

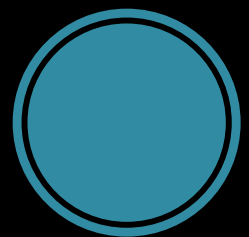
SEE



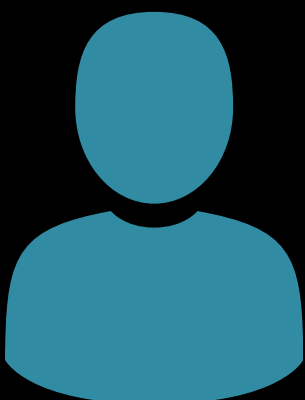
This word was chosen over “look” or “watch” intentionally. Looking is a physical action; you can look at something without truly understanding it. “To see” suggests perception, recognition, and comprehension. It’s about training your brain to not just glance, but to actively notice that a motorcycle is present. It encourages overcoming the mental “blind spot” that makes smaller vehicles invisible to inattentive drivers.

THE

This small but powerful word is essential. It shifts the phrase from a generic instruction (“See riders”) to a clear command. It highlights the motorcyclist ahead or in your blind spot as a subject of immediate and singular importance. “The Rider” becomes the center of your attention, raising their status from just another object on the road to the most critical thing you need to notice in that moment.



RIDER



This is the most important word. We don’t say “See the motorcycle” or “See the bike.” We say “See The Rider.” This is intentional. It humanizes the person on the vehicle. It’s a reminder that it’s not a machine; it’s a person—a parent, a sibling, a friend. This connection fosters empathy and a greater sense of responsibility, transforming your driving mindset from avoiding an object to protecting a life.

“A Father. A Mother. A Future. See The Rider.”