

A man with a grey beard, wearing a black helmet, sunglasses, a black leather jacket, and blue jeans, is riding a chrome motorcycle. The motorcycle has a large round headlight and chrome mirrors. The background shows a chain-link fence and some greenery.

# SAFETY GEAR ALWAYS COMES BEFORE FIRST GEAR

Wear all the gear,  
all the time.



**VISION  
ZERO**  
Zero fatalities. Zero excuses.