



Getting our arms around the current statistics concerning motorcyclist fatalities will help lay the groundwork for the achievement of our goals to make not only motorcycle riders but all motorists aware of the part they play in motorcycle awareness and safety.

### Awareness

We've all seen the signs and bumper stickers. "Look Twice. Save a Life", "Motorcycles Are Everywhere", and other signage and public service advertising help. State Departments of Transportation often get the word out in May for **Motorcycle Safety Awareness Month**. All these efforts are great but they lack a unifying look and feel and that is what **M4MOTO** is here to provide. The simple **M** symbol needs to become the brand standard across all of these efforts. It's iconic. It's small enough to fit on a bike, and it's made from high quality reflective 3M Scotchlite™. **M4MOTO** has your back!



## The Numbers

Here's the latest from the GHSA (2020 Data): **Motorcyclists are overrepresented in crashes and fatalities.** In 2020 there were 5,579 motorcyclists killed, 14 percent of all traffic fatalities. This is the highest number of motorcyclists killed since [FARS](#) started in 1975.<sup>1</sup>

Even though it's 2023 the latest set of complete numbers from the **Governors Highway Safety Association (GHSA)** are for the year 2017 and for motorcycles the news isn't anywhere near as good as it could be.

Motorcycle fatalities are projected to be **down by 5.6%** (5,286 in 2016 to an estimated 4,990 in 2017), **Figure 1.** and as you can see above in the latest FARS data this was wishful thinking.

Motorcyclists (from 2008 to 2017) represent about 13.5% to 14% of all motor vehicle-related fatalities, up from 5.7% in 1994 **Figure 2.** This number represents a disproportionately higher rate when compared to the total vehicle miles traveled (VMT) for all motor vehicles.

As illustrated in **Figure 3,** per mile driven, motorcycles have a fatality rate that is **28 times higher than passenger vehicles.** Not 28% higher but 28 times higher or 2800%.

It may seem obvious to riders that wear helmets and protective gear in general, that defending your life and limb would be simple common sense. Helmet laws of various stripes have been legislated in 47 states. Only Illinois, Iowa, and New Hampshire have no helmet laws.

### Do helmets save lives? The answer is a resounding **YES!**

Here's what Tara Casanova Powell said in her report, *Motorcyclist Traffic Fatalities by State*, published by the GHSA in May of 2018:

**"In addition, in 2016, motorcyclist fatalities occurred 28 times more frequently than passenger vehicle fatalities in motor vehicle crashes when accounting for vehicle miles traveled (VMT) (NCSA, 2018)."**<sup>1</sup>

*"According to NCSA, 1,859 motorcyclist lives were saved in 2016 because they were wearing helmets. In addition, if all riders had worn helmets, an additional 802 lives **Figure 4** would have been saved (NCSA, 2018). Motorcycle helmets have been shown to decrease the incidence and severity of traumatic brain injury due to motorcycle crashes. According to the Centers for Disease Control and Prevention (CDC), helmets reduce the risk of head injuries from motorcycle crashes by 69 percent and deaths by 37 percent."*

**Impaired riding** may be the largest contributing factor to motorcycle fatalities, and motorcycle accidents in general. Again from the GHSA 2018 report, *"Twenty-five percent of motorcyclists involved in fatal crashes in 2016 were alcohol-impaired. This is the highest percentage of alcohol-impaired drivers of all vehicle types **Figure 5.** Additionally, 37 percent of motorcyclists who were killed in single-vehicle crashes in 2016 were alcohol-impaired and 55 percent of motorcyclists killed in single-vehicle crashes on weekend nights were alcohol-impaired (National Center for Statistics and Analysis, 2018)."*

The legalization of (so called) recreational **Marijuana** has also been part of the story, with usage by all riders and drivers on the rise.

<sup>1</sup> National Center for Statistics and Analysis. (2022, September). 2020 Summary of motor vehicle crashes: 2020 data. (Traffic Safety Facts Research Note. Report No. DOT HS 813 369). Washington, DC: National Highway Traffic Safety Administration.

