

Pedestrian and Bicycle Safety for Hispanics
Bike Safety Poster

Concept 1: Being prepared and not putting your life at risk.	
English	Spanish
Headline	
You wouldn't jump without a parachute, would you?	No saltaría sin un paracaídas... ¿o sí?
Body Text	
<p>So, why do you ride a bike without the proper gear?</p> <p>[Checklist] Every time you ride a bike:</p> <ul style="list-style-type: none"> ✓ wear a helmet ✓ stay visible using lights and reflective materials ✓ follow the rules of the road 	<p>Entonces, ¿por qué monta en bicicleta sin el equipo adecuado?</p> <p>[Checklist] Siempre que monte en bicicleta:</p> <ul style="list-style-type: none"> ✓ utilice el casco ✓ manténgase visible utilizando luces y materiales reflectivos ✓ cumpla con las normas viales
Tagline	
Don't put your life at risk... pedal safely.	No ponga su vida en riesgo... pedalee seguro.
NHTSA Logo & Bike Logo	
<p>A Prepared/Equipped Bicyclist Assures arriving to His/Her Destination-Assures His/Her Destiny</p> <p>(Note: Play on words - Destino in Spanish means both destiny and destination.)</p>	Ciclista Preparado. Destino Asegurado.
<p>Learn more about being a prepared bicyclist at: www.nhtsa.gov/links/ped-bike-sp.html.</p>	<p>Aprenda más sobre lo que significa ser un ciclista preparado en: www.nhtsa.gov/links/ped-bike-sp.html.</p>