



SHARE
THE ROAD

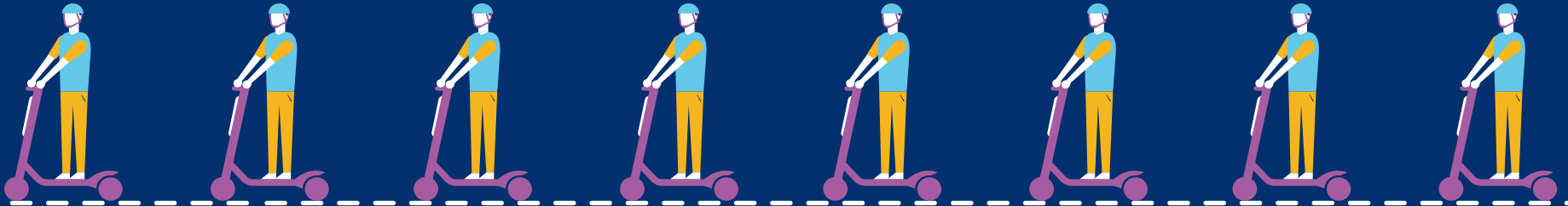


Share the Road. Safely.



STAY THE DISTANCE. KEEP YOURSELF OUT OF HARM'S WAY.

Sharing the road starts by providing yourself and others with a safe space. Whether you're on your bike, on your feet or in your car, if you can reach out and touch what you're passing then back off - you're way too close. And remember, social distancing applies on both the road and the pavement so be sure to follow local guidance.



TAKE A BREAK FROM TEXTING.

Those text messages and 'likes' aren't going anywhere, but people around you certainly are. If you're on the move then keep your phone out of sight so you can pay full attention to what's going on, staying safe and within the law.



GO WITH THE FLOW.

Weaving in and out of lanes, aggressive overtaking, frantically trying to shave a few minutes off your commute only to end up at the same red light. Sound familiar?

The road is less safe when everyone is trying to outpace the flow of traffic—so take a deep breath, enjoy the journey, and leave a few minutes earlier to avoid the panicked rush.





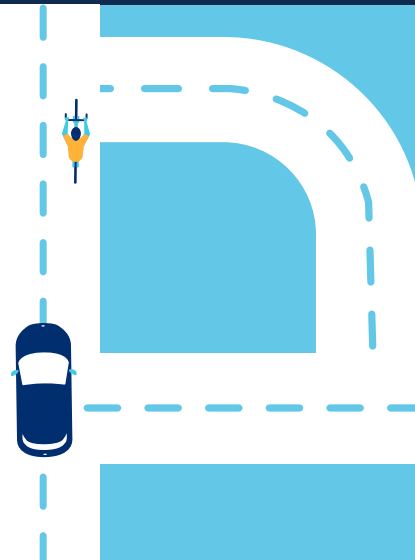
STAY ALIVE TO ELECTRIC.

Electric vehicles can be quiet but quick, so take extra care on the road to judge their speed. And it's not only cars that can be boosted by a battery: e-scooters and e-bikes may also travel faster than you expect.



MAKE SPACE FOR INEXPERIENCED ROAD USERS.

Right now there may be more people than usual trying different routes to work or using new ways to get around. Be patient with novice cyclists, scooterists and drivers - we were all new to the road once.



BE PRUDENT ON PAVEMENTS.

With many choosing to skip the bus and walk to work instead, pavements could be busier than usual. So, stay alert and where possible maintain a safe social distance from other pedestrians and runners, cyclists and scooterists, stray dogs or dinosaurs*.

(* because you never know, right?)



KEEP IT CLEAN.

Before jumping onto a shared bicycle or scooter, think clean and wipe down the handlebars with disinfectant. If you're hopping into a shared car, give the steering wheel a quick wipe. Treat your hands to some sanitiser after using touchscreens, fuel pumps, door handles or hand rails. If in doubt, wash it out.

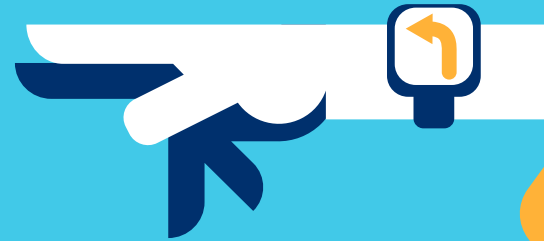
DON'T CREEP.

Stop signs and red lights aren't mere suggestions, they're the law. Creeping into an intersection can lead to unnecessary danger for you and everyone else using the space.



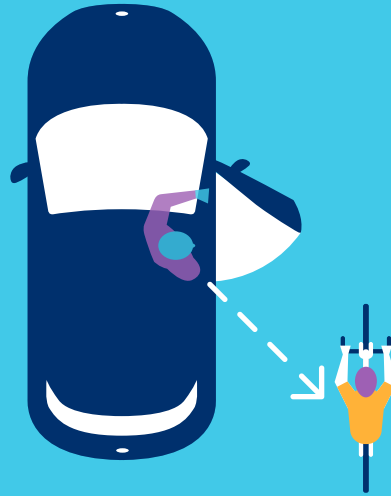
SEND THE RIGHT SIGNALS.

Whether you're on a bike, in a car or on a scooter, it's important that everyone around you knows what you're up to, so don't forget to signal. Random strangers aren't great at reading your mind, so good signalling goes a long way.



LOOK, REACH, OPEN.

Learn the Dutch Reach. Open your car door with the hand furthest from the door; this automatically moves your head into a better position to look out for oncoming cyclists. Save a cyclist and your door. It's a win/win.



DRESS TO BE NOTICED.

Wear bright, reflective clothing day and night when cycling, running or scootering so you are visible to those around you. You can never go wrong with bright neon, just ask the '80s.





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