

# SAFER SMARTER BETTER //

RIDERS, RIDERCOACHES  
& TRAINING



THE COMPLETE SYSTEM FOR  
POSITIVE STUDENT OUTCOMES

# THE WORLDWIDE LEADER IN TECHNOLOGY, TRAINING SYSTEMS AND POSITIVE RIDER OUTCOMES SINCE 1973 //

## WHO WE ARE

### Motorcyclist Safety: It's in Our DNA

The Motorcycle Safety Foundation, better known as MSF, was founded in 1973 to deliver the most comprehensive motorcyclist safety program available. As the ORIGINAL motorcyclist safety subject matter experts, we are the first and best in rider education and safety—and we're always evolving.

MSF, from our quality assurance staff to our curriculum developers, has a passion for riding as well as a passion for safety. We know that riders are a diverse bunch, with different levels of experience as well as unique expectations. We strive to accommodate riders with a comprehensive set of courses—24 *RiderCourses* in all—that form an entire learning continuum. From courses for those who've never been on a bike to courses for experienced motorcyclists, from a course that allows passengers to a course conducted on-road and in traffic, and with courses for specialized segments of the riding population such as scooter riders, three-wheel aficionados, and dirt bike enthusiasts, the MSF has the spectrum covered.

We also know that safe riding is more than just knowing how to maneuver the machine—it involves proper perceptual orientation to assess the traffic environment and cognitive abilities to process the information and plan appropriate responses. Both the physical and mental skills are perishable and need continual renewal and lifelong commitment. And a comprehensive approach means that each course is infused with our time-tested, research-based insights and real-world safety tips.

So while you may know us for our Basic *RiderCourse*, we're so much more—we're the widely respected developer of the research-based Rider Education and Training System (RETS), a one-of-a-kind system specifically designed to develop a novice rider into a seasoned veteran.

Synonymous with "the ride," we're the go-to organization for those who love to ride and who want to "get it right." It's why we're backed by the top brands in motorcycling: Our sponsors are BMW, BRP, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio, Polaris Motorcycles, Suzuki, Triumph and Yamaha.

The MSF is a not-for-profit 501c(6) organization dedicated to making motorcycling safer and more enjoyable for all riders. With the most professional legion of RiderCoaches, in-depth resources, and efficient access to safety-related information—both on-site and online—we're known around the world for being the best source of rider education, training and licensing.

## WHAT WE DO

### We Make Riding Motorcycles Safer . . . for Everyone

By putting peer-reviewed scientific research, institutional knowledge, and practical experience to work to save lives, our MSF systems combine to deliver positive student outcomes: the best in rider training at every level through life-saving curricula and cutting-edge instructional technology.

MSF-certified RiderCoaches supervise and coach riders, and mentor each other for continual improvement.

Sponsored by the biggest names in the motorcycle industry and known internationally as the developer of the one-of-a-kind, research-based Rider Education and Training System (RETS), we have the authority to lead the motorcycling community—from manufacturers to rider organizations to individual motorcyclists—through a fierce commitment to safety and a practical building-block approach to training.

It's an honor and distinction we don't take lightly. It fuels our drive to continually improve motorcycle rider training and education and provide a premium experience for both students and administrative agencies. We achieve this through collaborations with the National Highway Traffic Safety Administration, U.S. Department of Defense, Governors Highway Safety Association, the Transportation Research Board, the National Safety Council, and several high-profile universities, and by regularly soliciting feedback from our course participants and RiderCoaches. We are ALWAYS looking to do things better to produce positive student outcomes and a safer traffic mix for everyone.

All this means we bring peace of mind—through favorable student outcomes framed within a turnkey system that ensures DATA SECURITY as well as state and local compliance standards and procedures.

In short, we make it easy for people to become SAFER, SMARTER, BETTER riders. And we make it easy and effective for you for course enrollment and licensing integration.



