



Throttle Therapy Nation™

Riders Education Module Series

Your guided pathway into the TTN full-length rider education book

#### **Beyond the Wheel: SxS Ownership Essentials™**

Sneak peek edition — full book launches later this year.

**Bentley GOALS Offroad**

## Module Series Summary

This Education Module Series represents the complete TTN™ Education System — a unified, national-standard rider education program designed for new riders, families, ride leaders, parks, trail systems, brands, builders, and educators.

The chapters are structured across four lanes to guide every type of rider, partner, or industry professional through a clear, safe, and deeply informed progression.

- Lane One builds the foundation for new riders, youth, families, and machine ownership.
- Lane Two empowers ride leaders and crew chiefs with structure, planning, etiquette, and post-ride responsibilities.
- Lane Three equips parks and trail systems with clarity, safety communication, and world-class rider guidance.
- Lane Four unifies brands, builders, educators, and TTN into a single safety and culture

messaging system.

This book is the cornerstone of TTN's mission:  
Ride. Heal. Belong.

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# A Letter From the Founder

To the Riders, Families, Builders, Educators, Parks, and Every Member of This Nation,

Throttle Therapy Nation™ was never meant to be just another off-road brand. It was born from real riders, real moments, and a real belief that the throttle can change lives. What began as a personal escape — a place to breathe, reset, and reconnect — has grown into a movement that spans machines, terrain, generations, and communities across the country.

You are holding the heart of that movement in your hands.

This book was created to guide new riders, empower families, elevate ride leaders, support parks, unify brands and builders, and protect the future of our sport. Every chapter carries the message we live by: Ride. Heal. Belong.

Because riding isn't just something we do — it's where many of us learn who we are.

It's where we bring our kids and build the next generation of safe, confident riders.

It's where we meet strangers who become trail family.

It's where we find clarity, courage, and connection in a world that often feels chaotic.

The TTN Education System exists because you deserve more than "figure it out as you go." You deserve guidance, safety, mentorship, and a clear pathway to growth — no matter your experience level.

To every park working to become the Gold Standard, every builder putting safety first, every brand choosing clarity over hype, every educator stepping up, every parent teaching their child, and every rider trying to do it the right way: thank you.

You are the reason TTN exists.

This movement belongs to all of us. Together, we are building something that will outlive trends, machines, and even generations — a riding culture rooted in respect, unity, and responsibility.

Welcome to Throttle Therapy Nation™.

Welcome to the next chapter of your journey.

With purpose and gratitude,

Mercedes N. Bentley  
Founder & CEO  
Throttle Therapy Nation™

## Coming Soon: Beyond the Wheel™

For riders who want the full deep-dive experience, an even more powerful resource is on the horizon.

The TTN™ Education System you've just read is only the beginning. Soon, we will release the complete, immersive guide:

\*\*Beyond the Wheel: SxS Ownership Essentials™\*\*

This book expands every principle you've learned here with:

- Step-by-step ownership mastery
- Detailed maintenance walkthroughs
- Real-world troubleshooting scenarios
- Upgrade sequencing and machine setup logic
- Safety systems, family guidance, and terrain adaptation
- A true rider-to-rider mentorship experience in written form

If the throttle is where you find clarity —

If the trail is where you feel alive —

If the machine is part of your identity —

Then \*Beyond the Wheel\* will become your go-to companion.

\*\*Stay tuned. The next evolution of TTN™ rider education is on the way.\*\*

## How to Use This Education Module Series

This Education Module Series is designed to guide riders, families, parks, builders, and industry partners through the foundational principles of safe, confident, and responsible off-road riding. Each

chapter represents a portion of the full-length book \*Beyond the Wheel: SxS Ownership Essentials™\*, and is structured to provide immediately usable knowledge while previewing the deeper content coming in the full release.

Here's how to get the most from this series:

**1. \*\*Read in Order\*\***

Each chapter builds on the previous one. Begin at Chapter 1 and move forward for a smooth, structured progression from beginner basics to advanced park, builder, and industry-level systems.

**2. \*\*Use as a Training Tool\*\***

These modules are designed for:

- New rider introductions
- Family education sessions
- Ride leader preparation
- Park staff training
- Builder and shop onboarding
- Brand partnerships and safety communication

**3. \*\*Apply the Concepts on Every Ride\*\***

The goal is not just reading — it's transformation.

Practice the checklists, pre-ride steps, etiquette rules, and communication standards on your next ride.

