

News For Thought



Honda Touts Technology To Cut Motorcyclist Fatalities

Honda North America executives announced that the Japanese automaker hopes two experimental safety technologies it is testing could help reduce pedestrian and motorcycle deaths by the end of the decade. By equipping a car and smartphone with wireless dedicated short range communications technology, Honda said it can alert both a driver and pedestrian, or motorcycle rider, of an impending collision.

Vehicle-to-Pedestrian and Vehicle-to-Motorcycle technologies are still in the early development and testing stages, but Honda intends to integrate the advanced collision sensing and predictive technologies into their vehicles through a special licensed radio band that allows cars to send and receive messages from surrounding vehicles. The system that might be an app one day on a smartphone is capable of alerting drivers that a pedestrian or motorcycle is near, even if the driver can't see them, in time to avoid a collision.

Jim Keller, chief engineer for Honda R&D Americas, Inc. said connected vehicle technology could be on the road by 2020, and the technology would be much cheaper than implementing cameras and other safety systems equipped on vehicles today.

Honda is one of eight automakers involved in a federal vehicle-to-vehicle communication study which began a year ago in Ann Arbor with the help of the University of Michigan Transportation Research Institute and has been extended six months. www.ON-A-BIKE.com

Accidents Possibly Linked To rain Miscalculations

Incidences of cars pulling out in front of motorcyclists run regularly in headlines -- locally, statewide and throughout the nation -- and there could be a scientific reason. Recent research by a Texas Tech University psychologist suggests that the regularity of this problem isn't necessarily a case of poor driving or carelessness, but may be related to a basic human judgment error.

Pat DeLucia, the coordinator of the Human Factors Psychology Program, said her results show that small, near objects can appear farther away than larger, farther objects. The study is published in the peer-reviewed scientific psychology journal "Current Directions in Psychological Science."

An interest in softball prompted DeLucia to study how the human brain perceives objects, their size and motion and an object's time to impact. Her finding -- that an object's size affects distance perception -- may be the basis explaining why car drivers miscalculate motorcyclists' distance and speed.

Many times, the brain interprets objects with a larger retinal image as closer. Since motorcycles are smaller than cars, DeLucia said the brain may use this shortcut to judge a smaller motorcycle farther away than it actually is.

This size-arrival effect can lead drivers to misjudge when a vehicle would arrive at an intersection and could be considered a contributing factor in motorcycle/vehicle accidents.

DeLucia hopes to find funding from the Texas Department of Transportation to create an educational program to inform drivers of her findings and reduce the incidents of these types of accidents. www.ON-A-BIKE.com



STEVE'S SERVICE CENTER

Steve Krings (715) 339-4656
N7431 Hwy 13 (715) 339-4655
Phillips, WI 54555 ssc96@hotmail.com

the Queensland Road Rules, we will join Victoria, South Australia and Western Australia which also have this exemption."

Now, Sikh motorcycle riders are seeking exemption from helmet laws as well. Harpreed Singh, who is originally from New Delhi, told ABC News that he has not ridden a motorbike since moving to Tasmania in 2008 because of the legal require-

ment to wear a helmet. Members of the Sikh faith wear turbans for religious reasons and do not want to remove them.

"I have ridden motorbikes all my life and in India it is allowed and even in the UK, Canada and the US, Sikhs can ride a bike with a turban on."

Anti-discrimination commissioner Robin Banks says it would be better to exempt the entire Sikh religion, in order to avoid the situation where every Sikh has to apply for an exemption and then prove they have one if they are stopped by the police. She too points to other parts of the world where similar changes have been made: "In Canada there's been human rights cases that have decided that instead of having to wear a motorbike helmet, or even a safety helmet on building sites, [they] are permitted to wear their turbans."

The Tasmanian Government says the transport commissioner has the power to exempt individuals from wearing a helmet.

In Tasmania, the fine for not wearing a helmet is \$140 and three demerit points.

Motorcyclist Fined For Tire Tread

A New York rider who set out for a Friday the 13th motorcycle trip to Port Dover, Ontario told local CTV News that he was unfairly ticketed and pulled off the roads by Waterloo Regional Police in Canada. Jeff Selby of Elmira, NY claims the officers were excessive in their punishment after a routine roadside check found the tread on his motorcycle tires was point five millimeters under code.

Selby says he offered to drive his bike straight to a repair shop to have the tire replaced but the officers said no. "He goes it doesn't matter. Your bike will be off the road as of today. We're gonna take your plate, we're gonna charge you and you're gonna have to get a tow truck."

Selby told the news station that he understands the safety concerns but says he has a clean driving record and deserves a warning first, and that the five hundred or more dollars he's now facing in fines, relicensing fees and towing cost is exorbitant. Police there say the law is the law and you can't put a price on safety, adding that when it comes to safety there's no room for warnings or second chances and it's their responsibility that's on the line.

The legal regulation for tires on any motorized vehicle is that they have to have at least 1.5 millimeters of tread on the majority of the tires circumference.

Weird News: Blind Disabled Motorcyclist Sets Speed Record

The dangers of riding a motorcycle are obvious even to able-bodied operators, yet blind, disabled Scottish biker Stuart Gunn threw caution to the wind by setting a new world record by clocking 167.1 mph.

Gunn is a real world Daredevil, and with a little help from his father, Geoff, the pair ride together and dad cheerfully informs his son if he's drifting or should brake, assisting his blind and paralyzed-from-the-waste-down son to beat world speed records.

"I hope this proves to people that just because you are blind or have a disability, doesn't mean it should change or limit your life," says Gunn, the World's Fastest Blind Motorcycle Rider. www.ON-A-BIKE.com



Americas Best Value Inn
by Vantage

Lisa Bilogan
General Manager

667 W. Kemp Street
Rhineland, WI 54501

Phone: 715-369-5880 • Fax: 715-369-2312
managerabvirhineland@gmail.com

Reservations: 888-315-2378 • AmericasBestValueInn.com • CanadasBestValueInn.com

Lunch Specials Eat in & Out Entertainment

Open 7 Days A Week 11 am to Close

H I A W A T H A
BAR & GRILL

• Broasted Chicken • Fish Fry •
• Soups • Salads • Hot Sandwiches •

Call for Booking a Birthday, Anniversary or Small Wedding
715-457-2999

Close to Mead Hunting & Lake DuBay
JUNCTION CITY, WIS.
Centrally located between Marshfield, Stevens Point, Wisconsin Rapids & Wausau

The Cabin 

Bar & Grill

715-228-4995

221 Front St. Coloma, WI

Jimmers Place

MON-THUR 2PM TO CLOSE
FRI-SUN 11AM TO CLOSE

ON THE STRIP
DOWNTOWN DALE, WI

920-779-6679