



Motorcycle Safety Foundation  
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## **Motorcycle Safety Foundation iTunes U Courses Offer Riding Strategies, Advice and More to Motorcyclists of All Skill Levels**

Four New MSF Courses Available for Free on iTunes U

**IRVINE, Calif., March 6, 2014** – The Motorcycle Safety Foundation has launched four new iTunes U courses: “An Adventure in Motorcycle Physics,” “Dr. Ray’s Street Strategies,” “Dr. Ray’s Guide to Group Riding” and “Dr. Ray’s Seasoned Rider.” These four courses address a wide variety of motorcycle tips and strategies to help motorcyclists sharpen their skills, make wise choices on the road and become riders of good riding character. All four courses are free and are available now on Apple’s iTunes U.



*A few of the titles in MSF's growing online catalog*

“An Adventure in Motorcycle Physics” provides explanations of the dynamics of motorcycle handling, braking, tire grip and traction distribution, while “Dr. Ray’s Street Strategies,” adapted from advice MSF provides to readers of American Motorcyclist magazine, incorporates practical lessons covering various aspects of motorcycle ownership, from riding techniques to handling hazardous traffic situations and more. “Dr. Ray’s Guide to Group Riding” focuses on the strategies and added responsibility of riding with others, while “Dr. Ray’s Seasoned Rider” course is designed to help motorcyclists remain safe on the road through all phases of their lives.

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“MSF is excited to take yet another next step in providing online motorcyclist safety education with these courses,” said MSF Vice President Robert Gladden. “These newest offerings by MSF represent our continuing commitment to educating motorcyclists and other roadway users in a variety of ways and through multiple channels.”

Formatted for the iPhone and iPad, MSF's iTunes U courses incorporate photos, technical diagrams and video clips to illustrate the concepts and have been structured as five-week courses.

Thus far, MSF has assembled a significant digital offering, with a total of four iTunes U courses, five iTunes U collections, three iBooks and an iPhone/iPad App called “Motorcycle Riding Tips.” MSF iTunes U courses are available to users in most countries through the iTunes U portal. Complete details on all MSF Apps, iBooks and iTunes U courses can be found on the [MSF website digital resources](#) page.

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*<sup>SM</sup> nearest you, visit [msf-usa.org](http://msf-usa.org) or call (800) 446-9227.

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