

We Are The Motorcycle Riders Foundation:

The Motorcycle Riders Foundation (MRF) provides leadership at the federal level for states' motorcyclists' rights organizations as well as motorcycle clubs and individual riders. The MRF is chiefly concerned with issues at the national and international levels that impact the freedom and safety of American street motorcyclists. The MRF is committed to being a national advocate for the advancement of motorcycling and its associated lifestyle and works in conjunction with its partners to help educate elected officials and policymakers in Washington and beyond.



New Study Highlights Dangers Of Distracted Driving

A new study from the Insurance Institute for Highway Safety (IIHS) underscores a problem motorcyclists know all too well, distracted driving remains a serious threat on America's roads, and riders often pay the price.

The IIHS study found that cellphone use before crashes is significantly underreported in police reports. Using data from nearly 17,000 crashes, researchers found drivers were using their cellphones within 30 seconds of impact in 7% of single-vehicle

crashes and 8% of two-vehicle crashes. Police reports recorded cellphone use in less than 1% of those crashes.

The problem goes well beyond texting or making a phone call. Drivers were frequently tapping, swiping and otherwise manipulating their phones before crashes. IIHS also notes that looking away from the road for just two seconds doubles the risk of a crash or near-crash event. For motorcyclists, distracted driving can have devastating consequences. A driver who looks down at a phone, changes an app or simply fails to pay attention may never see a motorcycle until it is too late.

“Distracted driving isn't just a problem for the person behind the wheel. it is a threat to everyone sharing the road, especially motorcyclists,” said the Motorcycle Riders Foundation President Kirk “Hardtail” Willard. “This study reinforces what riders have been saying for years: drivers need to put the phone down, keep their eyes on the road and focus on driving.”



Join the MRF

About Motorcycle Riders Foundation

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