



News

Communications Unit

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The 95 Alive York and North Yorkshire Road Safety Partnership is supporting a three year European research project to improve rider safety. The UK project is sponsored by the Department of Transport and is being undertaken by the Transport Research Laboratory (TRL).

The TRL, based in Berkshire, are looking for riders to take part in a study in North Yorkshire seeking to improve our understanding of how riders interact with their machine and other road users and how they react to developing situations. This study can be carried out remotely and we will NOT require you to come to Berkshire. The hope is that the findings will allow us to improve rider safety through better road design, equipment design and transport planning.

Taking part would involve us giving you a 1000cc Honda Fireblade for four weeks, during which we would ask you to ride it exactly as you would your normal bike. We've fitted the bike with a range of electronic sensors that will record, in fine detail, your riding behaviour and experiences. All data will be kept in accordance with the Data Protection Act and will not be shared with any third parties. We're not here to judge you, we just want to know how people actually ride in the real world, so we can make sure we're actually providing what they really need in future design and research work.

In order to take part we simply ask that you meet the following requirements:

- Be qualified to ride a motorcycle - with a full, clean license
- Have 4 years riding experience (on any sort of bike)
- Have previous experience of riding a 1000cc sports bike
- Ride regularly throughout the week (ideally using the bike to commute and for leisure)
- Be willing to complete a short data download procedure at the end of each day and to upload the data to our database once a week
- Be willing to make yourself available for public relations activities in North Yorkshire (photographs and press statements)

We have two slots available for participants in North Yorkshire (25th March – 22nd April, and 22nd April – 20th May). If you are interested, please respond to us at trials@trl.co.uk with your contact details and a brief description of how you feel you meet the above requirements. We will then contact those who are best suited to the needs of the study. There is no obligation to take part so if you're not sure, get in touch and we'll aim to answer any questions you may have.

We look forward to hearing from you.

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