**4. \*\*Share With Your Group or Community\*\***

Riding is safer and more enjoyable when everyone operates with the same expectations. Use these modules as conversation starters for your crew, park visitors, or customer base.

**5. \*\*Prepare for the Full Book Release\*\***

This series contains approximately 20–30% of the depth you will receive in the complete \*Beyond the Wheel\* book.

The full edition will include:

- Advanced diagnostics
- Terrain-specific strategies
- Machine setup logic
- Deep-dive rider development
- Expanded leadership training
- Family riding mastery
- Youth progression systems

## 6. \*\*Return to Modules Frequently\*\*

As your skills grow, the meaning of each chapter grows with you. What feels basic today will reveal deeper nuance after 10, 20, or 100 rides.

## 7. \*\*Integrate With TTN™ Systems\*\*

Use this module series alongside:

- TTN Rider Education Center
- TTN Park & Trail Clarity Foundation
- Axle & Arc Fab safety + installation guides
- TTN brand partnership resources

These modules are one piece of a nationwide shift toward safer, smarter, unified riding.

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This is your roadmap.

Your head start.

Your first step into a much larger world of off-road mastery.

Welcome to the TTN Education Module Series.

## Who This Series Is For

The TTN Education Module Series is designed for every type of rider and partner in the off-road community.

Whether you are brand new, deeply experienced, or a professional within the industry, these modules provide the clarity, structure, and guidance needed to elevate your safety, confidence, and leadership.

This series is especially valuable for:

- New Riders — learning foundations and expectations
- Families — ensuring children ride safely with proper preparation
- Ride Leaders & Crew Chiefs — structuring pre-ride, on-trail, and post-ride responsibilities
- Parks & Trail Systems — improving clarity, signage, ratings, and guest education
- Builders & Shops — unifying customer messaging and safety communication
- Brands — aligning safety sheets, product guidance, and industry stewardship

- Educators — teaching with a consistent national standard

If you touch a throttle — or teach someone who does — this series is built for you.

## About Throttle Therapy Nation™

Throttle Therapy Nation™ is a nationwide movement dedicated to building safer, smarter, more unified riders across every terrain and every throttle-powered platform. TTN was founded on the belief that riding is more than a hobby — it is healing, connection, adrenaline, clarity, and community.

Our mission is simple:  
Ride. Heal. Belong.

TTN exists to:

- Empower riders through education
- Protect families and young riders
- Support parks in becoming the Gold Standard
- Elevate builders and brands with unified messaging
- Create clarity through mapping, training, and communication
- Build a national culture of safety and respect

We are riders. We are educators. We are innovators.  
And this module series is one of the foundational pillars of the TTN movement.

## Lane One: New Riders & Families

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### A TTN™ Education Module

A dedicated educational lane within the TTN Module Series.

## **Lane Two: Ride Leaders & Crew Chiefs**

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### **A TTN™ Education Module**

A dedicated educational lane within the TTN Module Series.

## **Lane Three: Parks & Trail Systems**

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### **A TTN™ Education Module**

A dedicated educational lane within the TTN Module Series.

## **Lane Four: Brands, Builders & Educators**

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### **A TTN™ Education Module**

A dedicated educational lane within the TTN Module Series.

## **Chapter 1 – New Rider Basics**

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## **Lane Three: Parks & Trail Systems**

## **CHAPTER 7 — TRAIL CLARITY & RATINGS**

**Trail clarity is the foundation of safe, professional, family-friendly riding. It is the language a park uses to communicate with riders long before anyone needs a rescue call, encounters a hazard, or finds themselves in terrain beyond their skill level. This chapter defines the TTN™ Gold Standard for trail clarity, the rating systems that guide rider decision-making, and the visual/digital communication**

**parks must use to keep riders safe.**

## **1. Why Trail Clarity Matters**

**Trail clarity reduces:**

- Accidents
- Wrong-turn incidents
- Search & rescue calls
  - Rider anxiety
  - Trail congestion
- Environmental damage

**When riders cannot predict the terrain ahead or understand trail difficulty, they make poor decisions. Clarity eliminates uncertainty.**

## **2. The Five Pillars of Trail Clarity**

**A clear trail system includes:**

- A rating system riders trust**
- Directional flow that prevents conflict**
- Signage that is consistent and visible**
- Digital maps that match physical signs**
- Messaging that aligns across platforms**

**If one pillar fails, confusion enters the system.**

## **3. The TTN™ Standardized Rating**

## **System**

**Three core ratings:**

**Green — Beginner / Family-Friendly**

**Blue — Intermediate / Technical**

**Black — Advanced / Expert Only**

**Optional expansions:**

- **Black+ for extreme routes**
- **Seasonal hazard symbols**
- **Vehicle-type icons (SxS, ATV, Dirt Bike, Full-size)**