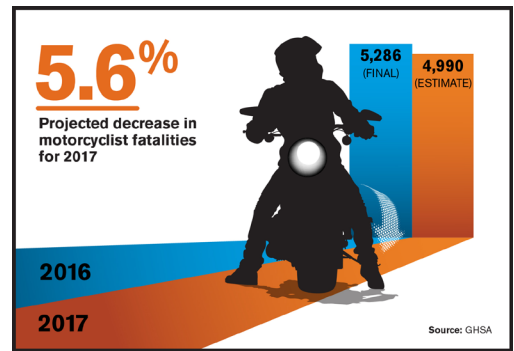


Figure 1

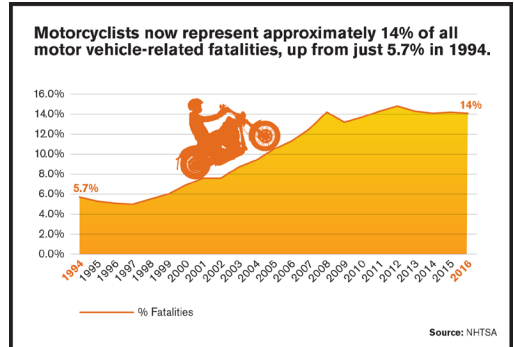


Figure 2

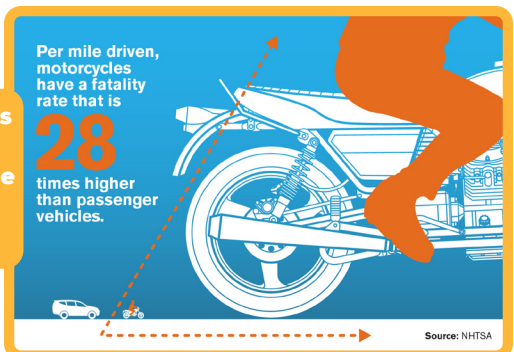


Figure 3

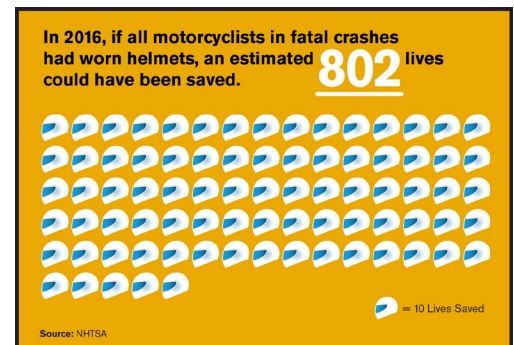


Figure 4

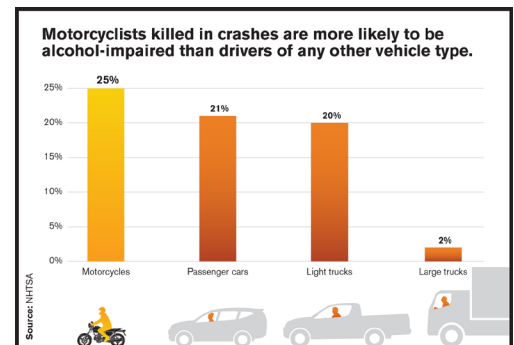


Figure 5

# Goals for 2024

## Outreach

We think we have a good idea. The sticker itself is small, reflective and iconic. The message is simple, everyone that rides and is interested in making motorcycling a safer sport can take part by purchasing the stickers and using them on their vehicles and can also give them to other interested riders and drivers they meet along the way.

We also want to reach out to State and Federal agencies that may be able to help promote the effort by distributing stickers to licensed motorcyclists in their jurisdictions via their existing process of training and licensing riders, and the registration of motorcycles in their states.

Organizations like State Departments of Transportation and Motor Vehicles, the Governors Highway Safety Association, the National Highway Traffic Safety Administration, the Motorcycle Safety Foundation, among others, as well as national rider organizations like the American Motorcyclists Association, Motorcycle Industry Council, and motorcycle brand owners groups like the BMW Motorcycle Owners of America (MOA), The BMW Riders Association (RA), Harley Owners Group, (Honda) Gold Wing Road Riders Association, and many others can all add their endorsements and support.



## The M4MOTO Message


**M4Motorcycles™** is an open community for motorcycle enthusiasts of every stripe. **M4MOTO™** hopes to provide products and services that will increase safety and awareness of motorcycles for the benefit of all motorcycle riders, their passengers, concerned automobile and truck drivers and the general driving public.

**Our Goal:** The iconic  is designed to be easily recognizable and can, over time, become the standard for safety and awareness for the motorcycling community and concerned motorists everywhere.

**With your help the 3M™ Scotchlite™ sticker can become an icon of motorcycle safety and awareness nationwide.**

### How it works for all:

1. Put an  on the rear fender of your bike or on the back of your jacket, helmet, pannier, top case, t-shirt, bandanna, passenger's backpack, pocket or jacket.
2. Put an  on the front and rear bumper of your car or truck.

Automobile and truck drivers who wear the  on their vehicle are telling all fellow travelers that they are sharing the road with motorcycles, and that they are aware of the part they play in motorcycle safety and awareness.

**Visit our website at [www.m4motorcycles.com](http://www.m4motorcycles.com)**

## The Formula • The Creed • The Maxim • The Dream

### **BAC=0%**

Blood Alcohol Concentration equals zero. No alcohol or drugs when riding, **EVER!**

### **ATGATT**

**All The Gear All The Time.** Wear a helmet and protective gear (armor, gloves, boots).

### **BC**

Be Conspicuous. Be Seen. High Visibility is Good.

### **MF=0**

Motorcycle Fatalities Equals Zero. Motorcycle Rider Training and Education is key!



