“We are unified in our commitment to help keep Florida’s motorists safe,” said Colonel John Czernis, Director, Florida Highway Patrol. “Messages such as these truly help save lives and reduce injuries on our roadways.”

DHSMV has shown a true commitment to not only educating motorcyclists but motorists about the importance of safe driving. Other successful educational campaigns that target motorist education, but benefit motorcyclists include the “Share the Road” and “Look Twice, Save a Life” campaigns.

In a continued effort to promote safe riding, all motorcyclists in Florida are required by law to take and pass the Basic Rider Course for licensure and endorsement. This law went into effect July 1, 2008. Penalties for non-compliance can result in ticketing, fines, court mandates to attend the rider safety course or impounding of the motorcycle.

For more information about the Florida Department of Transportation funded Motorcycle Conspicuity campaign or how motorcyclists can increase their visibility on the roadways, visit www.RideProudDressLoud.com.

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