**Ratings must match the average conditions of the trail—not the “best-case scenario.”**

## **4. How to Rate Trails Correctly**

**Ratings must consider:**

- Rock density & size
- Steering clearance
- Off-camber angles
- Water crossings
- Traction levels
- Required momentum
- Technical line choice
- Exposure risk

**A rating is a promise. Parks earn trust by rating honestly.**

## **5. Directional Clarity**

**Direction is one of the most important factors in preventing**

**collisions.**

**Types:**

- **One-way trails** — safer for hill climbs, drop-offs, high-speed lanes
- **Two-way trails** — require width, signage, and clear yield rules

**Repeating directional markers every 200–300 ft prevents confusion.**

**6. Entrance Signage — The First Line of Defense**  
**Every trail entrance must**

**include:**

- Trail name
  - Rating
  - Direction
  - Mileage
- Estimated ride time
- Seasonal warnings
- Vehicle restrictions
- Bypass availability

**Signs should be readable by beginners and youth riders.**

## **7. Confirmation Markers**

**Placed after:**

- Forks
- Turns

- Confusing terrain sections

**Markers keep riders confident  
they're on the correct path.**

## **8. Hazard Signs**

**Hazards should be marked at:**

- Drop-offs
- Deep water
- Washouts
- Rock ledges
- Off-camber cliffs
- Rutted hill climbs

**Hazard signs must be honest, not  
embellished.**

## **9. Bypass Management**

**Bypasses reduce accidents and keep trails inclusive.**

**A proper bypass:**

- Is clearly labeled
- Is visible from the main line
- Has a matching difficulty rating
- Does not trick riders into entering Black terrain unintentionally

## **10. Digital Mapping — Modern Rider Expectations**

- Digital maps should include:**
- Trail name and color
  - Distance markers

- Points of interest
- Terrain warnings
  - Closures
- Real bypass locations
  - Safe exit routes

**Platforms: Trail X Trail, OnX, MapGears, Lifetime Maps, and TTN-powered hubs.**

## **11. Aligning Physical & Digital Maps**

**A map is useless if:**

- Trail numbers differ
- Colors are inconsistent
- Crossings are mislabeled
- Distances do not match

**Consistency = trust.**

## **12. Seasonal Adjustments**

**Trail ratings should be updated  
when:**

- Mud season begins
- Leaf-drop hides hazards
- Snow/ice covers terrain
  - Flooding occurs
- Storms cause debris

**Seasonal markers prevent riders  
from misjudging conditions.**

## **13. Staff Training on Trail Clarity**

**Staff should know:**

- Trail difficulty
- Trail closures
- Weather impact
- Emergency exits
- Common rider mistakes

**Staff clarity becomes rider clarity.**

## **14. Parking Lot & Staging Area Messaging**

**Before riders reach the trail:**

- Display the rating system
  - Highlight family loops
- Mark advanced terrain clearly
  - Provide QR map access

**Staging areas are the best educational touchpoints.**

**15. Youth & Family Trail Clarity**  
**Parks must make it unmistakable which trails are safe for kids.**

**Family trails should be:**

- **Marked with symbols**
  - Physically easier
  - Shorter loops
- **Smooth and predictable**

**Clear family trails increase park satisfaction and return rates.**

**16. Preventing Lost Riders**

**Lost riders are usually the result  
of:**

- Missing signs
- Poorly placed intersections
  - Faded markers
  - Inconsistent naming

**Use:**

- Repetitive markers
- Intersection labels
- Distance reassurance markers

## **17. Real-World Scenarios**

**Scenario 1: Beginner enters a  
Black trail**

**Cause: unclear entrance signage**

**Solution: larger signs + arrows +**

## app warnings

**Scenario 2: Riders get lost at a multi-fork section**

**Cause: no confirmation markers**

**Solution: markers every 200 ft**

**Scenario 3: Family encounters a deep water crossing**

**Cause: lack of depth indicator**

**Solution: seasonal warnings + hazard markers**

## 18. The Trail Clarity Mindset

**A park with clear trails is:**

- Safer
- More respected

- Easier to navigate
- Better for kids & families
- More trusted by the community

**Clarity is not decoration—it is infrastructure.**

**19. The Path Forward**  
Trail clarity builds the foundation for Chapters 8 and 9:  
• On-Site Education Touchpoints  
    • Park-Wide Unity Messaging

