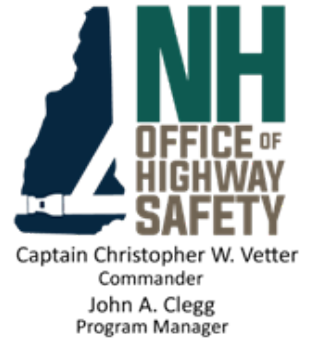




Robert L. Quinn
Commissioner

State of New Hampshire
DEPARTMENT OF SAFETY
Office of Highway Safety
www.nh.gov/hsafety



Captain Christopher W. Vetter
Commander
John A. Clegg
Program Manager

FOR IMMEDIATE RELEASE

Friday, June 9, 2023

MEDIA CONTACT:

Tyler Dumont, Public Information Officer

PIO@dos.nh.gov

(603) 223-3641

NEWS RELEASE

CAMPAIGN ENCOURAGES SAFE AND RESPONSIBLE RIDING DURING 100TH YEAR ANNIVERSARY OF LACONIA MOTORCYCLE WEEK

CONCORD, New Hampshire – Today, the New Hampshire Office of Highway Safety (NHOHS) announces the start of its #RideSMART2Laconia campaign, continuing through the end of Laconia Motorcycle Week on Sunday, June 18.

The campaign, primarily focused on increasing awareness, is an effort to decrease motorcycle rider injuries and deaths in New Hampshire. While traveling to Laconia and throughout the state, riders are encouraged to remember ‘SMART’, an acronym for ‘Safely, Maturely, Aware, Respectfully, and Trained.’ Posters containing the acronym and its meaning are being distributed to partners of the NHOHS, including local businesses and motorcycle rider groups.

“As the 100th year of Bike Week kicks off, I would like to stress how important it is to all of the riding community to ‘RideSMART2Laconia!’,” said motorcycle rider advocate Traci Beaurivage. “Riding is not something we do, it is part of who we are, and the love of the ride is everything to us! As president of the New Hampshire Motorcyclists’ Rights Organization and member on the Motorcycle Safety Task Force, I truly want all of the motorcyclists in our state and others coming to our state to enjoy their ride and live to ride another day.”

“Our goal is to prevent crashes and save lives by encouraging motorcyclists to ride safely and responsibly,” said New Hampshire State Police Captain Chris Vetter, Commander of the state’s Office of Highway Safety. “In addition to respecting the rules of the road, we know helmets can be the difference between life and death and help protect riders from traumatic, life-altering injuries.”

Motorcycle rider deaths in New Hampshire have trended upward in recent years:

- In 2021, 22 motorcyclists and 4 passengers were killed in crashes.
- In 2022, 31 motorcyclists and 1 passenger were killed in crashes.
- To date in 2023, 7 motorcyclists and 1 passenger have been killed in crashes.

Other drivers are also encouraged to look twice and respectfully share the road with motorcyclists.

The NHOHS will continue to work collaboratively with its partners throughout the state to improve the safety of all who use New Hampshire roads.