



Motorcycle Safety Foundation  
Media Relations  
949-727-3227, Ext. 3131

### **Motorcycle Safety Foundation's Newest iBook Designed to Help Increase Motorcyclist Awareness**

MSF's "Intersection: Sharing the Road" Available on Apple's iBooks and iTunes

**IRVINE, Calif., March 28, 2013** – In its latest effort to reach current and prospective motorcyclists and all other roadway users, and to promote an overall safer traffic mix, the Motorcycle Safety Foundation has launched its newest iBook, "[Intersection: Sharing the Road](#)." Available exclusively for iPads, the 32-page iBook costs just 99 cents and is accessible to users in 32 countries.

Created with the iBooks Author application, "Intersection: Sharing the Road" is a beautifully designed, multi-touch book filled with interactive diagrams, photos, and videos. Readers simply tap the images to dive into captions, pinch and zoom through photo galleries and watch full-screen videos. Additionally, readers can swipe over text to make highlights, add their own notes and utilize the built-in dictionary. The iBook wirelessly syncs any bookmarks, highlights and notes with other devices and automatically remembers where readers left off when they return later.

-more-

## **MSF'S NEWEST iBOOK NOW AVAILABLE – Page 2**

“We are very proud of ‘Intersection: Sharing the Road,’ ” said MSF President Tim Buche. “Our goal is to reduce motorcyclist-involved crashes. Intersection speaks to car drivers and other roadway users who are at fault in over 35% of crashes involving motorcycles. It’s intended to help increase awareness of motorcyclists, in that it illustrates potentially hazardous situations through the eyes of different types of motorists and shows why certain situations can be more dangerous than others. But the main theme is that all motorists, regardless of their driving experience or the type of vehicle they drive, need to be aware of motorcyclists and understand the importance of sharing the road with them.”

“Intersection: Sharing the Road” is the MSF’s second iBook and is intended as a follow-up to its online publication titled “Intersection: Leader’s Guide.” This guide is for those interested in facilitating group discussions where the focus is making automobile and truck drivers more aware of motorcycles. The MSF is currently in the process of making many of its programs, conferences, lectures, and other motorcyclist safety content available for download. Click [here](#) to view the “Intersection: Sharing the Road” iBook.

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

###