# FIRST CHOICE //

MSF IS THE FIRST AND BEST IN RIDER EDUCATION AND TRAINING,  
MAKING US THE CLEAR CHOICE SINCE 1973. HERE'S WHY:

- Our complete system is designed by and for the riding community to produce the best riders, coaches and training.
- MSF's trusted system is already used by numerous state agencies to produce safer, smarter, better student outcomes.
- We have the best coaches (nearly 10,000 of them!), the best curriculum and the best technology—including many online courses—in the community.
- We're recognized across the globe as the leader in certification standards and development of research-based rider education and training systems.
- With cutting-edge technology, contemporary curricula and the best delivery network, our system is specifically designed for continual improvement and with the goal of producing the best coaches, training and rider outcomes.
- We offer research-based curricula that has been thoroughly pilot- and field-tested and is used worldwide (and by all military branches of the Department of Defense).
- More than 8 million new riders have been trained with MSF curricula.
- With MSF's standards-based programs, you get consistent training across all sites and predictable, positive outcomes.
- Our quality assurance systems ensure training that exceeds public expectations, as demonstrated by rider and jurisdictional feedback.
- Our entry level rider training exceeds published government standards.
- With MSF's broad range of classes, we meet riders at their skill level and provide ongoing training for a lifetime of learning, ever-improving safety and enjoyment!

## STUDENT BENEFITS //

OUR PASSION FOR RIDING TRANSLATES INTO STUDENT BENEFITS THAT EXCEED EXPECTATIONS. AT MSF, WE'RE DEDICATED TO PROVIDING STUDENTS WITH THE VERY BEST IN RIDER EDUCATION AND TRAINING—NOT JUST FOR TODAY, BUT FOR A LIFETIME. HERE'S HOW WE ACHIEVE IT:

1. Cutting-edge technology for quick, easy and reliable class enrollment so students can begin taking the classes they need or want.
2. *RiderCourse* Enrollment System (RES): A one-stop, online source for the best rider training available, with online national and state level class search capability.
3. Contemporary digital training and certification programs.
4. Everything in one place for ongoing education and training, including research-based curricula and digital resources to further lifelong learning, improve judgment, and enhance rider character.
5. MSF's proprietary online class creation and management system provides flexible class scheduling and management with secure payment options.



OUR COMPREHENSIVE MOTORCYCLIST SAFETY PROGRAM MEANS AN EXTENSIVE VARIETY OF CONTEMPORARY TRAINING AND EDUCATION. NO MATTER THE EXPERIENCE LEVEL OR LOCATION, WE HAVE SOMETHING FOR EVERY RIDER. COURSES INCLUDE:

### MSF BASIC RIDERCOURSE

For those who are "new to the ride," this is the course we're best known for. It provides the basics on how to ride and how to make good choices on the road.

### EXPANDED CORE COURSES

To create better-prepared riders capable of higher levels of thinking out on the streets, these include more advanced BikeBonding and on-street courses.

### COURSES FOR SPECIALIZED AUDIENCES

In addition to courses that take riders from beginning to advanced levels, MSF also offers hands-on courses like Scooter School (*Introduction to Scooters*) and *DirtBike School* (*Introduction to Dirt Bikes*) and classroom-only courses like Riding Straight, Seasoned Rider and Guide to Group Riding.

## TURNKEY SYSTEM //

WE'RE TURNKEY AND HAVE EVERYTHING YOU NEED . . . AND MORE

OUR COMPREHENSIVE, POSITIVE-STUDENT-OUTCOME APPROACH AND TURNKEY SYSTEM FOR ANY PROVIDER MEANS MSF CAN GET YOU UP AND RUNNING QUICKLY AND RELIABLY. ALL THE INFRASTRUCTURE IS IN PLACE AND READY TO GO, WHENEVER AND WHEREVER YOU ARE.

WHETHER YOU NEED TO BUILD FROM THE GROUND UP OR WANT US TO TIE IN TO AN EXISTING SYSTEM, MSF MAKES MOTORCYCLIST TRAINING AND LICENSING EFFECTIVE AND EFFICIENT—WHILE PROVIDING THE SUPPORT AND DATA SECURITY YOU NEED. PLUS, WE BRING ADDED VALUE THROUGH USEFUL SERVICES YOU WON'T FIND ANYWHERE ELSE.

