

News from the Motorcycle Action Group (MAG)

MAG welcomes New DVSA videos to help learner drivers improve motorcyclist awareness

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The Motorcycle Action Group (MAG) has welcomed news of an initiative to help learner drivers be more aware of motorcycles on the road.

A new set of training aids in the form of videos has been launched by the Driver and Vehicle Standards Agency (DVSA). The realistic computer-generated videos aim to encourage learner drivers to be more aware of motorcyclists, and have been made with the help of road safety campaigner and keen biker Ria Brisland. Ria's 19-year-old son, Nick, died in April 2015 after being involved in a collision with a car while riding his motorcycle.

The videos will become part of DVSA's official learning materials and education products.

Michael Ellis, Road Safety Minister, said: "After reading Ria's story and her concerns for fellow bikers, I was determined to help her and I am delighted that these clips will now be seen by millions of learners, helping improve road safety."

MAG's Director of Campaigns & Political Engagement, Colin Brown said: "The MAIDS research project showed that about 70% of the main causes of collisions involving a motorcycle and another vehicle are attributable to the driver of the other vehicle failing to spot the motorcycle. There is only so much that a motorcyclist can do to raise his or her visibility; we are always reliant on other road users taking the time and remembering to consciously look for motorcycles. Hopefully these new training videos will help new drivers to learn this important habit. 'Sorry mate, I didn't see you' is a phrase that deserves to go out of common use as soon as possible."

Contact MAG at 01926 844 064 or central-office@mag-uk.org

ENDS

Notes for Editors

Example video: <https://youtu.be/tcNT83m4VGU>