

# ***HOW TO BE SEEN***

**Trek distributes an excellent brochure called "How To Be Seen"**

**Pick one up at a dealer to see Trek's offerings in each of these categories.**

**Unfortunately it doesn't seem to be available online, so below are some highlights:**

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This is how we ride

## **THE ABCs OF AWARENESS**

### **ALWAYS ON - BIOMOTION - CONTRAST**

Here are our best practices for increasing your detectability and standing out when it matters, based on an ongoing safety study with Clemson University. A combination of daytime running lights, highlighting your body's moving parts and choosing gear that contrasts with the environment is the best option.

The more of the ABC's you practice on every ride, the more you'll stand out.

#### **GOOD**

### **ALWAYS ON - FRONT AND REAR LIGHTS, DAY AND NIGHT**

**FOCUS** - Need to be focused for intensity

**RANGE** - Need to be visible at least 400m or a quarter mile away

**DAY FLASH** - A *steady* flashing pattern is **LESS** noticeable than one that **CONSTANTLY VARIES ITS INTENSITY AND PATTERN.**

**Daytime running lights can reduce Bicycle collisions by 33%,  
Motor Vehicle collisions by 25% and Motorcycle collisions by 13%**

#### **BETTER**

### **BIOMOTION - HIGHLIGHTING YOUR BODY'S MOVING PARTS**

Our brains use a instinctual perceptual "sensitivity to biomotion" to recognize a biological form with only a few clues of the form's shape.

On a bike, the unique up and down pedaling motion is what makes you recognizable as a human. At night, highlight your feet, ankles, and legs with products that feature reflective material. During daylight, wear fluorescent socks, shoes, covers or warmers.

**Cyclist who effectively draw attention to their moving parts are up to 83% more noticeable**

BEST

## CONTRAST - CHOOSING THE RIGHT GEAR FOR DAY

Fluorescent is effective for cyclist during daylight because it helps us stand out from the surrounding environment. *But*, without the sun, fluorescent apparel is no more effective than darker apparel. At night, reflective is your only friend.

Fluorescent is shown to decrease a rider's risk of incident by as much as **53%**

## CONTRAST - CHOOSING THE RIGHT GEAR FOR NIGHT

A fluorescent jacket is no more detectable in the dark than a black jacket. You should never rely solely on a fluorescent kit at night. At night, reflective makes you stand out.

Reflective gear at night makes you **72%** more noticeable

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[http://www.ltrc.lsu.edu/TRB\\_82/TRB2003-001537.pdf](http://www.ltrc.lsu.edu/TRB_82/TRB2003-001537.pdf)

<http://www.treksegafredo.com/blog/trek-segafredo-set-deliver-rider-safety-message-japan-cup>