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## **Safety leaders address the link between female ridership and crash prevention**

**North Brunswick, NJ** – Community safety groups from throughout New Jersey came together on May 2, 2019 at Barbs Harley-Davidson to raise awareness of sharing the road with motorcyclists, crash prevention, the increase in female ridership and the influence women have on safety in our communities.

Motorcyclists are more than 28 times more likely than passenger car occupants to die in a motor vehicle crash and five times more likely to be injured. Safety leaders gathered to discuss what drivers can do to prevent these crashes. Together the Brain Injury Alliance of New Jersey, New Jersey Division of Highway Traffic Safety, New Jersey Motor Vehicle Commission, Burlington County Sheriff's Department, the American Motorcyclist Association and Barbs Harley-Davidson spoke to the importance of sharing the road and the safety influences that female riders have on a larger, diversified rider community.

"The Brain Injury Alliance of New Jersey is committed to increasing public awareness about the importance of sharing the road," said Wendy Berk, Vice President of the Brain Injury Alliance of New Jersey. "Two thirds of drivers reported not seeing a motorcyclist prior to crashing. That's why it is crucial for motorists to be aware of all roadway users."

Jonathan Stone, New Jersey Volunteer Coordinator for the American Motorcyclist Association said, "Check your blind spots when merging. Motorcycles have much smaller profiles than cars and may not show up in your mirrors."

To help prevent a crash, drivers can adopt strategies like looking twice, checking blind spots, and giving motorcyclists extra space on the road. Riders are encouraged to wear a DOT-approved helmet to prevent brain injury and other protective gear, always ride with good judgment and become a lifelong learner by taking safety courses on a regular basis to improve skills.

To learn more about being a responsible rider or driver, visit [jerseydrives.com](http://jerseydrives.com).