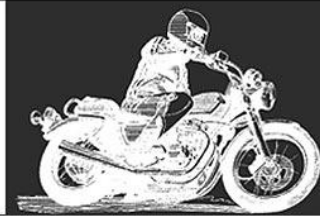


**MOTORCYCLE COUNCIL
OF NEW SOUTH WALES
INCORPORATED**



News Release

18th September

Have you seen Joe Rider?

October is Motorcycle Awareness Month with a new competition for Sydney drivers to look out for specially marked 'Joe' motorcycle riders!

Organised by The Motorcycle Council of NSW (MCC NSW), this month is used as a celebration of motorcycling and an awareness campaign aimed at drivers to watch for motorcycles.

The Chair of the MCC of NSW, Mr Kevin (Trip) Henry said 'This competition is a great way to remind drivers to look out for motorcyclists.

By being diligent drivers on our roads, lives will be saved. Sixty one percent (61%) of multi-vehicle crashes involving a motorcycle are caused by the other driver failing to see or give way to the rider.'

Over the last decade, Motorcycle Awareness Month is MCC of NSW's biggest safety campaign. It hopes to reach as many drivers across NSW.

Radio campaign to get the message to drivers

The Joe Rider competition will run from 1st – 4th October 2019, through a radio advertising campaign on KIIS FM and Edge FM to tell drivers to look out for a motorcycle rider with the name 'Joe' on his back. They will be played during peak hour programs Kyle & Jackie O in the morning and Will & Woody in the afternoon.

Trip Henry said 'MCC of NSW will have motorcycle riders wearing a hi-vis vest marked with the name 'Joe' on the back. These 'Joes' will be riding across Sydney. We encourage all drivers to look out for 'Joe' on their way to work and home and enter our competition on our Facebook page with where they saw Joe.'

There will be a daily prize of a \$50 fuel voucher drawn from all the entrants that specifies the correct location of a Joe Rider as well as a final draw for all entrants to win the grand prize of one years' comprehensive car insurance.

The competition is designed to give drivers an extra awareness that there are motorcycles on the roads with them and that they are harder to see than another car or truck.

Trip Henry said 'In motorcycle crashes where the other vehicle was at fault, it was found that 81% were private cars and 9% were a light truck, so if we can get this safety message to car drivers, we can hopefully prevent many accidents.

'Between 2008 and 2016 motorcycle registrations increased by 54 per cent, and car registrations up 21%, there are significantly more motorcycles for drivers to look out for.'

'Look out for motorcycles' important across NSW

To keep the momentum going throughout the month, MCC of NSW are also sponsoring several motorcycle events.

In Western Sydney, the Pink Ribbon Ride on 20th October, raises funds for breast cancer and south of Sydney, Breakfast Torque on 27th, held at Heathcote' said Trip Henry.

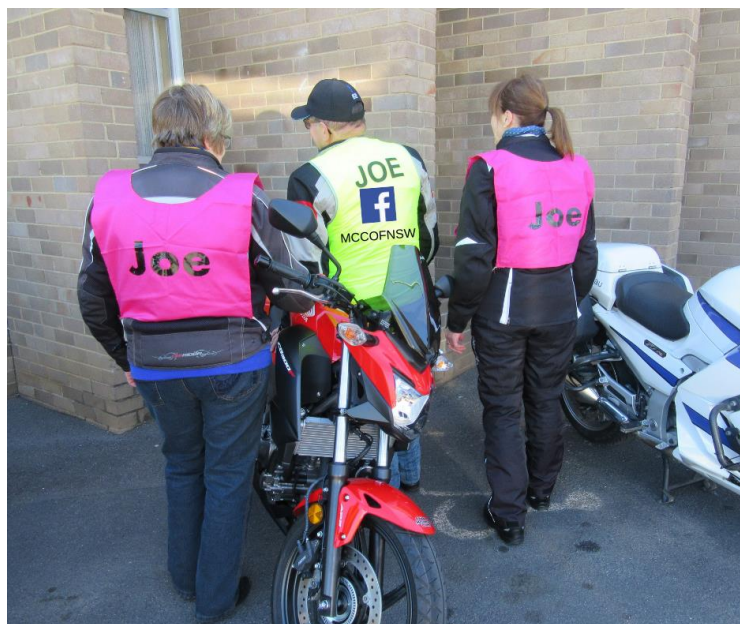
'Events are a great way for motorcyclists to show their love of riding with friends and family, increases the road users' awareness of motorcyclists and raises money for worthy causes.'

'Look out for motorcycles' important across NSW

'Regional NSW is prone to motorcycle accidents and fatalities – with 27.5% of all motorcycle fatalities occurring in regional NSW up to August 2019. We are targeting the Central West region of NSW this year with a radio campaign leading up to the Two Wheels to Wellington motorcycle ride.' said Trip Henry.

For further media enquiries

For more information about Motorcycle Awareness Month or the Motorcycle Council of NSW, please contact Brian Wood at bmmwood@bigpond.net.au

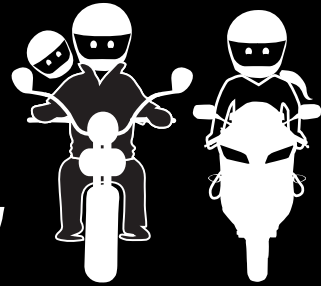




**MOTORCYCLE
AWARENESS MONTH**

Motorcycle Council of NSW

***THIS FAMILY RIDES
A MOTORCYCLE,
WATCH OUT FOR US!***



Motorcycle Council of NSW

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***NOW YOU
SEE US,
NOW YOU DON'T
LOOK OUT FOR US***

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