

CYCLE INTO SPRING

TIPS FOR A SAFE SEASON ON THE ROAD

PEDALING CROSS COUNTRY

Americans, ages 6 and older, went on

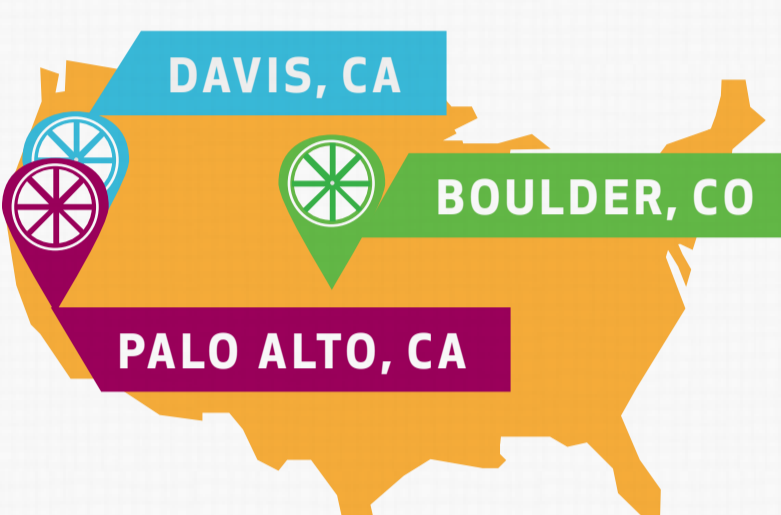
17.5 MILLION

BICYCLING OUTINGS
IN ONE YEAR¹



Bicycling is the
2ND MOST POPULAR
OUTDOOR ACTIVITY IN AMERICA,
after running²

TOP 3 CITIES
for cyclist commuters:



777,000

AMERICANS

rode bicycles to work
AS THEIR PRIMARY MODE
OF COMMUTING IN 2011³



HEALTH AND SAFETY

98%

OF NORTH AMERICAN
BIKE COMMUTERS
own a helmet

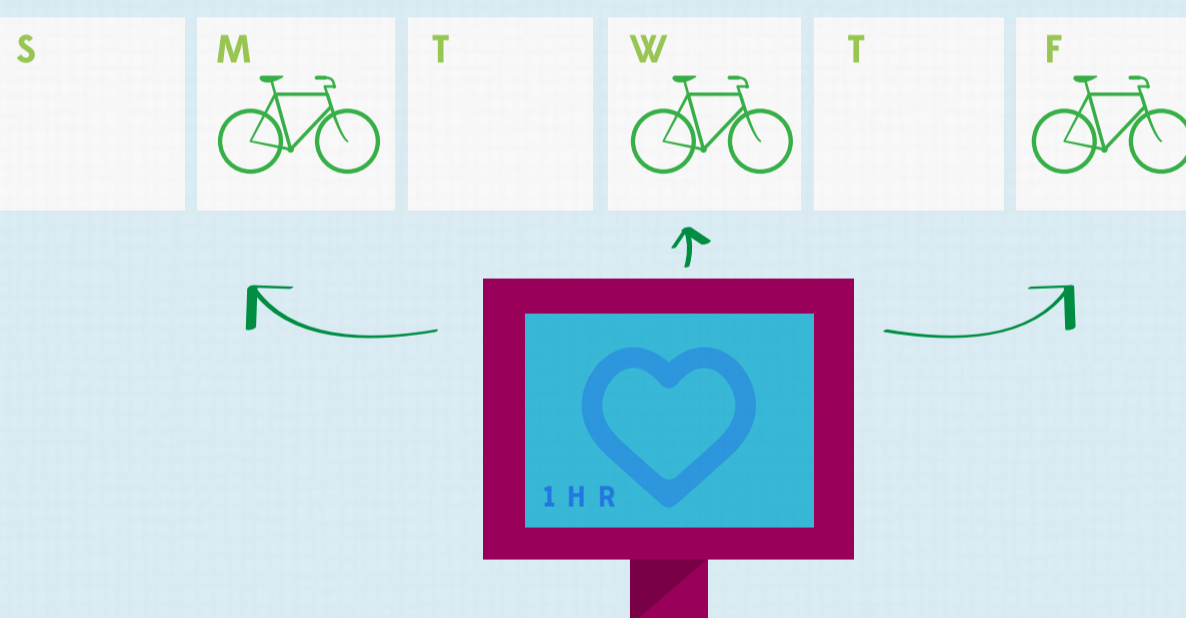
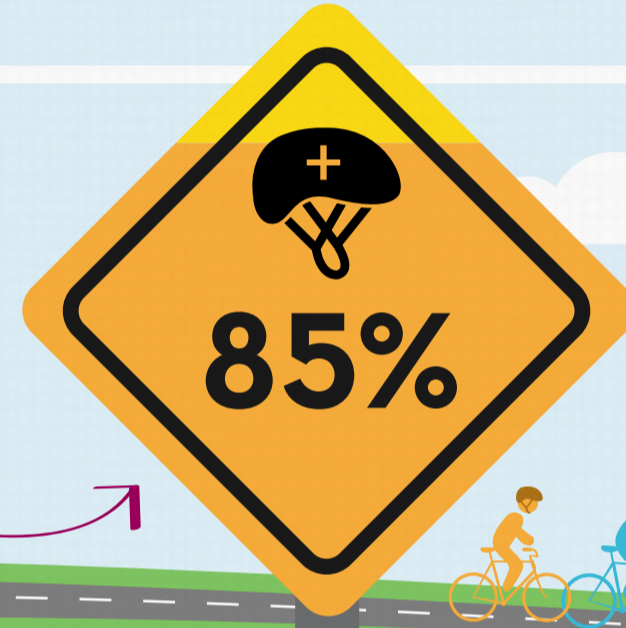
42%

