



Motorcycle Safety Foundation  
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### **Motorcycle Safety Foundation Posts Tip Sheet Helping Riders Become More Visible to Motorists**

**IRVINE, Calif., Feb. 25, 2014** – “I never saw him” is something heard all too often at the scene of a motorcycle crash. To help riders stand out in traffic and compensate for inattentive car drivers, the Motorcycle Safety Foundation has posted a new tip sheet and public service announcement called “Pretend You Are Invisible.”

“Motorcyclists should pretend they are invisible to car drivers,” said Ken Glaser, MSF’s director of special projects. “If you assume others on the road can’t see you on a motorcycle, you will tend to ride in a hyper-aware mindset and notice much more detail of your surroundings. Pretending you cannot be seen by others will help you take the initiative to ride more responsibly and defensively.”

To see the new PSA, riders should visit the Safety Tips section of [msf-usa.org](http://msf-usa.org) to [download Quick Tips](#).

“Quick Tips: Pretend You Are Invisible” suggests ways to be more detectable to car drivers, such as wearing a brightly colored helmet and easy-to-see riding gear that stands out, using the headlight, and taking an approved rider training course to learn how to maneuver the motorcycle in emergencies.

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“We hope that safety-minded organizations and publications will pass Quick Tips on to their audiences and encourage motorcyclists to make themselves more visible on the road,” Glaser said. “We also encourage riders to make the wise choice to protect themselves by wearing all the gear, all the time.”

The MSF Quick Tips collection also includes:

["Should You Ride A Motorcycle?"](#)

["If You Ride A Motorcycle"](#)

["T-CLOCS" Pre-Ride Inspection Checklist](#)

["Ten Things All Car & Truck Drivers Should Know About Motorcycles"](#)

["Riding With A Passenger"](#)

["Group Riding"](#)

["Alcohol Awareness"](#)

["Preventing Motorcycle Theft"](#)

The Motorcycle Safety Foundation® promotes safety through rider training and education, operator licensing tests and public information programs. The MSF works with the federal government, state agencies, the military and others to offer training for all skill levels so riders can enjoy a lifetime of safe, responsible motorcycling. Standards established by the MSF® have been recognized worldwide since 1973.

The MSF is a not-for-profit organization sponsored by BMW, BRP, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio, Polaris Motorcycles, Suzuki, Triumph and Yamaha. For safety information or to enroll in the *RiderCourse* nearest you, visit [www.msf-usa.org](http://www.msf-usa.org) or call (800) 446-9227.

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