

**All the gear
-every ride**



Motorcycles in BC

Over represented in crashes

- 3% of all insured vehicles
- 11% of all road deaths



BC crash stats

BC motorcycle crashes

- 2,200 incidents
- 1,500 injured victims
- 37 deaths



Crash comparisons

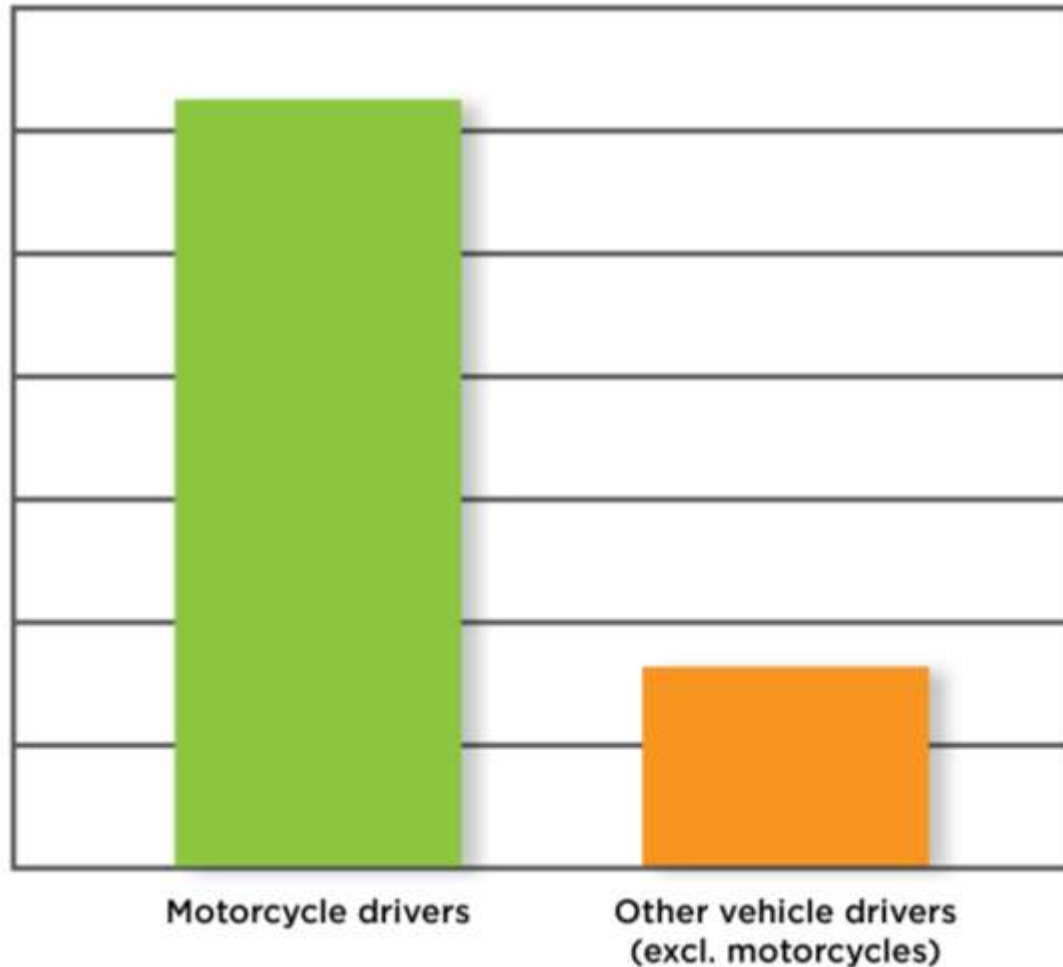
Motorcycle crash @ low speed vs.
vehicle crash @ low speed

More severe injuries vs. soft tissue injuries

- Orthopaedic
- Thoracic
- Disfigurement
- Burns & road rash

Claim costs

Injury Costs per Injured Victim by Select Road User Type
(2008-2012 annual average for crashes in B.C.)



Motorcycle injuries

Higher care costs due to:

- Hospital via ambulance
- Multiple operative treatments
- Long recovery times post-operative care and rehab
- Potential for long-term mobility issues, visual scars and disfigurement

Gear is not optional

- Wearing gear makes a big difference
- Helmets aren't enough
- Motorcycle Safety Foundation infographic



Image courtesy of Motorcycle Safety Foundation
www.mws-usa.org

TAC's Motorcycle Man

My story

Short trip (<50 km), multi-vehicle crash at about 60 km/h

- Bike crashed into vehicle ahead that had braked hard and suddenly
- Ejected from bike before collision, landed on road and slid on pavement
- Broken collar bone, ribs
- Recovery time = > 3 months

My story cont.



My story cont.



My story cont.



Next steps

Our message

All the gear - every ride

Distribution points

- Licensing offices
- Riding schools