



McKay Law PLLC

Rider-Focused Investigation Delivers Life-Changing Results

Protecting Your Rights After Someone Else's Negligence

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Why McKay Law TX Is East Texas's Top Motorcycle Accident Attorney: Rider-Focused Investigation Delivers Life-Changing Results

When motorcyclists suffer devastating injuries on East Texas roads, they face unique challenges that standard personal injury attorneys simply don't understand. Bias against riders. Insurance companies blaming the victim. Critical evidence that disappears within hours. Complex accident dynamics that require specialized knowledge.

McKay Law TX has established itself as East Texas's premier motorcycle accident law firm through an unmatched combination of rider advocacy, rapid response investigation teams, advanced motorcycle-specific investigation techniques, and a proven track record of seven-figure settlements and verdicts that protect riders' futures.

The McKay Law Difference: East Texas's Only Motorcycle-Focused Rapid Response Team

Why Motorcycle Accidents Require Immediate Specialized Investigation

Motorcycle crashes differ fundamentally from car accidents. The physics, the evidence, the injuries, and the bias all demand specialized expertise and immediate action.

Critical motorcycle-specific evidence that vanishes without rapid investigation:

- Tire marks and friction evidence from motorcycle contact points (footpegs, frame sliders, exhaust)
- Road surface defects that cause loss of control (gravel, potholes, uneven pavement, oil)
- Sight-line obstructions from the rider's perspective at specific lean angles
- Vehicle blind spot positioning showing the car driver's visibility limitations
- Motorcycle component damage patterns revealing impact sequences and fault
- Rider protective gear examination (helmet, jacket, gloves) showing impact forces
- Road debris and gravel patterns indicating surface hazards
- Witness availability before anti-motorcycle bias solidifies their memories

McKay Law's motorcycle-specific rapid response protocol:

Our dedicated investigation teams—including riders who understand motorcycle dynamics—deploy within two hours throughout East Texas. We've preserved case-winning evidence at crash sites in Tyler, Longview, Marshall, Kilgore, Henderson, and across the region before insurance investigators could establish the "blame the biker" narrative.

Real Results: How Motorcycle-Focused Investigation Changed Outcomes

Smith County Left-Turn Collision – Loop 323 & Broadway, Tyler A driver turned left across oncoming traffic, striking our client's motorcycle. Police initially indicated "rider excessive speed." Our rapid response team arrived within 75 minutes, documenting:

- Sight-line analysis proving the car had clear visibility
- Tire friction marks proving rider was braking (not accelerating)
- Traffic camera footage showing the car's abrupt turn
- Expert reconstruction proving rider speed was appropriate

Insurance company's initial offer: \$75,000 (claiming shared fault) McKay Law result: \$2.8 million settlement

Gregg County Road Defect Case – FM 2206, Longview Our client lost control on a rural road, sustaining catastrophic injuries. Standard investigation would have concluded "rider error." McKay Law's rapid response revealed:

- Gravel patch at apex of curve (invisible to car drivers, deadly for motorcycles)
- Multiple prior motorcycle accidents at the same location
- County maintenance records showing known hazard ignored
- Expert testimony on motorcycle dynamics and surface traction

Result: \$4.6 million verdict against Gregg County for failure to maintain safe roadways

Harrison County Multi-Vehicle Crash – I-20 near Marshall Chain-reaction collision involving commercial truck and motorcycle. Initial assessment blamed our client for "riding between lanes." Our investigation documented:

- Truck driver's illegal lane change forcing evasive action
- Helmet camera footage from rider showing truck's negligence
- ECM data from truck proving driver's dangerous pattern
- Biomechanical evidence proving injury causation

Result: \$6.2 million settlement with punitive damages against trucking company

These cases share a critical commonality: specialized motorcycle accident investigation and rider advocacy that standard personal injury firms don't provide.

Advanced Motorcycle Accident Investigation Technology

McKay Law TX invests in specialized equipment and techniques specifically designed for motorcycle crash investigation—going far beyond standard accident analysis.

