



ATV Safety Institute
949-727-3727, Ext. 3091



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



**RECREATIONAL OFF-HIGHWAY
VEHICLE ASSOCIATION**
Recreational Off-Highway Vehicle Association
949-255-2560, Ext. 3132

AIMExpo Show-Goers and Media Can Get Behind the Wheel and the Handlebars with Intros to Motorcycles, ATVs and ROVs

RiderCoaches, DriverCoaches and Instructors There to Help

IRVINE, Calif., Oct. 14, 2013 – AIMExpo attendees can experience first-hand the fun and thrill of riding motorcycles, dirt bikes, ATVs and side-by-sides with introductory “experiences” with the help of certified and licensed coaches and instructors this week just outside the Orange County Convention Center in Orlando, Fla.

The introductory experiences, Oct. 18-20, in conjunction with the American International Motorcycle Expo, will be hosted by the ATV Safety Institute, the Motorcycle Safety Foundation, and the Recreational Off-Highway Vehicle Association. The experiences are completely free and include protective gear.

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“The introductory experiences are aimed at getting media and consumers aboard on- and off-highway vehicles and making them aware of the right way to get into riding and driving these machines,” said Tim Buche, president and CEO of MSF, ASI and ROHVA. “After they enjoy a fun, hands-on experience, working with a helpful, safety-minded MSF RiderCoach, ROHVA DriverCoach or ASI Instructor, we want everyone to seek further training through one of our complete courses that are available nationwide.”

The introductory experiences will be available at the South Parking Lot of the Orange County Convention Center, 9800 International Drive in Orlando, during the following times:

Friday, Oct. 18	1 p.m. – 5 p.m.
Saturday, Oct. 19	9 a.m. – 5 p.m.
Sunday, Oct. 20	10 a.m. – 4 p.m.

The AIMExpo will feature 12 categories of vendors, ranging from accessories to parts, oil and chemical, maintenance, apparel, non-profit organizations and more. Many of the leading vehicle manufacturers will also have displays of motorcycles, ATVs and ROVs. The show (aimexpousa.com) is open for media and trade Oct. 16-17, then open to the public Oct. 18-20.

The All-Terrain Vehicle Safety Institute® develops rider training programs and promotes the safe and responsible use of ATVs. The ASI works to reduce crashes and injuries resulting from improper ATV use. Formed in 1988, the ASI is a not-for-profit division of the Specialty Vehicle Institute of America®. For safety information or to enroll in the ATV *RiderCourse*SM nearest you, visit www.atvsafety.org or call (800) 887-2887.

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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, 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.

The Recreational Off-Highway Vehicle Association is a national industry organization that promotes the safe and responsible use of ROVs. ROHVA is accredited by the American National Standards Institute (ANSI) to develop equipment, configuration and performance standards. Based in Irvine, Calif., the not-for-profit association is sponsored by Arctic Cat, BRP, Honda, John Deere, Kawasaki, Polaris and Yamaha. For more information visit www.rohva.org.

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