



Motorcyclists Confederation of Canada
Confédération motocycliste du Canada

Pursuing a better riding experience for all.

Obtenir une meilleure expérience de conduite pour tous.

FOR IMMEDIATE RELEASE

DRIVERS PLAY A VITAL ROLE IN MOTORCYCLE SAFETY

Distracted Drivers Kill Motorcyclists

TORONTO, ON – April 26, 2019: One million Canadian motorcyclists are back on the roads and trails. May signals the arrival of warmer weather and the official launch of Motorcycle Safety Awareness Month. This year, the Motorcyclists Confederation of Canada (MCC) is reminding all drivers that sharing the road means sharing the responsibility.

“Distracted drivers are killing motorcyclists,” says Dave Millier, MCC Chair. While most provinces have strengthened their distracted driving laws and penalties, distracted driving continues to climb.

Automobiles are safer and more comfortable for their occupants than ever before. With that comes a false sense of security and a detachment from the driving experience. “Drivers are not in their living room, they are operating a vehicle,” says Millier. “Distractions, including mobile phones, eating and drinking, and onboard technology take attention away from the real task at hand – driving.”

Statistics vary by province, but in a lot of collisions involving motorcycles, the rider was not the at-fault driver. In British Columbia, for example, drivers are at fault in nearly 80 per cent of motorcycle crashes where the rider was seriously injured. Police report that driver distraction, and drivers who fail to yield, are the top factors in car crashes with motorcycles, according to the Insurance Corporation of British Columbia.¹

“We always ask motorcyclists to ride within speed limits and skill level, wear all the gear all the time, and make yourself visible to other road users,” says Millier. “On behalf of every motorcyclist in Canada, we want to remind all motorists that motorcycle safety is everyone’s responsibility. We share the road. Let’s share the responsibility.”

Drivers can take the Motorcycle Safety Pledge

There’s a Pledge just for drivers. The Motorcycle Safety Pledge is a promise you make to yourself, friends, and loved ones to help support motorcycle safety. It encourages motorcyclists, drivers, riders and loved ones to recognize that everyone plays an important role in motorcycle safety. Visit motorcycling.ca to take the Pledge. Tell us why you’re taking the **#MotorcycleSafetyPledge** on motorcycling.ca, [Facebook](https://www.facebook.com/motorcycling.ca), [Twitter](https://twitter.com/motorcycling.ca) or [Instagram](https://www.instagram.com/motorcycling.ca).



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About the Motorcyclists Confederation of Canada

The Motorcyclists Confederation of Canada (MCC) is the voice of motorcycling in Canada. Our purpose is to create a better riding experience for all Canadians, and to make Canada one of the safest countries in the world to ride a motorcycle.

Motorcycling is a vital part of our Canadian experience and an important form of transportation and recreation. Motorcycles take us where we need to go. We ride for the sheer joy and sense of freedom motorcycling offers. Today, there are close to one million motorcyclists riding on and off-road motorcycles across Canada.

motorcycling.ca

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For more information:

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Motorcycling in Canada facts:

motorcycling.ca/resources