

**IF YOU DON'T THINK YOU CAN KILL WITHOUT
A SECOND LOOK, COVER YOUR RIGHT EYE
AND STARE AT THE DOT BELOW.**

Hold the paper 8 - 10 inches from your face. When you cover your right eye and stare at the dot, the motorcycle disappears.



**NOW THAT YOU'RE AWARE
OF YOUR VISUAL BLIND SPOT,
WHAT ABOUT THE ONE
IN YOUR MIND?**

Everybody has a blind spot in each eye. Which is one reason drivers kill or cripple thousands of people on motorcycles every year.

And yet, your eyes aren't the only places with blind spots. Because you're used to looking for cars - and don't expect a motorcycle - you may not see it even with its

headlight on.

And even if you do see it, you can't tell how far away it really is because a motorcycle is so much smaller than a car.

So look for motorcycles before you pull out. Don't believe yourself. Stop. As if a motorcycle were already there. Look again. Because when you least expect it, it will be.

**START SEEING MOTORCYCLES.
BEFORE YOU SEE THEM IN YOUR SLEEP.**