ACTUAL SIZE

*This is what we stand for, and aspire to. Many hands make light work. Will you support us?*

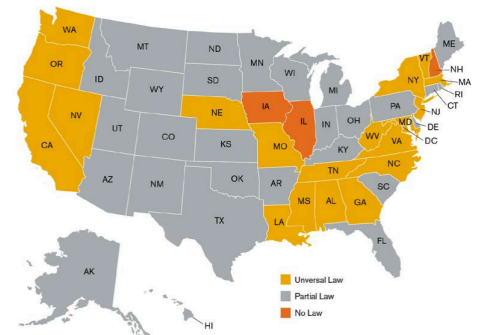




### State helmet laws

Currently, 19 states and the District of Columbia have universal helmet laws requiring all motorcyclists to wear a helmet. Twenty-eight states require only some motorcyclists to wear a helmet (17 and younger, 18 and younger, and 20 and younger). Three states (Illinois, Iowa and New Hampshire) do not have a motorcycle helmet law (GHSA, 2018).

### State Helmet Laws, 2018

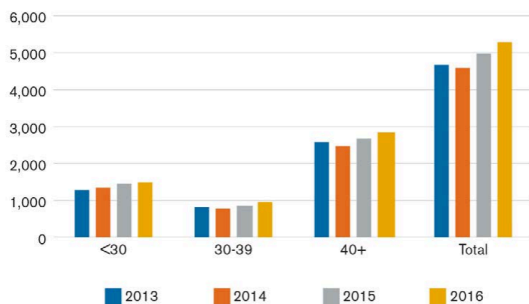


Source: Governors Highway Safety Association

### Age

Recently, there has been a shift from younger riders being overrepresented in motorcyclist fatalities to riders over the age of 40 comprising the greatest share of motorcyclist fatalities nationwide (FARS). Several states reported increases in older driver fatalities in 2017. Sixteen states reported that most motorcyclist crashes and fatalities in their states involve older riders.

### Motorcyclist Fatalities by Age Group, 2013-2016



Source: 2013-2016 FARS ARF



## Motorcyclist Traffic Fatalities by State 2017 PRELIMINARY DATA

**Table 1**  
Motorcyclist Fatalities by State for 2016 and 2017

Source: State Highway Safety Offices

\*Prior to adjustment for expected under-reporting.

State	2016	2017 (Preliminary)	Change from 2016 to 2017	
			#	%
Alabama	114	78	-36	-31.6%
Alaska	6	6	0	0.0%
Arizona	144	165	21	14.6%
Arkansas	79	66	-13	-16.5%
California	566	406	-160	-28.3%
Colorado	125	103	-22	-17.6%
Connecticut	52	51	-1	-1.9%
Delaware	15	10	-5	-33.3%
District of Columbia	6	2	-4	-66.7%
Florida	574	504	-70	-12.2%
Georgia	170	126	-44	-25.9%
Hawaii	24	29	5	20.8%
Idaho	23	26	3	13.0%
Illinois	154	162	8	5.2%
Indiana	100	144	44	44.0%
Iowa	60	44	-16	-26.7%
Kansas	53	56	3	5.7%
Kentucky	113	90	-23	-20.4%
Louisiana	92	95	3	3.3%
Maine	18	24	6	33.3%
Maryland	76	76	0	0.0%
Massachusetts	42	45	3	7.1%
Michigan	152	142	-10	-6.6%
Minnesota	52	53	1	1.9%
Mississippi	50	37	-13	-26.0%
Missouri	127	120	-7	-5.5%
Montana	17	22	5	29.4%

State	2016	2017 (Preliminary)	Change from 2016 to 2017	
			#	%
Nebraska	21	26	5	23.8%
Nevada	74	54	-20	-27.0%
New Hampshire	18	15	-3	-16.7%
New Jersey	69	80	11	15.9%
New Mexico	45	49	4	8.9%
New York	119	136	17	14.3%
North Carolina	152	141	-11	-7.2%
North Dakota	12	11	-1	-8.3%
Ohio	199	147	-52	-26.1%
Oklahoma	88	79	-9	-10.2%
Oregon	55	53	-2	-3.6%
Pennsylvania	191	184	-7	-3.7%
Rhode Island	4	11	7	175%
South Carolina	187	141	-46	-24.6%
South Dakota	22	16	-6	-27.3%
Tennessee	145	131	-14	-9.7%
Texas	495	491	-4	-0.8%
Utah	41	39	-2	-4.9%
Vermont	11	13	2	18.2%
Virginia	80	115	35	43.8%
Washington	81	64	-17	-21.0%
West Virginia	29	26	-3	-10.3%
Wisconsin	85	77	-8	-9.4%
Wyoming	24	17	-7	-29.2%
<b>Total</b>	<b>5,251</b>	<b>4,798 *</b>	<b>-453</b>	<b>-8.6%</b>

**Source Information:** All the quotes, statistics and graphs were gathered and distilled from the 2018 study conducted by the Governors Highway Safety Association (GHSA), as were the five info graphics on page 2 and the three info graphics on page 4. Additional source information is also noted on the info graphics.