



Motorcycle Safety Foundation  
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**National Highway Traffic Safety Administration's David Strickland to  
Headline Motorcycle Safety Conference**

**IRVINE, Calif., Aug. 26, 2013** – The Motorcycle Safety Foundation welcomes David Strickland, administrator of the National Highway Traffic Safety Administration, as the keynote speaker for the 2013 MSF/ifz International Motorcycle Safety Conference. Co-sponsored by MSF and the Germany-based Institute for Motorcycle Safety, the two-day event is scheduled for Oct. 16 – 17, 2013, and will be held in conjunction with the inaugural American International Motorcycle Expo in Orlando, Fla.

“MSF is honored to have David Strickland deliver the keynote speech at the MSF/ifz International Motorcycle Safety Conference,” said MSF President Tim Buche. “And we wish to extend our deepest gratitude to the ifz and its Director, Achim Kuschefski, for helping making this conference possible, as well as to the motorcycle safety community for their enthusiastic participation. Everyone at MSF is eagerly anticipating the first international safety conference on U.S. soil since 2006.”

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## NHTSA ADMINISTRATOR SPEAKS AT MSF EVENT – Page 2

In addition to Strickland's address, MSF-specific presentations will include initial observations from the groundbreaking MSF 100 Motorcyclists Naturalistic Study, data from the MSF/NHTSA Discovery Project and details on the updated MSF Basic *RiderCourse*. Additional topics to be addressed include Safety Technology and Initiatives, Rider Characteristics, Crash Analysis and Personal Protective Equipment. Panel discussions will accompany the presentations.

MSF expects approximately 300 attendees at the conference, mostly consisting of the international traffic safety research community, representatives from traffic safety schools, as well as executives and engineers from the major motorcycle manufacturers, other academics, plus the trade and enthusiast motorcycle industry press.

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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## **NHTSA ADMINISTRATOR SPEAKS AT MSF EVENT – Page 3**

The ifz (Institute for Motorcycle Safety), located in Essen, Germany, is dedicated to improving the safety of powered two-wheelers, investigating and incorporating new approaches to road traffic safety, disseminating advice about motorcycle riding, and encouraging mutual understanding among all road traffic participants. As a member of the German Verkehrssicherheitsrat (DVR, a German Association working on behalf of Road Traffic Safety), the ifz actively co-operates in the development and realization of road safety programs for motorized two-wheelers, from motor-assisted bicycles to high engine capacity motorcycles.

Simultaneously, the ifz supports projects carried out by BAST (Bundesanstalt für Straßenwesen, German Federal Highway Research Institute) on the same topic. In addition to local research, the ifz organizes international motorcycle conferences, in co-operation with the U.S.-based Motorcycle Safety Foundation (MSF), which are attended by scientists from all over the world.

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