

# MOTORCYCLE ACCIDENT CASE

— VS —

# CAR ACCIDENT CASE



## JURY BIAS

- Jurors are conditioned by the media to view motorcycle riders as “outlaws”
- Many jurors go into a trial with the preconception that motorcyclists are fundamentally reckless
- Some jurors may have bias due to their previous experience with unsafe riders on roadways
- Jurors may be under the impression that motorcycle riders take an unnecessary risk simply by choosing to ride and therefore share some of the blame
- If the defendant looks like an “outlaw” or the motorcycle looks like a “racing” motorcycle the jury might think their preconceived notions are justified

Insurance companies know motorcycle injury cases are harder to win, which is why they often push you to settle for less than you really deserve for your injuries.



## RIDERS SUFFER MORE SEVERE INJURIES

- Motorcyclists aren't surrounded by metal, reinforced glass and airbags, making their risk for catastrophic injury much higher in an accident
- Serious spine, head and neck injuries are much more common in motorcycle accidents
- People who have only driven cars don't understand the risks riders have to contend with each day on the road



## WHY YOU SHOULD HIRE A RIDER ATTORNEY



- Attorneys who are motorcyclists know the risks you face
- Rider attorneys help acclimate juries to motorcyclists and reinforce the idea that not all of us are “outlaws”
- An attorney who is an experienced rider is better equipped to explain the risks and help the jury understand the evasive maneuvers you took in an attempt to avoid the accident or mitigate your injuries
- Attorneys who specialize in motorcycle accidents understand you and will fight aggressively to ensure a fellow rider receives the settlement they deserve



**HAVE YOU BEEN IN A MOTORCYCLE ACCIDENT?**  
REQUEST A FREE CONSULTATION  
CALL TOLL-FREE: **1-800-321-8968**