

BMW Motorcycle Owners of America and MOA Foundation Mark Motorcycle Safety Awareness Month with Call for Shared Responsibility on the Road

Greenville, SC – In recognition of **Motorcycle Safety Awareness Month this May**, the BMW Motorcycle Owners of America (BMW MOA) and the BMW MOA Foundation are urging drivers and motorcyclists alike to stay alert and share responsibility for safety on the road.

With thousands of BMW MOA members and other motorcyclists riding throughout communities across North America, the organizations say the message of Motorcycle Safety Awareness Month applies on every road, from rural highways to busy city intersections.

Throughout May, riders across North America will be commuting to work, touring rural roads, and riding through city traffic as the riding season gets underway. The BMW MOA and the MOA Foundation say these everyday moments—motorcycles approaching intersections, merging into traffic, or sharing the highway with larger vehicles—are exactly when awareness from everyone on the road matters most.

According to the National Highway Traffic Safety Administration, **6,335 motorcyclists were killed in traffic crashes in the United States in 2023**, representing about **15 percent of all roadway fatalities**, despite motorcycles accounting for only a small fraction of total vehicles on the road.

“Motorcycles are smaller and less visible than most vehicles, but the people riding them share the same roads and responsibilities as everyone else,” said Brian Dutcher, President of the BMW MOA Board of Directors. “Safety on the road isn’t something one group can accomplish alone. It takes attention and responsibility from every driver and every rider.”

Motorcyclists face unique risks. Per mile traveled, riders are 25 times more likely to be killed in a crash than occupants of passenger vehicles, largely because motorcycles offer little physical protection in a collision.

But safety experts emphasize that many motorcycle crashes are preventable. In multi-vehicle collisions involving motorcycles, one of the most common scenarios occurs when a car turns left across the path of an oncoming motorcycle—often because the driver simply did not see the rider.

For that reason, the BMW MOA and the MOA Foundation encourage drivers to adopt a simple habit: **look twice for motorcycles before turning, changing lanes, or entering traffic.**

At the same time, **motorcyclists share responsibility for reducing risk.** Speeding, impairment, fatigue, and lack of protective gear all increase the likelihood of serious injury or death in a crash.

“Riding a motorcycle demands a high level of awareness and skill,” said Tami Bakke, President of the BMW MOA Foundation Board of Directors. “Riders must constantly manage visibility, positioning, and speed in ways that most car drivers never have to think about. Training, protective gear, and sober riding make a real difference.”

The organizations stress that the goal is not to assign blame, but to promote awareness in order to improve safety for every person on the road. Motorcyclists are fathers, mothers, neighbors, coworkers, and friends. Drivers of cars, trucks, and SUVs share the same roads, intersections, and responsibilities.

“Every crash avoided is a win for everyone,” Bakke said. “When drivers look for motorcycles and riders operate responsibly, the road becomes safer for all of us.”

Dutcher added, “Motorcycle safety isn’t just a rider issue—it’s a road-user issue. Drivers need to look for motorcycles, and riders need to ride responsibly. Both matter every mile. Awareness, patience, and good decision-making will save lives.”

As part of Motorcycle Safety Awareness Month, the organizations encourage drivers to adopt a simple habit: **Look twice for motorcycles. A second glance can save a life.**

Key reminders for drivers and riders

Drivers

- Look twice for motorcycles before turning or changing lanes
- Check blind spots carefully
- Avoid distractions behind the wheel
- Give motorcycles a full lane and maintain a safe following distance

Motorcyclists

- Ride sober and within your limits

- Wear proper protective gear, including a helmet
- Use lane positioning and lighting to increase visibility
- Invest in training and continual skill development

Motorcycle safety is not a seasonal issue—it is a year-round responsibility shared by everyone who uses the road.

Local BMW MOA members are available to speak with media about motorcycle safety, rider training, and strategies drivers can use to better see motorcycles in traffic. Feel free to use the attached cartoons to help illustrate the ideas of motorcycle safety and awareness, and visit the MOA Foundation's Facebook page (<https://www.facebook.com/bmwmoaf>) throughout May for more cartoons to share.

About the BMW Motorcycle Owners of America

The BMW Motorcycle Owners of America is a national community of riders dedicated to safe, responsible motorcycling and the enjoyment of riding. Founded in 1972, the organization supports education, technical knowledge sharing, and the fellowship of motorcyclists across North America.

