



Posted by Michael Davis,

MMSP

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NHTSA Poster

Good afternoon, The below linked website has a poster on it called "Survive the Middle Ages" that shows a couple on a bike with no eye protection.

<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Motorcycle+Safety/Stop+Impaired+Riding> My opinion is that shouldn't be available for use in state or fed-funded moto safety promotional materials. There's a risk some well-meaning non rider in a state agency may accidentally select it for use in a statewide impaired-rider campaign. Ask me how I know that can happen.

MARYLAND

Michael, I agree. This is not a new poster. When it was first released a few years ago the NHTSA got some "feedback" about the no eye protection. As I recall their response was something like, "We wanted you to see the rider's eyes." Oh well, Madison Ave wins out over rider safety.

~Philip Sause