



ABOUT THE

Motorcycle Safety Foundation

Background

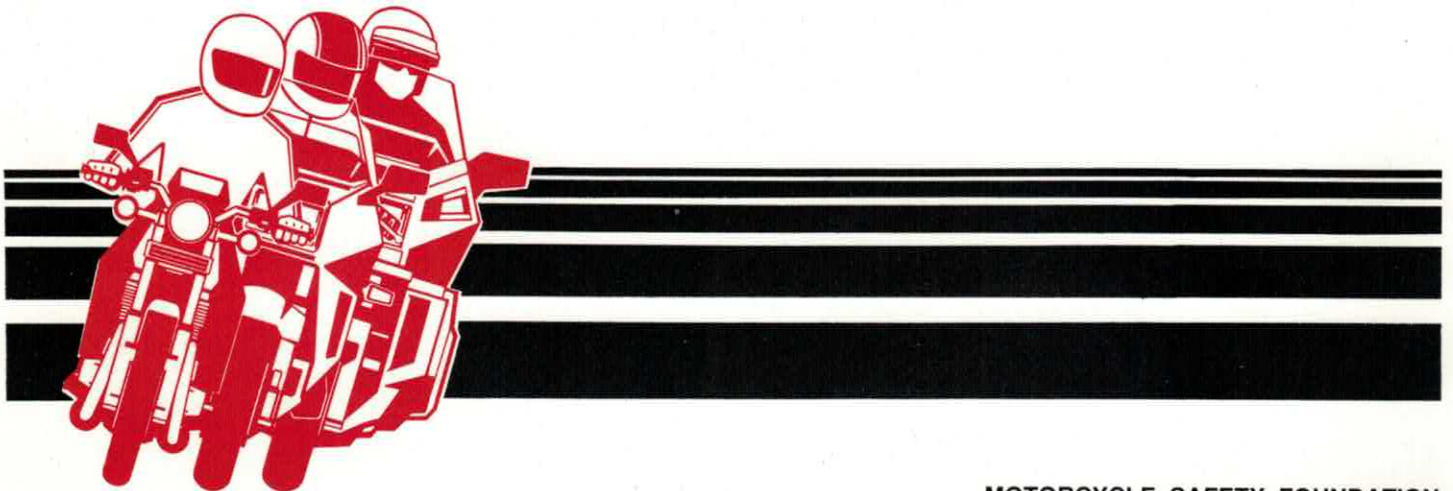
Since March 1973, the Motorcycle Safety Foundation (MSF) has set internationally recognized standards of excellence in motorcycle safety. Areas of activity have included rider education and training, licensing improvement, government relations, statistics and public information.

In 17 years, the Foundation has been instrumental in training more than 250 Chief Instructors and in certifying 15,000 Instructors. That instructional corps has trained over 780,000 *RiderCourse* students. *RiderCourses* are available in all 50 states, 39 of these through legislated state programs. Today, more than 3,700 MSF-certified instructors teach rider education at over 850 training centers. A national hotline, 1-800-447-4700, links callers with the nearest *RiderCourse*.

RiderCourses, however, are only one component in the MSF's national support structure to improve safety for motorcyclists. For example, the Foundation's effective licensing tests are standard in 37 states, and 36 use our motorcycle-operator's manual. As well, an MSF-developed legislation model has helped state authorities draft laws incorporating our education and training curricula.

The MSF works with the National Highway Traffic Safety Administration, state governments and other organizations — such as the National Association of State Motorcycle Safety Administrators — to promote safety programs and materials and to improve motorcycle education, testing and operator licensing.

Other support for comprehensive motorcycle safety programs includes government relations, statistics and public information.



MOTORCYCLE SAFETY FOUNDATION

2 Jenner Street, Suite 150 ▼ Irvine, California 92718-3800
(714) 727-3227 ▼ FAX: (714) 727-4217

Licensing

Licensing is another critical activity for MSF. Data from reputable motorcycle-accident studies was used for MSF's motorcycle operator's manual and written tests. As well, four MSF skill tests are used by state licensing agencies.

▼ MSF licensing skills tests are used by 37 states.

▼ MSF's motorcycle-operator's manual is used by 36 states and 22 incorporate the supporting test.

▼ *Sharing the Roadway*, a four-page insert for state driver's manuals, tells car drivers about differing vehicle characteristics and asks them to look for motorcyclists.

