

It is much harder to stay safe while riding a [motorcycle](#) than it is riding in a [car](#), [truck](#), or other enclosed vehicle. In addition to the reduced stability of operating on two wheels, motorcyclists have virtually no protection when they fall or collide with another vehicle. To stay safe, riders traditionally rely on their intuition and ability to react to changes in their surroundings.

That's often not enough to prevent [serious injuries](#). To give riders a little more protection, manufacturers have been developing Motorcycle Advanced Rider Assistance System technologies that provide features that have become common in cars and trucks. The global market for these systems was more than \$1.6 billion in 2024, and by 2030, that figure is expected to reach \$2.6 billion. Manufacturers such as Indian, Yamaha, Honda, and Kawasaki have been developing and offering various options, and the trend is likely to continue.

While these systems are designed to help prevent collisions and improve safety, they could prove to be risky from a legal perspective in North Carolina. Riders who rely on these systems could be held negligent in an accident, which could prevent recovery. Here are some issues to keep in mind.

Understanding ARAS Tech

Advance Rider Assistance Systems—generally referred to by the acronym ARAS—use combinations of sensors, cameras, AI, and/or radar to detect potential hazards and, in some cases, actively intervene to reduce the likelihood of a collision. These technologies are being adapted from those used on four-wheeled vehicles, just as anti-lock braking systems were in the 1980s and traction control options were a decade or so after that.

Some of the most common ARAS features currently offered include:

- Adaptive cruise control that measures the distance from the vehicle in front and automatically reduces speed to maintain a preset distance
- Collision warning systems that monitor situations such as vehicles intruding on a lane or suddenly braking, and provide alerts about a potential impact

- Blind spot detection that monitors areas that can be difficult for riders to view and provides warnings of potential hazards
- Rear collision alerts that monitor vehicles approaching the motorcycle from behind and provide warnings when a vehicle is coming up too fast
- Cornering ABS that helps maintain the stability of the motorcycle while undertaking various maneuvers

Many ARAS technologies use artificial intelligence not only to respond to current conditions but also to anticipate future risks based on road conditions, speed, and vehicle actions.

Because of the unique nature of motorcycles as vehicles, alerts and information need to be provided to riders in ways that are instantly noticeable without becoming intrusive and interfering with the rider's perceptions and reactions. In addition, the technologies need to respect the patterns of motorcycle riding. For instance, lane sharing is a legal practice in North Carolina, so motorcyclists will not want alarms going off every time they ride alongside another bike.

Problems with ARAS Use

Riders have reported some concerns about the use of ARAS technologies. In one [study](#), for instance, riders using ARAS features were concerned about the potential to become over-reliant on the technology and about it creating a false sense of security. They were worried that riders would not develop appropriate skills and would become less vigilant about paying attention to their surroundings and anticipating potential hazards ahead.

In addition, they were concerned about losing control over certain aspects of their bike's operation. They were also worried that the technology could prove to be distracting. These and other issues could create liability problems for riders involved in motorcycle accidents.

Liability for Motorcycle Accidents in North Carolina

Motorcycle accidents frequently result in extremely serious injuries, and many times, these accidents are caused by drivers of other vehicles who simply are not watching for the narrow profile of a motorcycle. Drivers often change lanes without looking, either hitting a motorcycle directly or cutting so close to a motorcycle that the rider has to take drastic evasive action, causing a fall. In such situations, the negligent driver should be held liable for the motorcyclist's injuries.

However, North Carolina law applies the doctrine of contributory negligence that could prevent an accident victim from recovering compensation after an accident, even if they suffered horrible injuries. This doctrine holds that if the

accident victim did anything to contribute toward the cause of their injuries—even something very minor—then the court can determine that they are not eligible to receive any damages.

How ARAS Technology Could Be Used to Prevent Recovery of Damages After a Collision

ARAS technologies offer defense attorneys several potential arguments they can use to assert that a motorcyclist acted negligently in a way that contributed to the cause of their injuries. They might claim that the rider wasn't paying attention to the road because they were relying on alert systems to monitor conditions. They could argue that the technology provided an alert, but that the rider ignored it. They might argue that the rider failed to keep the ARAS systems properly maintained and calibrated.

If a rider turned off a feature, the defense could argue that refusing to use it was itself negligent. Defense teams will use any argument they can formulate to try to avoid liability. That makes it crucial for accident victims to work with [a personal injury team](#) that understands how to counter their tactics effectively to secure a full recovery.

Martin & Jones Fights for Maximum Compensation in Motorcycle Accident Cases

It seems grossly unfair that defense teams and insurance companies can find so many ways to deny compensation to motorcycle accident victims, but that is the unfortunate reality. The contributory negligence doctrine makes it crucial to obtain and use every shred of evidence that points to liability.

The [team at Martin & Jones](#) knows how to stand up to insurance companies and present persuasive arguments showing why motorcycle accident victims should receive full and fair compensation for their losses. If you or a loved one were injured or [killed](#) in a motorcycle accident, contact our team today to [schedule a free consultation](#) to learn about the ways we can help you achieve full recovery.