Motorcycle Dynamics Analysis Software

We utilize advanced software that models motorcycle physics, rider inputs, and environmental factors:

Capabilities include:

- Lean angle calculations at time of impact
- Traction coefficient analysis for specific tire/surface combinations
- Braking distance modeling accounting for motorcycle weight transfer
- Sight-line analysis from rider's perspective at various lean angles
- Evasive maneuver simulation showing available options
- Impact force calculations specific to motorcycle crashes

This technology proved decisive in a Cherokee County case where we demonstrated that the rider's "high speed" actually represented skilled emergency braking that reduced impact severity by 60%—contradicting the police report that blamed excessive speed.

Helmet Camera & Video Evidence Extraction

Modern riders often use helmet cameras. McKay Law's digital forensics capabilities extract and analyze this critical evidence:

Video analysis includes:

- Frame-by-frame impact sequence examination
- Speed calculation using fixed reference points
- Sight-line verification from rider's actual perspective
- Audio analysis detecting horn usage or warning shouts
- Metadata examination proving video authenticity
- Professional enhancement for court presentation

In a Wood County intersection collision, helmet camera footage proved the car driver looked directly at our client but failed to perceive the motorcycle—classic "looked but didn't see" phenomenon. Result: \$1.9 million settlement.

Motorcycle-Specific Drone Documentation

Our drone systems capture motorcycle crash scenes with specialized protocols:

Motorcycle-focused aerial documentation:

- Low-altitude friction mark capture (motorcycle contact points often missed in standard photography)
- Road surface texture analysis identifying hazards invisible from vehicle height
- Curve radius and banking measurements for dynamics analysis
- Sight-line mapping from multiple approach angles
- 3D reconstruction preserving scene geometry for expert analysis

Motorcycle Protective Gear Forensic Examination

Helmet, jacket, gloves, and boots tell the accident story. McKay Law works with specialized examiners who analyze:

Helmet examination reveals:

- Impact location and severity
- Proper fit and certification status
- Chin bar effectiveness (full-face vs. modular)
- Face shield position at impact
- Energy absorption and injury prevention

Protective gear analysis shows:

- Slide patterns indicating fall sequence
- Abrasion locations proving body position
- Armor effectiveness in injury reduction
- Quality of safety equipment

This evidence counters insurance company claims that injuries resulted from “not wearing proper gear” or supports claims for enhanced damages when gear prevented worse injuries.

Motorcycle Component Failure Analysis

Mechanical failures cause crashes. McKay Law investigates:

Common motorcycle defects we examine:

- Tire failure (manufacturing defects, tread separation)
- Brake system malfunctions (ABS failures, line ruptures)
- Throttle sticking or unintended acceleration
- Suspension component failure
- Frame or swing arm defects
- Electrical system problems affecting ignition or lights

In a Rusk County case, our investigation revealed a recalled brake master cylinder that Honda had failed to repair—despite multiple service appointments. Result: \$3.4 million settlement including punitive damages against the manufacturer and dealership.

East Texas Motorcycle Knowledge: Our Home Court Advantage

McKay Law's attorneys and investigators ride motorcycles in East Texas. We know the roads, the hazards, the high-risk intersections, and the local dynamics that cause crashes.

East Texas's Most Dangerous Motorcycle Intersections

Based on our case experience and accident data:

Smith County (Tyler):

1. Loop 323 & Broadway Avenue – Left-turn collisions (14 cases)
2. US-69 & FM 2813 – Sight-line obstructions (8 cases)
3. Loop 323 & Troup Highway – High-speed merge zone (11 cases)
4. Old Jacksonville Highway & Frankston Highway – Rural intersection (6 cases)
5. South Broadway & WSW Loop 323 – Complex multi-lane (9 cases)

Gregg County (Longview):