of bike riders report
**USING
A HELMET**
when they ride⁴



Wearing a helmet while riding a bicycle
**CAN REDUCE THE RISK
OF HEAD INJURY BY AS MUCH AS**

85%



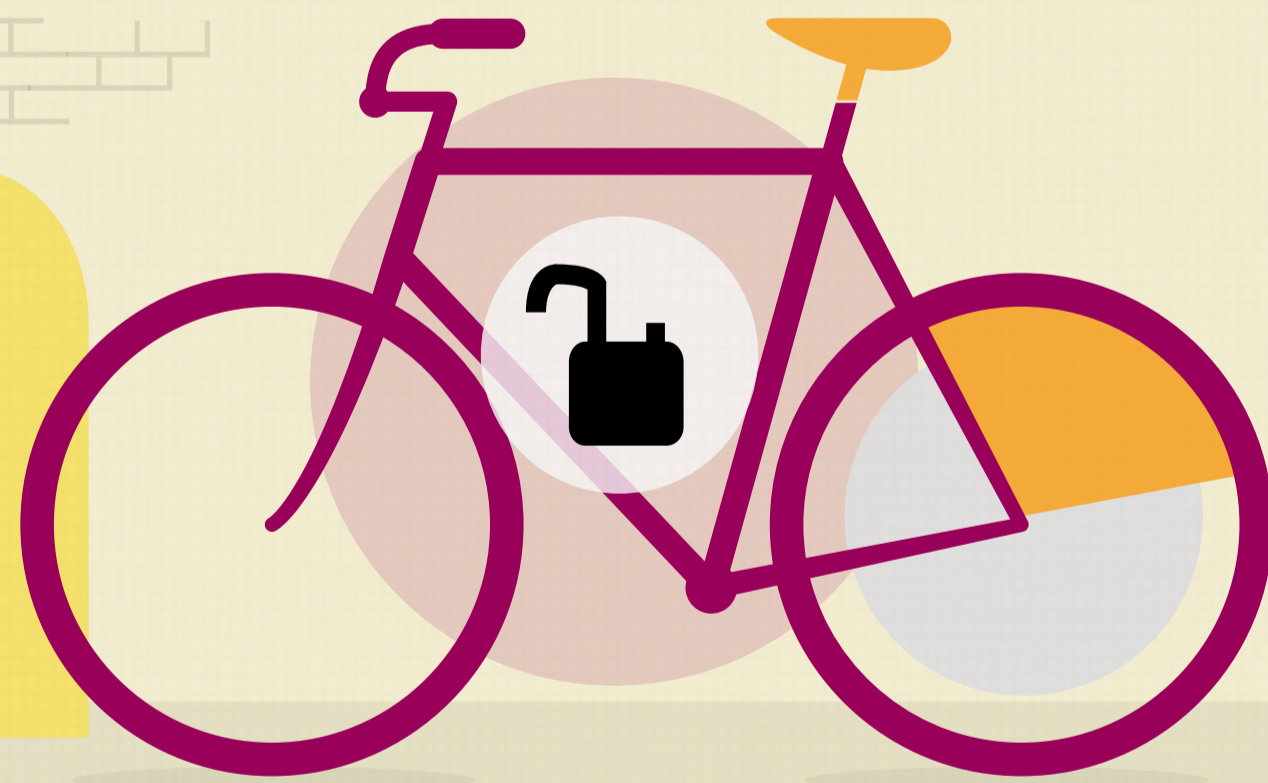
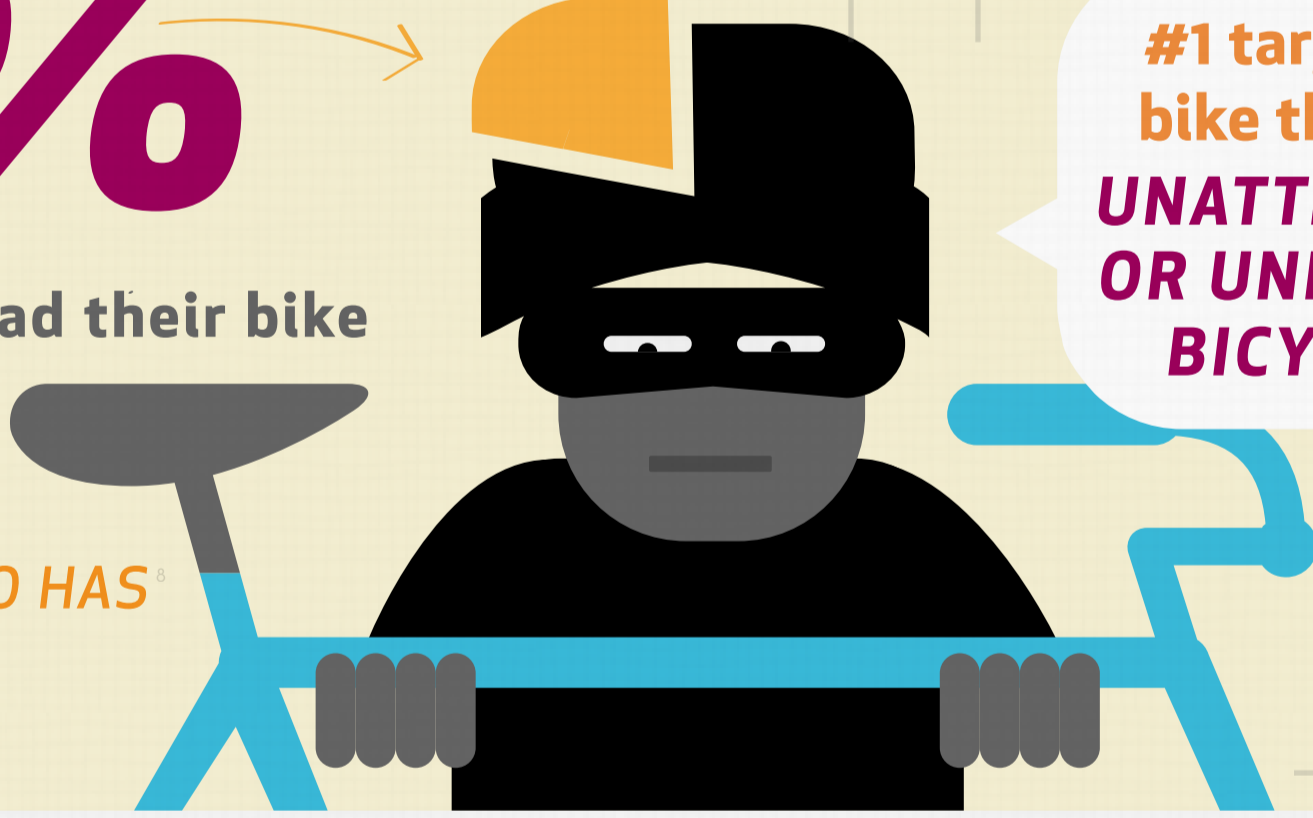
3 HOURS
of bicycle riding per week
REDUCES RISK OF HEART
DISEASE AND STROKE
BY 50%⁵

