



“Ride Aware!”

Is the Motorist Awareness Division’s campaign to reduce the number of crashes, conflict situations and close calls arising between motorcycles, trikes and other roadway users in our evolving, modern highway environment. The Division’s two-fold mission is to provide information to motorcyclists on means to reduce conflict with other roadway users and the environment in which they ride; and the other half is to inform motorists of means to reduce crashes, near misses and conflicts with motorcyclists.

The Motorist Awareness Division and its “**Ride Aware!**” campaign to reduce crashes, conflict and close calls between motorcycles, trikes and other roadway users is a challenge whose time has arrived. We can no longer be content to sit passively by while a problem affecting each of us escalates. It is time to take the field, seize the awareness initiative and score on our own behalf.