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‘Biketoberfest’ Motorcycle Rally Rolls into Daytona

TALLAHASSEE – The 2014 Biketoberfest event will be taking place October 16th-20th in Daytona Beach. The Florida Department of Transportation (FDOT) will be present to promote safe riding at the International Speedway’s Fall Cycle Scene. The event includes activities on and off the track at Daytona International Speedway, with entertainment and motorcycle racing. FDOT is asking drivers to take extra time and watch for motorcycles when driving and asking motorcyclists to be responsible and “Ride **SMART**” -

- Saying no to drinking and riding
- Make yourself more visible to motorists
- Always wear your gear/helmet
- Ride in control
- Train regularly and get endorsed

Florida's sunny weather, beautiful beaches, and scenic highways make it a popular place for motorcycle enthusiasts. The growing number of residents and visitors in Florida who love riding motorcycles make motorcycle safety an important issue.

FDOT Chief Safety Officer, Lora Hollingsworth said, “Motorcycle safety is an important issue in Florida with the number of riders on our highways. FDOT is committed to driving down fatalities and serious injuries as part of our engineering and educational approach.”

Ride Smart Florida is the complete resource for motorcycle riders, trainers, sponsors, local governments, law enforcement agencies, and emergency services – anyone interested in improving motorcycle safety throughout Florida.

For additional information, please visit www.ridesmartflorida.com

www.dot.state.fl.us

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