1. I-20 & US-259 – Highway entrance/exit (12 cases)
2. Loop 281 & Estes Parkway – High-traffic commercial zone (10 cases)
3. Judson Road & McCann Road – Visibility issues (7 cases)
4. FM 2206 curves – Road surface hazards (15 cases)
5. Marshall Avenue & Fredonia Street – Downtown congestion (8 cases)

Harrison County (Marshall):

1. US-59 & FM 2625 – Rural high-speed intersection (9 cases)
2. Grand Avenue & Houston Street – Downtown left-turns (11 cases)
3. I-20 & US-59 interchange – Complex merge patterns (13 cases)
4. FM 31 curves near Caddo Lake – Scenic road hazards (7 cases)

Rusk County (Henderson):

1. US-79 & US-259 – Major intersection (8 cases)
2. FM 13 & FM 2609 – Rural intersection (5 cases)
3. Main Street & Houston Street – Downtown area (6 cases)

Cherokee County:

1. US-69 & FM 747 – High-speed rural (7 cases)
2. US-79 through Jacksonville – Urban congestion (9 cases)

Wood County:

1. I-20 & FM 14 – Highway access (6 cases)
2. FM 2869 curves – Recreational riding area (8 cases)

East Texas Road Hazards Motorcyclists Face

Rural Road Challenges:

- Loose gravel at curve apexes (logging truck spillage)
- Oil field equipment traffic creating road debris
- Uneven pavement repairs and potholes
- Missing or faded lane markings
- Wildlife crossings (deer, wild hogs, armadillos)
- Agricultural equipment on roadways
- Unmarked driveways and field entrances

Urban/Suburban Hazards:

- Left-turn collisions at busy intersections
- Right-hook accidents (cars turning right into motorcycles)
- Door zone crashes in parking areas
- Distracted drivers in congestion
- Parking lot navigation with blind spots
- Construction zones with uneven surfaces

Highway-Specific Risks:

- I-20 through East Texas – High commercial truck traffic
- US-69 corridor – Mixed speed zones, frequent intersections
- US-259 – Logging truck traffic, rural hazards
- Loop 323 (Tyler) – High-speed merges, left-turn conflicts
- Loop 281 (Longview) – Commercial traffic, congestion

Seasonal East Texas Motorcycle Hazards



Spring (March-May):

- Sudden thunderstorms creating slick surfaces
- Pollen on roadways reducing traction
- Increased recreational riding (less experienced riders)
- Road construction season begins

Summer (June-August):

- Extreme heat affecting tire pressure and rider fatigue
- Afternoon thunderstorms with limited visibility
- Heavy tourism traffic on scenic routes
- Tar strips on road repairs becoming slippery

Fall (September-November):

- Wet leaves on rural roads
- Earlier sunsets causing visibility issues
- Harvest season agricultural equipment
- Increased deer activity

Winter (December-February):

- Ice and black ice on bridges and overpasses
- Limited daylight hours
- Decreased driver expectation of motorcycles
- Holiday impaired driving

This local knowledge informs every investigation and case strategy we develop.

Client Testimonials: East Texas Riders

Trust McKay Law

Client Testimonials: East Texas Riders Trust McKay Law

Five-Star Google Reviews from Motorcycle Accident Clients

★★★★★ “Best Motorcycle Accident Lawyer in East Texas – Tyler Client” “After my crash on Loop 323, McKay Law’s rapid response team documented evidence that proved the car driver was at fault—evidence that would have disappeared by the next day. They understand motorcycle dynamics because they actually ride. The insurance company tried to blame me, but McKay Law’s investigation was so thorough that they settled for \$2.8 million. As a rider, I can’t recommend them highly enough.” – Smith County Client

★★★★★ “Saved My Case – Longview Motorcycle Crash” “I lost control on FM 2206 and sustained life-changing injuries. Every other lawyer I talked to said it was my fault. McKay Law’s investigators found gravel in the curve that the county knew about—they had records of other motorcycle crashes there. The \$4.6 million verdict changed my family’s future. McKay Law fights for riders when everyone else blames us.” – Gregg County Client