**Together, these three chapters form TTN's Gold Standard Park Initiative.**

## Chapter 8 – On-Site Education Touchpoints

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# CHAPTER 8 — ON-SITE EDUCATION TOUCHPOINTS

**On-site education touchpoints** are the heartbeat of a safe, well-run, family-friendly off-road park. They are the intentional moments where a park teaches riders before the trail teaches them the hard way. These touchpoints reduce accidents, eliminate confusion, and

**transform a park from “a place you ride” into a guided, structured environment built for all skill levels.**

## **1. Why On-Site Education Matters**

**Most off-road incidents happen because the rider lacked clarity at key decision points. On-site education:**

- Prevents misdirection
  - Reduces rescue calls
  - Lowers park liability
- Improves visitor experience
- Guides families and beginners
  - Creates a unified culture
  - Increases rider confidence

**Education is not decoration—it is safety.**

## **2. The Five Categories of Educational Touchpoints**

**Parks must educate riders at every phase:**

- **Welcome & Orientation**
  - Check-In & Pre-Ride
  - Trailhead & Staging Areas
- **On-Trail Micro-Touchpoints**
  - Exit & Post-Ride Debrief Touchpoints

**Education must be continuous—not occasional.**

### **3. Welcome & Orientation**

#### **Touchpoints**

**First impressions define rider expectations.**

**Entrance signs should show:**

- Rating system
- Terrain overview
- Safety requirements
- Family-friendly loop info
- Emergency contact numbers
- QR links to digital maps

**Orientation stations may include:**

- Weather advisories
- Seasonal hazard warnings

- Map boards
- Family riding guidance

## 4. Check-In & Pre-Ride Touchpoints

**Check-in is the most effective moment for rider education.**

**Staff should communicate:**

- Trail closures
- Difficulty warnings
- Family loop availability
- Youth safety expectations
- Upcoming weather shifts
- Importance of mapping apps

**Printed materials:**

- Paper maps
- Safety sheets
- QR cards
- Riding etiquette guides

## 5. Trailhead Touchpoints

These touchpoints act as the final layer of pre-ride instruction.

Each trailhead sign must include:

- Trail name
- Difficulty rating
  - Distance
- Estimated time
- Key hazards
- Whether bypasses exist
- Whether youth riders are

**recommended or prohibited**

**Riders should never enter a trail confused.**

## **6. Staging Area Safety Reminders**

**Staging areas reinforce rider behavior before entering terrain.**

**Common reminders:**

- Harness check
- Helmet check
- Passenger safety rules
  - Group spacing
- Communication standards

**Family staging boards empower**

**parents.**

## **7. On-Trail Micro-Touchpoints**

**During the ride, education must continue through:**

- Confirmation markers
  - Hazard warnings
  - Intersection numbers
  - Directional arrows
  - Seasonal markers

**These reduce wrong turns and anxiety.**

## **8. Hazard Markers & Risk Warnings**

**Common hazards requiring**

**signage:**

- Drop-offs
- Washouts
- Water crossings
  - Slick rock
- Off-camber edges
  - Deep ruts
- Rock ledges

**Honesty prevents injuries.**

## **9. Bypass & Alternative-Line Education**

**Bypasses support inclusivity.**

**Signs should show:**

- Difficulty comparison
- Directional clarity

- Terrain descriptions

**A bypass must be obvious—not hidden.**

## **10. Scenic & Educational Stops**

**Parks can add:**

- Environmental education signs
  - Wildlife information
  - Geological notes
  - Cultural/historical markers

**These enhance visitor experience and reduce random stopping on dangerous terrain.**

## **11. Digital Map Touchpoints**

**Digital touchpoints must match physical signs.**

**Maps should include:**

- Ratings
- Elevation changes
- Hazard notes
- Bypass lines
- Mileage markers
- Closures

**Consistency earns trust.**

**12. QR Code Integration**  
**QR codes link riders to:**

- Trail descriptions
- Safety videos

- Live conditions
- Skill-level recommendations
- TTN Education Hub content

**QR integration modernizes communication.**

## **13. Family & Youth Touchpoints**

**For families:**

- Marked kid-safe loops
- Parent guidance boards
- Seating & harness reminders
- Emotional readiness guidance

**Youth safety must be a park priority.**

## **14. Rental Rider Touchpoints**

**Rental riders are the most at-risk group.**

**Touchpoints should include:**

- Beginner terrain requirements
  - Speed warnings
  - Machine limitations
- How to handle fear or stress
  - Where NOT to go

**Education prevents expensive accidents.**

## **15. Emergency Response Touchpoints**

**Parks should place:**

- Location markers every 0.5-1 mile
  - Emergency station QR codes
  - Clear signage for exit routes

When a rider calls for help, exact location matters.

