



Oregon Governor's Advisory Committee on Motorcycle Safety Motorist Awareness Campaign

For drivers and riders - we want to help you avoid ever saying these words:

"I never saw the rider!" or "They looked right at me and still turned in front of my bike!"

This short video titled, [Selective Attention Test](#) can help you learn why you may not "see" motorcycle riders, or drivers may not "see" you. For more information on selective attention, watch the [Dan Simons videos](#) that are available on YouTube.

"Why didn't I see them?" you ask. Learn more by reading the following articles:

[Inattentional Blindness](#)
[Change Blindness](#)
[Sorry Mate, I Didn't See You](#)

"What steps can I take to reduce the chances of turning in front of a motorcycle rider?"

To reduce the deadly effects of this phenomenon it is critical that drivers do the following:

- Specifically search for motorcycles, pedestrians, and bicyclists when driving – you **"see" what you look for.**
- Know that it may be harder to determine if you have enough time to complete your turn in front of motorcycles due to their size.
- [Minimize distractions while driving](#), divided attention reduces the likelihood of seeing motorcycles.

"What can I do as a rider to reduce the chances of getting hit?"

To reduce the deadly effects of this phenomenon it is critical that riders do the following:

- [Follow the posted speeds](#) to ensure drivers' expectations are accurate and to ensure you can stop if necessary.
- Maintain a lane position and following distance that ensures visibility to all drivers.
- Wear protective clothing that contrasts with your background and ensure that your headlight is on.
- [Practice your emergency stops](#) and ride within your own abilities.

Oregon Department of Transportation
Sponsored · 🌐 Like Page

Every year, people on motorcycles are killed because drivers fail to see them. So let's all make it a habit to look twice for riders, especially before pulling out or turning left. Because no one wants the day to turn into a tragedy.

AVOID A TRAGIC TURN.
LOOK TWICE FOR MOTORCYCLES

Oregon Department of Transportation
Sponsored · 🌐 Like Page

The words "I didn't see them" can't bring a rider back to their family. So let's all make it a habit to look twice for people on motorcycles, especially before pulling out or turning left. Because no one wants the day to turn into a tragedy.

AVOID A TRAGIC TURN.
LOOK TWICE FOR MOTORCYCLES