

**SKILLED MOTORCYCLIST ASSOCIATION—RESPONSIBLE, TRAINED AND EDUCATED RIDERS, INC.**  
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**FOR IMMEDIATE RELEASE**  
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## **The Devastating Costs of Helmet Repeal**

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**Scottville, MI** – The Skilled Motorcyclist Association—Responsible, Trained and Educated Riders, Inc. (SMARTER) is a motorcyclist safety advocacy association whose mission is two-fold: (1) to promote risk-reduction strategies of individual riders and (2) to support public policies that help keep motorcyclists safe. We strive to base our positions on quality research and analysis by reputable organizations. The newly released (March 2012) analysis conducted by the University of Michigan Transportation Research Institute (UMTRI) titled “The Safety and Economic Costs of Repealing Michigan’s Helmet Law” is an example of quality analysis.

Using actual 2009 motorcycle crash and cost data for Michigan (the most recent year for which both crash and cost data were available), UMTRI concluded that had the helmet law been repealed in 2009, the following would have resulted:

- a decrease in helmet use from about 98% to about 50%
- an increase in the number of fatally and seriously injured motorcyclists from 842 to 1,221 (45%)
- an increase in the average cost per crash-involved motorcyclist (both monetary and nonmonetary quality of life) from \$213,770 to \$317,031 (48%)
- an increase in total monetary costs from \$351 million to \$497.1 million (42%)
- an increase in total nonmonetary quality-of-life costs from \$425.8 million to \$655 million (54%)

Repealing our all-rider mandatory motorcycle helmet law is poor public policy, and we urge Governor Snyder to veto SB 291.