SOME OF OUR EXCLUSIVE, EASY ACCESS FEATURES INCLUDE:

- Digital resources, such as iTunesU courses, Apps and iBooks and our online MSF Library which offers *RiderCourse* handbooks, safety booklets, videos and more.
- A comprehensive, public online library of safety information, including research papers, presentations and studies that further motorcycle education and inform the ongoing development of rider training systems.
- Research-based curriculum that meets each rider at his/her point of need.
- The MSF 100 Motorcyclist Naturalist Study, packed with powerful insights on the relationship between human choices and rider incidents.
- Our state-of-the-art *RiderCourse* Enrollment System (RES), which provides students convenience and flexibility in scheduling courses.
- Reliable administrative features, like credit card collection with pass-through deposit into agency bank accounts that simplify and streamline payment configuration and collection, fee scheduling, and refunds.
- Application and data services hosted in a secure and compliant (PCI and SSAE 16 SOC II Type II) managed private single tenant cloud with a Tier 1 hosting provider.
- Comprehensive assistance for state licensing agencies, including MSF training and support for knowledge and skill testing.
- Ultimate help desk.
- Comprehensive Quality Assurance program that guarantees consistent delivery of training with predictable, positive outcomes.

# LIFELONG TRAINING EXPERIENCE //

WITH MSF, YOU GET A PARTNER FOR LIFE. WE PROVIDE CONTINUOUS, PREDICTABLY HIGH QUALITY EDUCATION AND TRAINING FOR BRAND-NEW AS WELL AS HIGHLY EXPERIENCED RIDERS. MSF BELIEVES MOTORCYCLISTS CAN NEVER BE TOO SKILLED OR TOO AWARE IN ORDER TO PROTECT THEMSELVES AND THOSE AROUND THEM. THERE'S ALWAYS MORE TO LEARN, AND THE OPPORTUNITY TO MAKE BETTER, WISER CHOICES. PLUS, OUR SYSTEM IS ALWAYS EVOLVING.

## MSF HIGHEST CURRICULUM STANDARDS

	Basic Rider eCourse	Street Strategies eCourse	Basic RiderCourse	Basic 2	Basic 2 Skills	Returning Riders	3 Wheel	Scooter	Bonding (Low-Speed)	Street1	Advanced	Street 2	Kevin Schwantz	Intro	Military	Dirt Bike	iTunes U
Motorcycle Familiarization	•		•			•	•	•						•	•	•	
Using the Friction Zone	•		•	•		•	•	•						•	•	•	
Starting & Stopping Drill			•	•	•	•	•	•						•	•	•	
Shifting & Stopping	•		•	•	•	•	•	•						•	•	•	
Basic Skill Practice			•	•	•	•	•	•	•	•	•	•		•	•	•	
Pressing to Initiate and Adjust Lean			•			•			•					•	•	•	
Stopping More Quickly	•	•	•	•	•	•	•	•					•	•	•	•	
Tight Turns from a Stop	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	
Stopping Distance Demonstration			•	•					•	•				•	•		
Limited-Space Maneuvers	•	•	•	•	•	•	•	•	•					•	•	•	
Stopping in a Curve	•	•	•	•	•	•	•	•	•					•	•	•	
Curve Judgment	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•
Multiple Curves & Lane Changes	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	
Crossing an Obstacle & Swerving	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•
Skill Practice			•	•	•	•	•	•	•	•	•	•		•	•	•	•
Skill Test			•	•	•	•	•	•	•	•	•	•		•	•	•	•
Advanced Braking				•		•			•	•	•	•		•	•	•	•
Advanced Limited-Space Maneuvers							•				•	•		•	•	•	
Advanced Stopping in a Curve							•				•	•		•	•	•	•
Advanced Curve Judgment							•				•	•		•	•	•	
Advanced Curves & Lane Changes							•				•	•		•	•	•	

## VALUE ADDED TOPICS INCLUDED IN ALL COURSES:

Behavioral Aspects  
Crash Avoidance  
Self-Assessment  
Proper Riding Gear  
Riding Unimpaired  
Rider Perception

Hazard Identification  
Risk Management  
Time & Space Management  
Collision Traps and Escapes  
Safety as a Priority  
Driving vs Riding

Psychological Perspective  
Developing Judgment  
Courtesy and Cooperation in Traffic  
Emotional Commitment to Safety  
Social Aspects of Sharing the Road  
Mental Attitude

# AUTHORITY //

MSF IS A PROVEN AND TIME-TESTED ORGANIZATION YOU CAN DEPEND ON NOW AND IN THE FUTURE. WE DELIVER A COMPLETE, TURNKEY SYSTEM FOR TRAINING AND LICENSING MOTORCYCLISTS TO HELP YOU PROVIDE SAFER ROADS FOR EVERYONE. WE'RE PROUD TO BE THE TRUSTED LEADER IN OUR FIELD.

