

# **SOUTH JERSEY TRAFFIC SAFETY ALLIANCE**

## **PRESS RELEASE**

### **MOTORCYCLE USE AND FATALITIES ON THE RISE**

Motor vehicle fatalities are down across the State of New Jersey but motorcycle fatalities continue to rise in South Jersey.

Motor vehicle accident statistics released by the New Jersey State Police show an overall decrease of vehicle crash fatalities this year (318), as compared to the same time last year (374). This trend holds true for the South Jersey region, where there have been 43 motor vehicle fatalities as of July 21, 2008, compared to 64 last year.

Teresa Thomas, Program Manager for the South Jersey Traffic Safety Alliance said “I feel as if I can’t pick up the newspaper and read about a motorcycle crash. Normally motorcycle fatalities only account for 10% of all motor vehicle fatalities but so far this year they account for 25%.”

As of July 21, 2008 there are 11 motorcycle fatalities in the region compared to a total of 12 in 2006 and 15 in 2007. For the entire State of New Jersey motorcycle fatalities increased slightly from 82 in 2006 to 87 in 2007 and are on track for similar figures for 2008 at 41.

Thomas said “We recognized that motorcycle fatalities were on the rise so we took steps to address it but we did not anticipate the increased use of motorcycles because of the gas prices. We all need to recognize that there are more motorcycles on the road and to make an effort to share the road with them.”

Motorcycle safety was included in the Alliance’s *THINK SAFETY* summer campaign with the slogan LOOK TWICE SAVE A LIFE. The **SJTSA** reminds motorists to be on the lookout for motorcycles and to give them plenty of room. With only two wheels things happen a lot faster on a bike than in a car. The SJTSA also encourages all motorcyclists to enroll in programs designed to improve their riding skills.

For information about traffic safety education and training resources, visit the Alliance’s website at [www.sjtsa.org](http://www.sjtsa.org)

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