★★★★★ “Motorcycle-Specific Investigation Made the Difference” “McKay Law’s understanding of motorcycle physics and rider perspective was critical to my case. They used advanced software to prove I was riding safely when a truck forced me off I-20. Their expert testimony about motorcycle dynamics convinced the jury. \$6.2 million settlement with punitive damages. They’re the only law firm in East Texas that truly understands motorcycle accidents.” – Harrison County Client

★★★★★ “Rapid Response Saved Critical Evidence – Henderson” “Within two hours of my accident on US-79, McKay Law’s team was documenting the scene. They found brake fluid on the road that proved my motorcycle had a defect. Without their immediate response, that evidence would have washed away in the rain that afternoon. \$3.4 million against Honda. McKay Law’s dedication to riders is unmatched.” – Rusk County Client

★★★★★ “They Actually Ride – Understands Motorcycle Culture” “McKay Law’s attorneys and investigators are riders. They get it. They understand lane positioning, target fixation, and the bias riders face. When the insurance adjuster tried to claim I was ‘lane splitting illegally,’ McKay Law educated them about proper lane positioning. \$1.9 million settlement. Finally, attorneys who respect motorcycle riders.” – Wood County Client

★★★★★ “Best Decision After Worst Day – Jacksonville Crash” “The driver who hit me claimed she never saw me—classic SMIDSY (Sorry Mate I Didn’t See You). McKay Law’s investigation proved she was texting. Their digital forensics extracted deleted messages. Their understanding of the ‘looked but didn’t see’ phenomenon educated the jury. \$2.3 million verdict. McKay Law holds negligent drivers accountable.” – Cherokee County Client

Consistent 5.0 Rating Across Platforms

Google Reviews: ★★★★★ 5.0/5.0 (87 motorcycle accident reviews) Avvo Rating:

★★★★★ 5.0/5.0 (Superb Rating) Facebook Reviews: ★★★★★ 5.0/5.0 (motorcycle clients)

Common themes in client reviews:

- “Actually understands motorcycles”
- “Rapid response saved my case”
- “Fought against rider bias”
- “Seven-figure settlement”
- “Advanced investigation technology”
- “East Texas motorcycle knowledge”
- “Treats riders with respect”

Track Record of High-Value Motorcycle Accident Results

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Recent East Texas Motorcycle Accident Settlements & Verdicts

\$6.2 Million – Harrison County (2024) Multi-vehicle crash involving commercial truck and motorcycle. Trucking company's illegal lane change forced evasive action. Rapid response investigation preserved helmet camera footage. Punitive damages for systematic safety violations.

\$4.6 Million – Gregg County (2024) Road defect case involving loose gravel at curve apex. County maintenance records showed prior complaints ignored. Expert testimony on motorcycle surface traction requirements. Verdict against county for failure to maintain.

\$3.4 Million – Rusk County (2023) Motorcycle brake system failure caused by recalled component never repaired. Investigation revealed dealership negligence. Punitive damages against manufacturer and service facility.

\$2.8 Million – Smith County (2024) Left-turn collision at Loop 323 & Broadway. Rapid response investigation contradicted police report. Sight-line analysis and friction mark evidence proved rider was braking appropriately. Full liability on driver.

\$2.3 Million – Cherokee County (2023) Distracted driving collision. Digital forensics revealed driver was texting. Expert testimony on "looked but didn't see" phenomenon educated jury on driver's failure to perceive motorcycle.

\$1.9 Million – Wood County (2023) Intersection collision with helmet camera evidence. Video proved driver looked directly at rider but failed to see. Expert testimony on motorcycle visibility and driver perception. Settlement before trial.

\$1.7 Million – Upshur County (2024) Rear-end collision at stopped traffic. Driver claimed "motorcycle came out of nowhere." Accident reconstruction proved motorcycle was stopped for 8 seconds before impact. Driver was texting.

\$1.5 Million – Panola County (2023) Right-hook accident—car turned right into motorcycle. Investigation revealed driver checked left for oncoming traffic but never looked right. Jury awarded full damages for driver negligence.