SOME OF THE WAYS WE HAVE EARNED AND CONTINUE TO EARN THAT AUTHORITY:



MSF reviews student and program feedback – 10,000 surveys annually – to determine if the curriculum poses any safety or delivery issues for its students and to ensure positive rider outcomes.



MSF funded the first-of-its-kind 100 Motorcyclist Naturalist Research Study that tracked riders over the course of a year, yielding more than 5 terabytes of real-world data.



MSF uses data analytics to improve program administration and oversight by predicting local demand and helping course providers make better decisions.

MSF provides the safety training curricula used in most states, has had over 8 million students complete its MSF Basic RiderCourse, and maintains an active quality assurance and research program.



8 MILLION+



# SECURITY & COMPLIANCE //

WITH THE MSF RIDER ENROLLMENT SYSTEM YOU CAN REST ASSURED YOUR DATA IS PROTECTED AND APPLICATIONS ARE ALWAYS AVAILABLE.

OUR APPLICATION AND DATA SERVICES ARE HOSTED BY A TIER 1 HOSTING PROVIDER IN A MANAGED PRIVATE SINGLE TENANT CLOUD. THE DATA CENTER IS ISO 9001, PCI AND SSAE 16 SOC2 TYPE II COMPLIANT WITH CURRENT REPORTS AVAILABLE UPON REQUEST.

SECURITY SERVICES INCLUDE:



State of the art physical security and controls

Managed redundant firewalls

Managed Web Application Firewall (WAF)



Managed intrusion protection/intrusion detection services (IPS/IDS)

Managed anti-virus

Managed application and database log monitoring and review



Data encryption while in motion and at rest

Redundant Infrastructure

24/7 support and monitoring



Cyber Liability coverage for data transacted through the MSF Rider Enrollment System



## "TO HONE MY SKILLS EVEN MORE."

"I wanted to drop a line to express my extreme satisfaction with the training I received from the MSF course I took in August of 2013.

I have been riding bicycles for nearly my entire life both for pleasure and competitively—from BMX, mountain bike, triathlon, and even the 109-mile El Tour de Tucson. I decided to get my first motorcycle last year and wanted to get training prior to taking possession of the big V-twin bike that I now ride every day.

The incident that prompted me to write this email happened two days ago. I had a very close call in traffic on my way home from work. I was riding along here in Tucson on Houghton Road going north from I-10 and approaching my left turn. I was doing around the 50 MPH speed limit of the area when the driver of a small silver sedan pulled from a side street without looking or slowing down, never mind stopping for the stop sign he had. Right at that moment the training kicked in and I was able to slow the 750 pound Suzuki M109R by using the emergency stop procedures practiced in the class and that I have continued to practice at the recommendation of my instructors. As I was hard on the front and rear brake, and downshifting to use the engine compression to help brake, I held the horn button. It was only when I was 5 feet from his bumper did the young kid finally see me, stuck his hand out and waved. That was all I got for him risking my life: a wave.

I'm sure you've heard this kind of story a thousand times where it has ended badly, but this one ended with a crash avoidance pure and simply from the MSF training I received last August. There have been a few other times while simply riding to work or riding for enjoyment that your training has kept me safe as well. Keep up the good fight and keep training the new riders. I look forward to taking the Advanced RiderCourse in the future to hone my skills even more."

- John T, Arizona

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The Motorcycle Safety Foundation® promotes safety through rider training and education, operator licensing tests and public information programs. The MSF works with the federal government, state agencies, the military and others to offer training for all skill levels so riders can enjoy a lifetime of safe, responsible motorcycling. Standards established by the MSF® have been recognized worldwide since 1973.

The MSF is a not-for-profit organization sponsored by BMW, BRP, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio, Polaris Motorcycles, Suzuki, Triumph and Yamaha. For safety information or to enroll in the *RiderCourse* nearest you, visit [msf-usa.org](http://msf-usa.org) or call (800) 446-9227.