▼ MSF licensing staff visit about 15 states each year to make recommendations and provide assistance. As well, they conduct examiner-training programs and qualify about 500 motorcycle-license examiners annually. Typically, they provide technical and material assistance to about 45 states.

▼ MSF has been working with the American Association of Motor Vehicle Administrators and the National Highway Traffic Safety Administration to update an improved motorcycle operator licensing system, now an official national standard.

MSF needs accurate information to measure and evaluate what we're doing and to revise and update our programs. Our staff gathers information on the behavior and attitudes of motorcyclists and other road users, and they monitor national and international research about motorcycle safety.

Each year, for example, we ask every state for information about motorcycle accidents, licensing and rider education. And while this information is valuable to us, we also make it available to the public in easy-to-read charts.

Better rider education, licensing and public awareness mean better — and safer — motorcycling. The Government Relations Office, based near Washington, D.C., is the Foundation's advocate for effective rider education and improved licensing programs. They represent MSF in related safety matters of interest to the United States Congress, state legislatures, and federal and state regulatory agencies. The office also acts as a clearinghouse for information on legislation and regulation affecting the entire motorcycle community.

If you have questions concerning legislative matters, contact the MSF Government Relations Office, 1235 Jefferson Davis Highway, Suite 600, Arlington, Virginia 22202; (703) 521-0444.

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Public Information

An informed public is a plus for motorcyclists' safety. So we tell car drivers — and motorcyclists — about sharing the road, about our *RiderCourses*, and how we can all make motorcycling safer and more enjoyable. We do this with clips and public service messages on television, in newspapers and other publications, messages like:

- ▼ *The More You Know, The Better It Gets*
- ▼ *Ride Aware*
- ▼ *Look For Motorcyclists*
and the well-known helmet-use slogan
- ▼ *Get It On.*

Much of MSF's external communications is based on six fundamental documents, the Cycle Safety Information sheets (CSIs).

Three CSIs deal with general information, valid year after year: *What You Should Know About Motorcycle Helmets*; *Riding Gear for the Motorcyclist*; and *The Effects of Alcohol and Other Drugs*. Minor revisions are made as technology changes or new information becomes available.

Three additional CSIs are updated at least annually. It is essential, therefore, to have the most current version on file. These are: *State Motorcycle Operator Licensing*; *Motorcycle Statistics*; and *State-Funded Motorcycle Rider Education Legislation*.

We have other publications, brochures and educational videos. These give riders vital tips on helmet use, protective gear and safe riding techniques. Motorists, especially student drivers, can learn how to share the road safely with motorcyclists through film, video and print materials. All are available at minimal cost. Call us at (714) 727-3227 for a free catalogue.

Awards Program

Motorcycle accidents and fatalities have dropped by a dramatic one-third — by 38 and 33 percent, respectively — in the last four years. That's progress. And it's due to the talent and dedication of our state coordinators and administrators, instructional staff, and many other individuals and groups who make motorcycling safer. That's why we began an awards program in 1979 to recognize outstanding individual achievements, state motorcycle-safety programs, independent *RiderCourses* and supporting motorcycle dealers — just to mention a few.

The Motorcycle Safety Foundation is a national, non-profit organization sponsored by the U.S. distributors of Honda, Yamaha, Kawasaki, Suzuki and BMW motorcycles. For more information about MSF programs, write to:

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NATIONAL MOTORCYCLE SAFETY FUND

The fund is a way for you to give meaning to motorcycling by helping to build a stronger and safer motorcycling community through your contribution.

The National Motorcycle Safety Fund (NMSF) is a charitable organization created in 1981 to supplement the work of the Motorcycle Safety Foundation. A minimum contribution of \$15 or more can make a difference. Contributions to the NMSF are tax-deductible and go directly toward worthy motorcycle-safety projects and programs. For instance, a donation of \$15 is enough to supply one safety helmet to a training site for use by beginning riders during the *RiderCourse*.

The Fund also aids in public-awareness programs by assisting in development, production and distribution of educational materials on many subjects such as helmet use, the perils of alcohol and other drug use in riding, and public-service announcements aimed at motorcyclists and motorists alike. We want to ensure a safe future for motorcycling...and it won't happen by itself. The Fund needs people like you — people interested in safe motorcycling.

To request more information, or to send a contribution, contact:

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