



Unintended Consequence: Invisibility

An important study was released last week by the Insurance Institute for Highway Safety (IIHS) regarding high-visibility clothing. According to the IIHS, “clothing that makes pedestrians stand out to human drivers may make them invisible to automated crash prevention systems.” You read that right, test dummies wearing clothing with features like reflective strips were INVISIBLE to technology designed to prevent crashes.

While the tests were conducted using pedestrian test dummies, it’s not hard to extrapolate what these findings might mean to motorcyclists. Some bikers choose to wear high-visibility clothing in an attempt to make their presence on the road more pronounced. This study is extremely concerning and brings into question some basic assumptions about conspicuity.

Tests like these demonstrate how many factors and unknowns are involved in the deployment of technology aimed at aiding drivers. The Motorcycle Riders Foundation has long professed the importance of fully testing any new technology before it is deployed on our roadways. This announcement from the IIHS is a good reminder that you should never assume others on the road can see you.

Motorcycle
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16TH ANNUAL
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Bikers Inside the Beltway

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LOBBY DAY ★★

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May 19 & 20, 2025

Since 1987, the MRF has been the only national motorcyclists' rights organization dedicated to on-street riders with full-time representation in Washington, DC! — *Ride with the Leaders!*

Pre-event briefing: May 19, 2025 • Event: May 20, 2025
Pre-register (FREE) at www.mrf.org (cut-off May 14)

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Embassy Suites, 1900 Diagonal Road, Alexandria, Virginia, 703-684-5900, \$266 per night, incl. breakfast (cut-off April 22). Room block is limited so reserve yours today! For room reservations call (800) 362-2779 and reference group code, "MRF"

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