Every day, road traffic crashes claim nearly 3,500 lives and injure many thousands more.
Road safety is a human right.

– Zeid Ra’ad Al Hussein, UN High Commissioner For Human Rights
Riders agree.
We, The Riders

A road safety campaign for – and with – riders.
We, The Riders are:

Ready to take responsibility.
Ready to educate.
Ready to talk.
We, The Riders ask:

Are you serious about road safety – for all?
Let’s talk.