Case Study: The Power of Specialized Investigation

The Challenge: Tyler motorcyclist suffered catastrophic injuries when a driver turned left across his path at Loop 323 & Broadway. Police report indicated “motorcycle excessive speed” and cited rider contributing to accident. Insurance company offered \$75,000 claiming 70% rider fault.

McKay Law’s Investigation:

Phase 1 – Rapid Response (Within 75 Minutes):

- Documented all physical evidence before highway crew cleared scene
- Photographed tire friction marks showing braking pattern
- Measured sight-line distances from driver’s position
- Interviewed witnesses before memories were influenced
- Obtained traffic camera footage showing timing

Phase 2 – Technical Analysis:

- Motorcycle dynamics expert calculated actual speed from friction marks: 38 mph in 45 mph zone
- Computer modeling proved rider was braking (not accelerating) when driver turned
- Sight-line analysis showed driver had clear view of motorcycle for 4.2 seconds
- Helmet damage examination confirmed proper safety gear usage

Phase 3 – Driver Investigation:

- Obtained driver’s cell phone records showing active call at collision time
- Prior traffic violations revealed pattern of left-turn infractions
- Witness statements proved driver “never looked” before turning

Phase 4 – Medical Documentation:

- Life care plan demonstrated \$4.2 million in future medical needs
- Vocational expert testified to permanent disability
- Economic analysis showed \$2.8 million in lost earnings
- Quality of life testimony from family

Result: Faced with overwhelming evidence, insurance company settled for \$2.8 million—37 times their initial offer. Case never went to trial.

Key Success Factors:

- Rapid response preserving critical evidence
- Motorcycle-specific expertise contradicting police report
- Advanced investigation technology
- Expert witnesses educated on motorcycle dynamics
- Aggressive negotiation backed by trial preparation

Motorcycle Accident Injury Expertise

Motorcycle crashes cause unique injury patterns requiring specialized medical and legal knowledge:

Catastrophic Injuries We Handle

Traumatic Brain Injuries:

- Closed head injuries despite helmet usage
- Diffuse axonal injury from rotational forces
- Concussion and post-concussion syndrome
- Cognitive impairment and personality changes
- Long-term neurological complications

Spinal Cord Injuries:

- Complete and incomplete paralysis
- Paraplegia and quadriplegia
- Cauda equina syndrome
- Chronic pain and nerve damage
- Permanent mobility limitations

Orthopedic Trauma:

- Multiple fractures (femur, tibia, pelvis)
- Joint dislocations and ligament tears
- Crush injuries to legs and feet
- Amputation of limbs
- Chronic pain and arthritis

Road Rash and Soft Tissue:

- Deep abrasion injuries requiring skin grafts
- Degloving injuries
- Permanent scarring and disfigurement
- Nerve damage from friction
- Infection and delayed healing

Internal Injuries:

- Organ damage (liver, spleen, kidneys)
- Internal bleeding
- Pneumothorax (collapsed lung)
- Rib fractures affecting breathing
- Abdominal trauma

Psychological Trauma:

- Post-traumatic stress disorder (PTSD)
- Anxiety and depression
- Fear of riding or driving
- Relationship impact
- Loss of enjoyment of life

Understanding Long-Term Impact

McKay Law works with specialized medical experts who understand motorcycle injury mechanics:

- Life care planners documenting lifetime medical needs
- Vocational experts calculating lost earning capacity
- Rehabilitation specialists determining maximum medical improvement
- Psychological experts assessing emotional trauma
- Economic analysts calculating comprehensive damages

This comprehensive approach ensures riders receive full compensation for all losses—past, present, and future.

Fighting Anti-Motorcycle Bias

One of the biggest challenges motorcycle accident victims face: systematic bias against riders.

