

Press release: Monday 23 March

Know the Dangers returns in exciting new format to highlight key motorcycle scenarios this Spring

The Shiny Side Up Partnership (SSUP) is relaunching a social media campaign in a bid to highlight the most common causes of collisions involving motorcyclists this Spring.

[The Know the Dangers campaign](#) comprises nine films – and one longer film – which cover key issues including overtaking and filtering.

The films were initially produced in 2021, thanks to funding from The Road Safety Trust, and have received in excess of half a million views on social media.

As a result of that success, and with more bikers and drivers on the road during the Spring months, the SSUP has decided to relaunch the campaign with new versions of the films.

The edited films, produced by Koala TV, deliver important safety messages, applicable to both drivers and riders. They are now in 9x16 format, designed to appeal to modern social media usage - including platforms like Instagram and TikTok.

Throughout the campaign, launched today (23 March) to coincide with the National Police Chief's week-long motorcycle initiative, the new films will be posted on the SSUP's social media channels, supported by paid advertising.

Heidi Duffy MBE, SSUP facilitator, said: "The Know the Dangers films still illustrate the most common crash scenarios that involve motorcyclists today, particularly at this time of year when the bigger bikes emerge from 'hibernation' and take to the roads this Spring.

"However, the new portrait format gives a different viewpoint on how the actions of drivers and riders come together and result in a crash. It also gives us an opportunity to showcase the new format of the films across our social media platforms to the many new and returning motorcyclists.

"The Shiny Side Up Partnership hope that drivers and riders will use the information in the films to be aware of the type of crashes motorcyclists are involved in and take extra care, looking out for one another out on the road network, urban or rural."

Versions of the films without the safety messages are also available for educational and training purposes – along with a series of infographics.

These can be found, along with all the films, [on the Shiny Side Up Partnership website](#).

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