

You'll find many garments and riding accessories that use reflective or "retroreflective" materials to increase night visibility. Retroreflective is a little different than regular reflective; what makes retroreflective materials work so well are tiny crystals that are formed into a thin film and laminated to a garment or other product. The crystals are shaped to reflect light back in the direction from which it came, unlike the way an ordinary mirror reflects light. The result is a brilliant reflection of light back toward its source, making it seem to "light up" to a driver approaching.



## Conspicuity

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Conspicuity (con-spik-CUE-i-tee): *A term used to define the condition of being "visible", "easy to notice" or "obvious"; the ability of an object to draw attention to itself, even if no one's actively searching for it. Rider conspicuity, therefore, is the ability of a motorcyclist to draw attention to themselves, even though other drivers may not be actively looking for them.*

Evidence is mounting in our multi-tasking age that operator distraction | inattention is a leading cause of motor vehicle accidents. Being proactive when behind the wheel or in the saddle and driving | riding defensively are always good survival strategies. Seeing and being seen are major elements of a viable survival strategy. And there's credible research to suggest this to be true. A major study(1) conducted in 1993-1996 investigating a correlation between rider conspicuity and crash-related injury concluded:

'... Wearing reflective or fluorescent clothing and white or light colored helmets and using headlights in daytime could reduce serious injuries or death from motorcycle crashes by up to one third ...'.

### **Motorcycle rider conspicuity and crash related injury: case-control study**

[http://www.bikerhiway.com/motorcycle-safety-info/motorcycle\\_rider\\_conspicuity\\_study.html](http://www.bikerhiway.com/motorcycle-safety-info/motorcycle_rider_conspicuity_study.html)

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[http://www.lewis-mcchord.army.mil/safety/Publications/Mcycle/Motorecycle\\_Conspicuity\\_Case\\_Study.pdf](http://www.lewis-mcchord.army.mil/safety/Publications/Mcycle/Motorecycle_Conspicuity_Case_Study.pdf)

## **Motorcyclists who are conspicuous are under-represented in crashes.**

<http://www.nhtsa.gov/people/injury/pedbimot/motorcycle/00-NHT-212-motorcycle/motorcycle49-50.html>

## **Motorcycle Conspicuity and the Effects of Motor Vehicle Fleet Daytime Running Lights (DRLs)**

<http://www.msf-usa.org/imsc/proceedings/b-Binder-EffectsofMotorVehicleDRLonMotorcycleConspicuity.pdf>