



Phoenix Police Department
Public Affairs Bureau
620 West Washington Street, Phoenix, Arizona 85003



MEDIA ADVISORY

Date/Time: March 5, 2024, around 11:07 a.m.
Incident: 2024-330595
Location: 15300 North Cave Creek Road
Victim: Bradley Reith, 50-year-old, deceased

UPDATE: March 5, 2024

This update is being sent out to update the name of the victim. The correct last name is Reith.

Sergeant Rob Scherer
Public Affairs Bureau

Midday Collision Leaves Motorcycle Rider Dead

(March 5, 2024) Phoenix Police detectives are investigating a north side collision that resulted in motorcycle rider's death.

On March 5, 2024, around 11:00 a.m., officers responded to the area of Cave Creek Road and Greenway Road regarding a collision involving a motorcycle rider. When officers arrived, they located the adult male motorcycle rider, identified as 50-year-old Bradley Reitch, with serious injuries. Reitch was transported to a nearby hospital, but he did not survive his injuries and was pronounced deceased. The other vehicle involved remained on the scene.

Detectives responded to take over the investigation. Preliminary information suggests that the vehicle involved was southbound on Cave Creek Road and made a left turn at Greenway Road, resulting in a collision with Reitch's motorcycle as it was traveling northbound on Cave Creek Road. Any charging decisions will be made after the accident reconstruction process is complete. Impairment is not believed to be a factor in this collision. Additional details about the collision remain part of the continuing investigation.

Sergeant Rob Scherer
Public Affairs Bureau