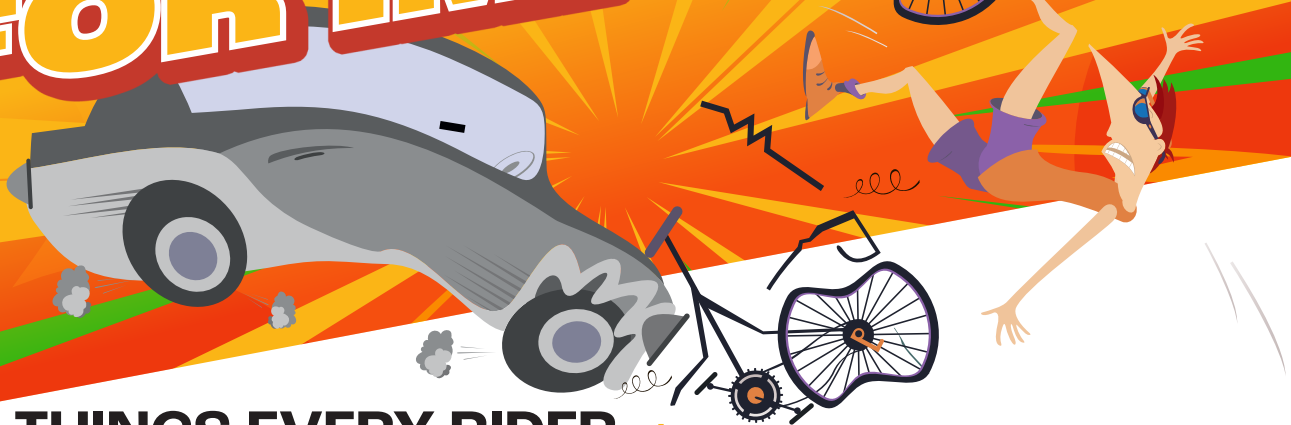


IN ONE INSTANT

YOUR BRAIN ISN'T BUILT FOR IMPACT



4 THINGS EVERY RIDER NEEDS TO KNOW

1,103

cyclists killed in U.S. traffic crashes in 2024

ON THE ROAD
All ages. All states. Most preventable.

60%

less serious head injury risk when wearing a helmet

HELMETS WORK
Up to 75% of cycling deaths are head injuries.

145

cyclists injured every day in U.S. crashes

DAILY TOLL
Six injuries every hour. Around the clock.

1/3

of bike-related ER visits are riders ages 10-24

TEENS GET HIT MOST
Young riders, young drivers, same crash data.

DRIVERS: 3 FEET ISN'T A SUGGESTION.

26+ states require at least 3 feet to pass a cyclist. Some require more. Move over or wait — every time.

PEDAL AND PUSH



PURE LEG POWER

Bicycles. Skateboards. Rollerskates.

Different gear, same risks. Stay visible, stay alert, watch for traffic.



POWERED

E-bikes. Up to 28 mph.

Heavier. Faster. Harder to stop. Helmet use cuts head injury risk in half.



PORTABLE

E-scooters & hoverboards.

Small wheels. Quick falls. Low rider visibility. Helmets save lives.

PICKING THE PERFECT HELMET

Is it legit and does it fit?



COMFY

Feels good on your head: no pressure points.



LEVEL

Sits straight: two fingers above your eyebrows



COVERS

Protects your head: never blocks your view points.



SNUG

Buckled tight: won't shift or fall off.



LOOK FOR THE OFFICIAL CPSC STICKER on the inside of the helmet so you know it's legit. That sticker means the helmet is built to protect against skull fractures and severe brain injuries in a crash.

WHAT YOU CAN DO RIGHT NOW

1

HELMET ON, EVERY RIDE

Even a quick trip to a friend's. The right helmet cuts serious head-injury risk by 60%.

3

EARS OPEN, PHONE AWAY

Save the calls, texts, and playlists for when you stop. You hear cars and horns long before you see them.

2

BE SEEN, BE LIT

Lights front and back, even in daylight. Bright clothes. Reflectors. If they can't see you, they can't avoid you

4

RIDE LIKE A VEHICLE

Signal turns. Stop at stop signs. Ride with traffic. You're not a pedestrian —you're a vehicle.

EYES UP. HEAD PROTECTED. ROAD SHARED.

Every ride. Every rider. Every life is worth the helmet.

Sources: NHTSA (2024 data) · CDC · IIHS · CPSC NEISS · JAMA Network Open · Brain Injury Association of America · League of American Bicyclists · Columbia Mailman School of Public Health