



Media Release

Monday 9 September 2013

Live to Ride Motorcycle Safety Campaign

Selwyn District Council has launched a new public education campaign and motorcycle skills coaching programme to help reduce motorcycle crashes in the district.

Riding a motorcycle is much more dangerous than driving a car. In New Zealand, the risk of being involved in a fatal or injury crash is 20 times higher for a motorcyclist than for a car driver.

From 2008 - 2012, there were 65 motorcycle crashes in Selwyn District resulting in four fatalities, 34 serious injuries, 31 minor injuries and seven non-injury crashes.

Selwyn District Road Safety Coordinator, Ngaire Tinning says the number of motorcycle crashes is very concerning and the Council has launched the 'Live to Ride' campaign to try to reduce the number and severity of crashes in Selwyn.

"Live to Ride aims to make motorists more aware of motorcyclists on our roads and also encourage riders to increase their skills and reduce their chances of being involved in a crash," she says.

As part of Live to Ride the Council is offering subsidised half and full day motorcycle skills coaching. The courses offer motorcyclists the chance to refresh their skills, and learn and practice new techniques. The courses are delivered by NZTA qualified trainers and include off road and on road training to develop braking, handling and safe driving skills. The half day course costs \$20, while the full day advanced course is \$50. The Council is offering all riders that complete the courses between September 2013 and March 2014 entry into a prize draw for a \$300 protective motorcycle clothing voucher.

A Live to Ride motorcycle information flyer has been developed for riders and will be distributed at events in Selwyn and from Council offices and libraries. Motorcyclists who request a copy of the Live to Ride information flyer on line will also go into a draw to win one of two \$40 MTA Vouchers.

Motorcyclists who want to register for the courses can do so by visiting www.live2ride.co.nz or phoning 03 347 2901. Places are limited, so early registration is advised.

Ends

Image attached: One of the Live to Ride billboards which will be on display across Selwyn.

For more information, please contact:

Ngaire Tinning
Selwyn District Council
(03) 347 2901
Ngaire.tinning@selwyn.govt.nz