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**New Powersports Blog, [On The Road](#), Addresses All Aspects of Riding**

- **Heavy emphasis on motorcycle rider education and training, and motorist awareness**
- **Authored and curated by longtime industry CEO**
- **Launched with guest post by David Strickland, NHTSA Administrator**

**IRVINE, Calif., Feb. 1, 2013** – In the spirit of sharing all things motorcycling, a new powersports blog, [On The Road](#), provides an interactive space where contributors can discuss motorcycle- and powersports-related experiences, opinions, and ideas.

Hosted in conjunction with a number of powersports industry associations, “On the Road” has launched with a guest post by David Strickland, National Highway Traffic Safety Administration administrator, who penned a thoughtful recollection of his experience in learning to ride. The blog, located at [www.timbuche.com](http://www.timbuche.com), also includes powersports industry-related news, links and more.

“I often hear thought-provoking discussions that inspire me to write or that I believe many other people would benefit from, and so the idea came about to create this blog,” said On The Road author and curator, Tim Buche. “As the site develops, I see it more as a lending library because often these experiences deserve a wider audience and further discussion.”

Buche is the president and chief executive officer of the Motorcycle Safety Foundation and other related associations.

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.

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