



MEDIA RELEASE

Traffic Safety Office

Ohio Traffic Safety Office • Tina O'Grady, Administrator
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MOTORCYCLE FATALITIES INCREASING ON OHIO'S ROADS

Motorcycle Operators and Motorists Need to Remember to Ride and Drive ALERT

(COLUMBUS) – Preliminary data from the Ohio Department of Public Safety (ODPS) shows that 2010 has been deadlier than at this time last year on Ohio's roadways. ODPS wants to remind everyone using the roads that they can play a role in reversing these numbers.

ODPS' Ohio Traffic Safety Office (OTSO) has been closely monitoring motorcycle fatalities for several years after seeing a nearly 35 percent increase in motorcycle fatalities between 2006 and 2008. This trend started down the right path in 2009 with a reduction of 52 motorcycle fatalities from 2008; however, so far this year, Ohio has witnessed 88 motorcycle fatalities, up from 82 at this time last year – a seven percent increase.

"It is important that both motorcyclists and motorists pay attention to one another while on the road," said Thomas J. Stickrath, ODPS Director. "We are watching fatalities very closely and it is crucial that we continue to educate everyone that riding and driving ALERT will save lives."

Motorcycle Ohio (MO), an office within the OTSO, gathered with partners in April to kick off the *Ride SMART* motorcycle safety campaign, which works to address all aspects of motorcycle safety including: Ride **S**ober. Ride **M**otorcycle Endorsed. Ride **A**lert. Use the **R**ight Gear. Ride **T**rained. *Ride SMART*. This year, the focus is on Ride ALERT, which reminds motorcyclists to:

- Be ALERT to motorcycle's capabilities and condition: **T**ires and **W**heels, **C**ontrols, **L**ights and **E**lectrics, **O**ils and **O**ther **F**luids, **C**hassis and **C**hain, and **S**tands. (T-CLOCS).
- Be ALERT to weather and road conditions.
- Be ALERT during group riding; arrive prepared, ride in formation, be aware of intersections, interstates and freeways, passing, riders' skills, riders' motorcycles, distance between motorcycles.
- Be ALERT to motorists; remember to search, evaluate and execute.
- Be ALERT to your condition (fatigue, medicated, emotional, etc.).
- Be ALERT while riding at night (animals, headlights, etc.)

Motorists also need to do their part by watching for motorcycles and sharing the road.

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ODPS works to reduce deaths and injuries on Ohio's roads through the coordinated efforts of all of its Divisions. The Ohio Investigative Unit enforces liquor, tobacco and food stamp laws in liquor permit premises and the Ohio State Highway Patrol enforces traffic laws. The Ohio Traffic Safety Office (OTSO) funds the efforts of OVI Task Forces and other grants for law enforcement to combat impaired and unsafe driving. OTSO also promotes educational programs, coalition-building efforts and campaigns focused on highway safety. An office within OTSO, MO works to address all of the issues that can impact motorcycle safety including education, training and motorist awareness.