

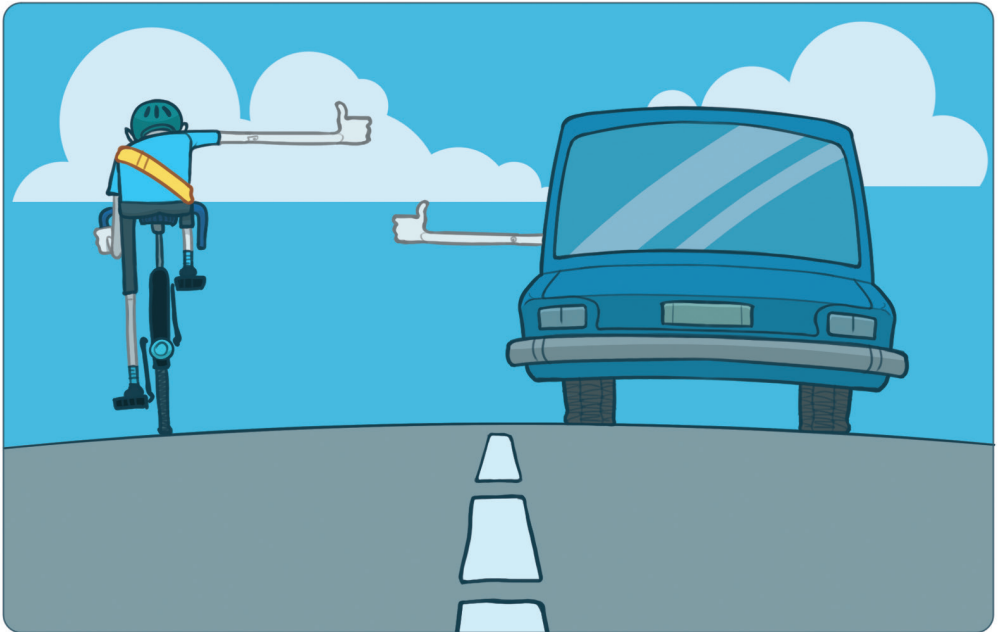


SHARE THE ROAD



KEEP YOURSELF OUT OF HARM'S WAY
IF YOU CAN TOUCH, YOU'RE WAY TOO CLOSE

Sharing the road starts by providing others with a safe space. If you can reach out and touch whatever you're passing, you're way too close and should reconsider your distance. Aim to leave more than an arm's reach of distance, at least 1.5 metres (in case you have a metre stick handy).





TAKE A BREAK FROM TEXTING



Those text messages and Likes aren't going anywhere, but people around you certainly are. When you're driving a car or riding a bike, keep your phone out of sight so you can pay full attention to what's going on, staying safe and within the law.

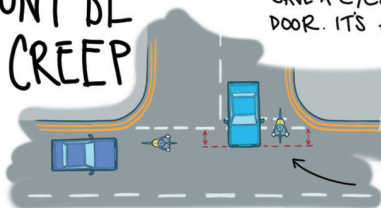
LOOK, REACH, OPEN LEARN THE DUTCH REACH

Open your car door with the hand furthest from the door; this automatically moves your head into a better position to look for oncoming cyclists.



SAVE A CYCLIST, AND YOUR DOOR. IT'S A WIN/WIN.

DON'T BE A CREEP



STOP SIGNS & RED LIGHTS AREN'T MERE SUGGESTIONS, THEY'RE THE LAW.

Creeping into an intersection can lead to unnecessary danger for you and everyone else using the space.

SEND THE RIGHT SIGNALS



Whether you're on a bike or in a car, it's important that everyone around you knows what you're up to, SO DON'T FORGET TO SIGNAL. Random strangers aren't great at reading your mind, so good signalling goes a long way.

GO WITH THE FLOW

Meaning in and out of lanes, aggressive overtaking, chronically trying to shave a few minutes off your commute only to end up at the same red light.

SOUND FAMILIAR?



The road is less safe when everyone is trying to outpace the flow of traffic. So take a deep breath, enjoy the journey, and leave a few minutes earlier to avoid the panicked rush.

DRESS TO BE NOTICED

Wear bright, reflective clothing day and night when cycling so you are visible to those around you. You can never go wrong with bright neon, just ask the 80's.