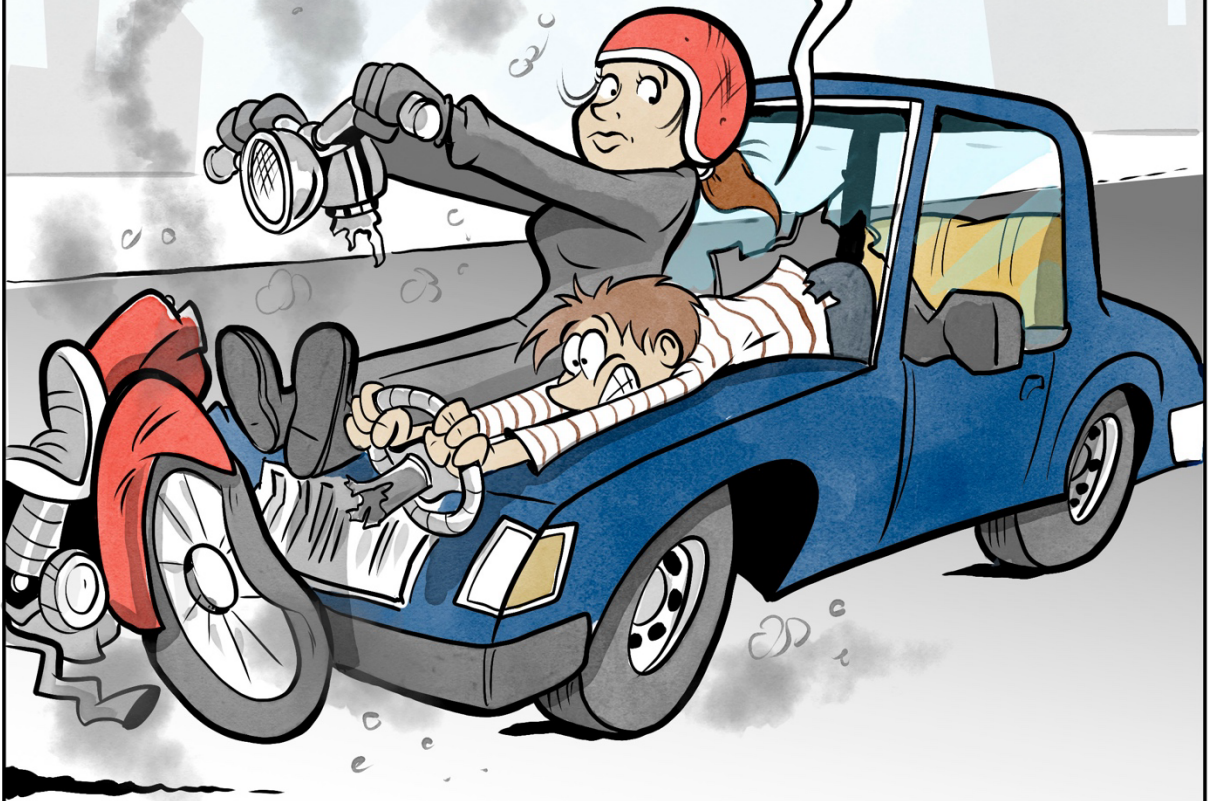
About the BMW MOA Foundation

The BMW MOA Foundation is a 501(c)(3) organization promoting motorcycle safety, rider training, and educational initiatives that help motorcyclists improve their skills and awareness on the road. Through the Safe Miles Endowment, the MOA Foundation has provided tens of thousands of dollars for rider training nationwide.

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**Wow! Your bike has
really good brakes.**

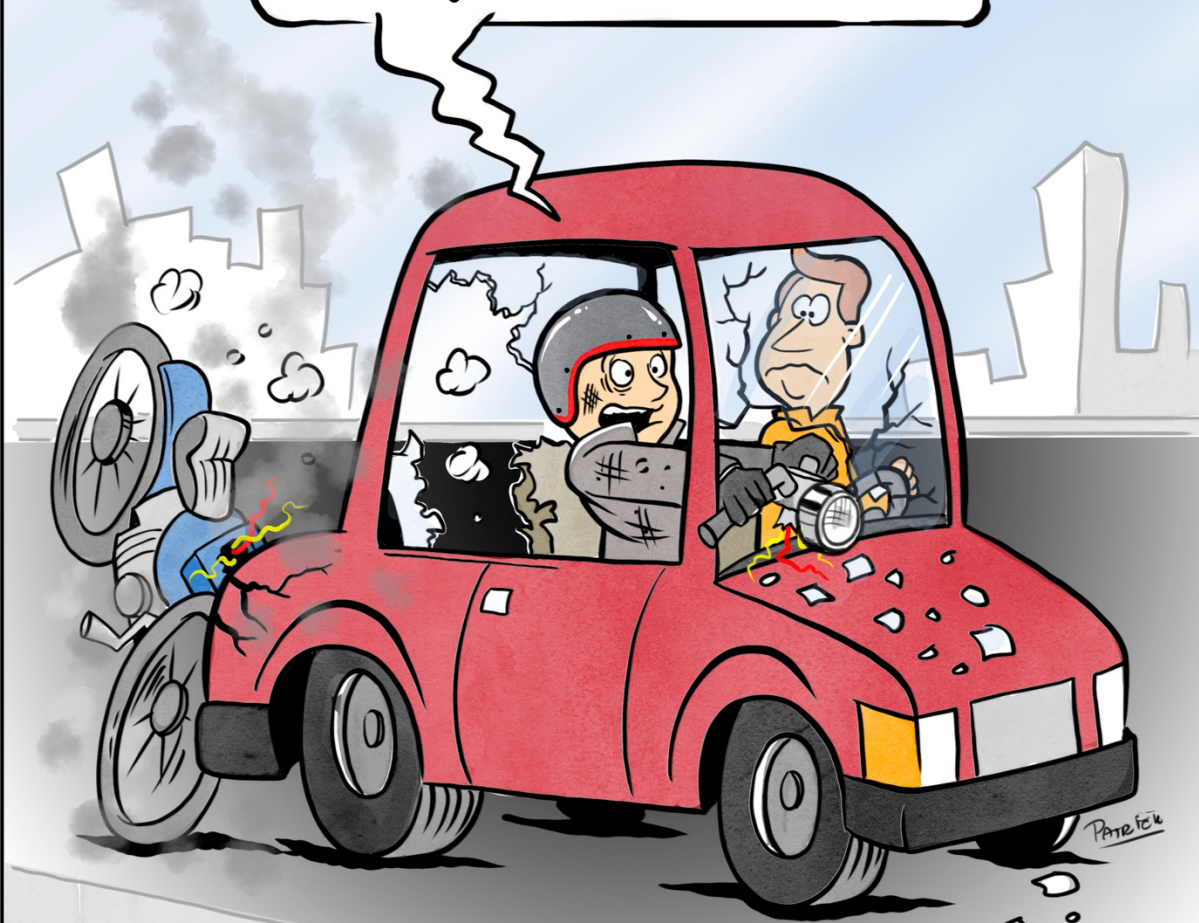


**Following distance works
both ways—don't tailgate.**



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