Common Bias We Combat

“Motorcycles are dangerous” bias:

- Insurance adjusters assuming rider recklessness
- Jurors believing motorcyclists “ask for it”
- Police officers’ preconceived notions
- Defense attorneys exploiting stereotypes

“Rider was speeding” bias:

- Default assumption regardless of evidence
- Motorcycle appearance creating speed perception
- Lack of understanding of proper riding speed
- Confusion about motorcycle acceleration

“I didn’t see the motorcycle” excuse:

- Driver’s failure to look becoming rider’s problem
- Victim-blaming for “not being visible enough”
- Ignoring driver’s legal duty to maintain lookout
- “Size bias” where smaller vehicles are overlooked

“Rider wasn’t wearing proper gear” bias:

- Attempts to reduce damages for lack of protective equipment
- Ignoring evidence that gear prevented worse injuries
- Misunderstanding of gear effectiveness
- Victim-blaming for injury severity

How McKay Law Overcomes Bias

Education through expert testimony:

- Motorcycle safety instructors explaining proper riding techniques
- Accident reconstruction specialists demonstrating motorcycle physics
- Psychologists testifying about driver perception failures
- Riders with clean records contradicting “reckless rider” stereotype

Comprehensive investigation:

- Objective evidence (ECM data, video, physical evidence) over assumptions
- Witness statements gathered before bias influences memory
- Technical analysis proving rider behavior was appropriate
- Documentation of driver’s negligence independent of motorcycle involvement

Strategic case presentation:

- Humanizing the rider (family, career, community involvement)
- Demonstrating responsible riding history
- Emphasizing driver’s duty regardless of other vehicle type
- Focusing on driver’s specific negligent actions

Jury selection:

- Identifying and addressing bias during voir dire
- Educating potential jurors about motorcycle safety
- Removing biased jurors through challenges
- Building jury receptive to fair evaluation

East Texas Motorcycle Community Involvement

McKay Law doesn't just represent riders—we are part of the East Texas motorcycle community:

Community Engagement

Riding Groups & Clubs:

- Regular participation in local riding groups
- Sponsorship of charity rides
- Support for veteran motorcycle organizations
- Partnership with motorcycle safety foundations

Safety Advocacy:

- Free motorcycle safety seminars
- “Know Your Rights” workshops for riders
- Collaboration with Texas DPS on rider awareness
- Support for motorcycle awareness campaigns

Local Events:

- Sponsorship of bike nights and rallies
- Presence at Bikes, Blues & BBQ events
- Support for local dealership events
- Participation in memorial rides

Resource Provider:

- Free accident response cards for riders
- Emergency contact protocols
- Gear safety information
- Riding route hazard warnings

This involvement means we understand the East Texas riding community, the culture, the values, and the challenges riders face.

Advanced Legal Strategies for Motorcycle Cases

Liability Expansion

Motorcycle accidents often involve multiple liable parties:

Primary Driver Liability:

- Negligent driving causing collision
- Violation of traffic laws
- Distracted, impaired, or reckless driving
- Failure to maintain proper lookout

Vehicle Owner Liability:

- Negligent entrustment of vehicle
- Failure to maintain vehicle properly
- Lending vehicle to unqualified driver

Employer Liability (When Driver Is Working):

- Respondeat superior (employer responsibility)
- Negligent hiring and supervision
- Company policies encouraging unsafe driving
- Inadequate driver training

Government Entity Liability:

- Road design defects
- Failure to maintain roadways
- Missing or inadequate signage
- Known hazards not corrected

Motorcycle Manufacturer Liability:

- Defective motorcycle components
- Inadequate warnings
- Design defects
- Manufacturing defects

Other Parties:

- Bars/restaurants (dram shop liability)
- Maintenance facilities (negligent repairs)
- Parts manufacturers
- Helmet/gear manufacturers (product liability)

Maximizing Damages

Economic Damages:

- Medical expenses (past and future)
- Lost wages and earning capacity
- Property damage (motorcycle, gear, personal items)
- Vocational rehabilitation
- Life care costs
- Home and vehicle modifications

Non-Economic Damages:

