



Motorcycle Safety Foundation
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Motorcycle Safety Foundation Hosts Awareness Event and Makes News at the Famed Rose Bowl Stadium



(Photo: MSF by Lanae King)

IRVINE, Calif., June 13, 2013 – In promotion of Motorcycle Safety Awareness Month, the Motorcycle Safety Foundation hosted media and guests at a special event on May 23, spotlighting the millions of dollars it has invested in research and providing an update on the MSF 100 Motorcyclists Naturalistic Study.

The front parking lot of the Rose Bowl Stadium in Pasadena, Calif., was filled with a carefully staged intersection, complete with a working prop traffic light and a car turning left in front of a stunt rider; demonstrations of four MSF Basic *RiderCourse*SM exercises, including one lesson that will be part of this year's update to the course; a Suzuki GSX-R1000 outfitted with data acquisition equipment; and the Honda SMARTrainer traffic simulator. Acura, BMW and Honda also provided automobiles with blind-spot detection systems, which were actuated while driving down a lane as motorcycles rode alongside and camera crews sat in the back seats of the automobiles to report on this cutting-edge technology.

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Enthusiast media attended the event, as well as ABC7 reporter Dave Kunz and his camera crew from the leading Los Angeles news station. Their coverage can be seen at this link: <http://goo.gl/lomSc>



MSF President Tim Buche presenting to news media. (Photo: MSF by Lanae King)

“The MSF employs a number of strategies to accomplish its mission, but it is most important that we base our work in sound and rigorous research,” said MSF President Tim Buche. “The MSF Basic RiderCourse is a prospective motorcyclist’s best first ride, and while the current course is the gold-standard for novice rider training, the MSF is making further refinements based on its 40 years of institutional intelligence, and contemporary research and practice, including the knowledge gained from the \$2.4 million invested in research since 2010.”

Buche made note of the latest developments from the groundbreaking MSF 100 Study being conducted in partnership with the Virginia Tech Transportation Institute:

- VTTI-equipped, participant-owned motorcycles with video cameras and data acquisition sensors will track every ride taken by 100 riders over the course of 12 months, yielding data acquired from approximately 500,000 miles of riding. Of the 100 motorcycles that were set up with data acquisition equipment, 24 have completed their year of riding and 76 bikes remain on the road right now.



(Photo: MSF by Lanae King)

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- As of June 6, the study had 33,800 trips recorded and approximately 26,353 participation days, adding up to 72 years of riding data. Out of all the trips taken, seven known crashes have been recorded.
- The study includes seven models of motorcycles in three segments: cruisers (three models), sport bikes (two models) and touring (two models), in varying displacements. Ages of the participants range from 21 to 80. Installation facilities are active in four states: Arizona, California, Florida and Virginia.

“One of the goals was to create a comprehensive assessment of the many factors contributing to both crashes and near-crashes,” Buche said. “In the U.S. each year, riders travel more than 25 billion miles and the vast majority ride safely and without incident. This naturalistic study observes motorcyclists in their everyday riding situations. In addition to the other forms of data acquisition, the motorcycle-mounted video cameras alone will give us volumes of data telling us about how motorcycles and other road users interact with one another in the traffic mix.”

Another major development in rider education is the online publishing of several MSF iBooks, now downloadable from the iTunes bookstore, which is easily accessible to hundreds of millions in 33 countries. “[Intersection: Sharing the Road](#)” focuses on intersections, those places where there is the most interaction between motorcyclists and other roadway users, and where everyone’s awareness and judgment comes into play. “[Rider Choices](#)” helps friends and family members begin a dialogue with current and prospective motorcyclists about making good decisions when riding or considering to ride.



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Also speaking at the Rose Bowl Stadium was Dr. Ray Ochs, the MSF vice president of training systems and the primary developer of the safety organization's 23 *RiderCourses*. Ochs discussed updates to the MSF's most popular offering, the Basic *RiderCourse*, which will add new range exercises and emphasize dealing with real-world traffic situations.

"We're increasing content on rider perception and seeking escape paths by forty percent," Ochs said. "We're adding about fifteen percent practice time to swerving and other collision-avoidance skills, plus more content about cornering."

The updated Basic *RiderCourse* will also include an online eCourse, making use of the Internet to provide students with valuable safety information before they attend the hands-on riding sessions.

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, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio, Suzuki, Triumph, Victory and Yamaha. For safety information or to enroll in the *RiderCourse*SM nearest you, visit www.msf-usa.org or call (800) 446-9227.

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