SECURING YOUR BIKE

48%

of people have either had their bike
STOLEN
OR KNOW SOMEONE WHO HAS⁶

#1 target for
bike thieves:
**UNATTENDED
OR UNLOCKED
BICYCLES**⁷



33%

OF PEOPLE
DO NOT LOCK THEIR BIKE⁸

36% OF PEOPLE USE A CABLE LOCK

18% OF PEOPLE USE A
U-SHAPED LOCK⁹
The Master Lock 8170D U-Lock
hardened steel body resists cutting

14% OF PEOPLE
USE A CHAIN LOCK⁹
The Master Lock 8200D
Street Cuff lock can secure bikes
to a parking meter, fence post or even another bike



The Master Lock 8220D
Cable Lock allows bicycle
riders to set their own
password combo

BEFORE YOU RIDE, MAKE SURE YOU CHECK:

Bolts for those that
have come loose

Bike frame for
bulges or cracks

Air pressure
in tires

Brakes

Wheels and spokes
for cracks and
irregularities



FOR MORE INFORMATION, VISIT WWW.MASTERLOCKBIKE.COM

1. Outdoor Foundation, 2011; BikesBelong.com
2. Outdoor Foundation, 2011; OutdoorIndustry.org
3. Census Bureau's 2011 Community Survey, Governing.com
4. peopleforbikes.org

5. Moritz, W., 1997, PublishIndex.trb.org

6. MyClevelandClinic.org
7. Reynolds, C., et al., 2009; ehjournal.net
8. Survey conducted by Survey Monkey, from 3/12/13-3/14/13,
among Americans 18-65+ based on census
data-representative of a national U.S census sample

9. BicycleLaw.com