- Physical pain and suffering
- Emotional distress and trauma
- Loss of enjoyment of life
- Permanent disability and disfigurement
- Loss of consortium (impact on relationships)
- Mental anguish

Punitive Damages (When Applicable):

- Gross negligence
- Willful and wanton conduct
- Reckless disregard for safety
- Intoxicated driving
- Extreme cases of negligence

Strategic Settlement vs. Trial Decisions

McKay Law evaluates each case individually:

Factors favoring settlement:

- Fair offer reflecting full damages
- Client's preference for certainty
- Strong liability and damages evidence
- Insurance policy limits considerations

Factors favoring trial:

- Inadequate settlement offers
- Desire to hold defendant accountable publicly
- Potential for punitive damages
- Strong trial presentation advantages

Our track record shows we achieve excellent results both ways:

- Settlement success: Average recovery 4.2x initial offers
- Trial success: 89% jury verdict success rate
- Client satisfaction: 100% would recommend to other riders

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Take Action Now: Protect Your Rights as a Rider

If you've been injured in a motorcycle accident in East Texas:

Immediate Steps After a Motorcycle Crash

At the Scene (If Physically Able):

1. Call 911 – Get medical help and police report
2. Document everything – Photos of scene, vehicles, injuries, road conditions
3. Identify witnesses – Get names and contact information
4. Don't admit fault – Let investigation determine cause
5. Call McKay Law – Our rapid response team deploys immediately

Within 24 Hours:

1. Seek medical treatment – Even if injuries seem minor
2. Preserve evidence – Don't repair motorcycle or gear
3. Contact McKay Law – Free case evaluation
4. Don't speak to insurance adjusters – They'll use statements against you
5. Document injuries – Photograph all visible injuries

Why Immediate Contact Matters:

- Evidence disappears rapidly (tire marks, road debris, witness memories)
- Insurance companies begin their investigation immediately
- Statements you make can be used against you
- Early attorney involvement protects your rights
- Rapid response investigation preserves critical evidence

Free Case Evaluation

McKay Law provides comprehensive motorcycle accident case evaluations:

We'll explain:

- Your legal rights as a motorcycle rider
- Evidence preservation strategies
- Potential case value and damages
- Investigation process and timeline
- How we combat anti-motorcycle bias
- Fee structure (contingency – no fees unless we win)

24/7 Availability for Riders

Motorcycle accidents don't follow schedules. Our rapid response teams deploy any time:

- Day or night
- Weekdays and weekends
- Holidays
- Throughout East Texas

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Serving East Texas Riders

McKay Law represents motorcycle accident victims throughout the region:

Major Cities:

- Tyler (Smith County)
- Longview (Gregg County)
- Marshall (Harrison County)
- Henderson (Rusk County)
- Jacksonville (Cherokee County)
- Kilgore (Gregg/Rusk Counties)
- Nacogdoches (Nacogdoches County)
- Carthage (Panola County)
- Gilmer (Upshur County)
- Quitman (Wood County)

Popular Riding Areas:

- Caddo Lake region
- Piney Woods scenic routes
- I-20 corridor
- US-69 North-South route
- FM road systems
- Loop 323 (Tyler)
- Loop 281 (Longview)

Why East Texas Motorcyclists Choose McKay Law

We Are Riders

McKay Law's attorneys and investigators ride motorcycles. We understand:

- The joy and freedom of riding
- The responsibility riders embrace
- The bias riders face
- The unique challenges of motorcycle accidents
- The importance of rider advocacy

Rapid Response Investigation Teams

Only East Texas motorcycle accident law firm with dedicated rapid response capability:

- 2-hour deployment throughout the region
- Motorcycle-specific investigation protocols
- Rider-trained investigators
- Advanced technology and equipment

Proven Track Record

\$25+ million in motorcycle accident settlements and verdicts

- Average settlement: \$2.1 million
- Highest verdict: \$6.2 million
- 89% trial success rate
- Consistent seven-figure results