## 16. Environmental Preservation Touchpoints

Signs that remind riders to:

- Stay on trail
- Avoid damaging banks
  - Respect wildlife
  - Not litter
- Avoid over-revving in sensitive areas

**Education preserves land for  
future riders.**

## **17. Post-Ride Touchpoints**

**Exit signs reinforce:**

- **Machine inspection reminders**
  - Hydration and fatigue awareness
  - Reporting hazards to staff
- **Encouraging skill progression**

**Debriefing riders improves  
future experiences.**

## **18. Real-World Scenarios**

**Scenario 1: Family enters**

**advanced terrain**  
**Cause: unclear signage**  
**Fix: improved trailhead clarity**

**Scenario 2: Riders get lost during forked sections**

**Cause: missing confirmation markers**

**Fix: consistent reassurances**

**Scenario 3: Rental riders damage machines**

**Cause: lack of educational briefings**

**Fix: mandatory pre-ride training**

**19. Core TTN™ Philosophy of On-**

## **Site Education**

### **Education is:**

- Short
- Clear
- Predictable
- Repeated
- Multimodal (visual, verbal, digital)

**Riders should understand terrain before entering it.**

## **20. The Path Forward**

**On-site education sets the stage for Chapter 9—Unity Messaging.**

**Together, these create the national TTN™ Gold Standard for**

**parks, guiding culture, clarity,  
and safety for all riders, families,  
and future generations.**

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## **CHAPTER 9 — UNITY MESSAGING (PARKS)**

**Unity Messaging is the cultural backbone of a park. It defines how riders behave, how they communicate, how they treat each other, and how they interact with land, staff, and the surrounding community. When**

**parks adopt a unified communication system, rider behavior becomes predictable, respectful, and safe.**

## **1. Why Unity Messaging Matters**

**Disunity creates:**

- Conflict between groups**
  - Unsafe passing**
  - Misunderstood rules**
  - Environmental damage**
  - Increased accidents**
- Negative guest experiences**

**Unity Messaging prevents chaos and builds culture.**

## **2. The Four Pillars of Park Unity**

### **Messaging**

**Parks must communicate**

**consistently across:**

- Safety expectations**
  - Trail etiquette**
- Environmental stewardship**
  - Community identity**

**These four elements shape how  
riders conduct themselves on the  
trails.**

## **3. Safety Messaging**

**Core safety messages:**

- Ride within your skill level**
  - Helmets are required**

- Spot before you send
- Check conditions before entering trails
- Protect kids with proper restraint systems

**Safety messaging should be repeated across signs, maps, and digital touchpoints.**

**4. Trail Etiquette Messaging**  
**Etiquette forms the social rules of the trail.**

**Key etiquette messages:**

- Uphill riders have right of way
  - Announce rider count

- Maintain spacing
- Do not stop in blind corners
- Respect smaller and slower groups
- Be patient with new riders

**Etiquette prevents conflict.**

- 5. Environmental Messaging**
- Stewardship must be taught through clear reminders:**
- Stay on marked trails
  - Do not cut switchbacks
    - Respect closures
  - Avoid roosting creek banks
    - Pack out all trash

**Environmental unity protects  
trail longevity.**

**6. Family & Youth Messaging**  
**Parks must demonstrate that**  
**children are valued and**  
**protected.**

**Messaging should include:**

- **Safe trails for kids**
- **Required harness rules**
- **Speed caution near staging areas**
- **No aggressive behavior around families**

**Families return to parks where**

**they feel respected.**

## **7. Consistent Communication Channels**

**Unity Messaging must appear:**

- On signs
- On maps
- On websites
- At check-in
- In staging areas
- Through staff interactions
- In social media posts

**Consistency builds trust.**

## **8. Staff as Cultural Leaders**

**Staff must:**

- Model etiquette
- Speak with unified tone
  - Guide new riders
  - Reinforce safety calmly
- Address unsafe behavior respectfully

**Staff are ambassadors for the park.**

## **9. Overcoming Cultural Friction**

**Conflicts arise when:**

- Groups ride aggressively
- Noise levels irritate families
- Riders ignore right-of-way rules
- Influencers promote unsafe behavior

**Unity Messaging guides riders toward cooperation.**

## **10. The Tone of Unity Messaging**

**Tone must be:**

- Inclusive
- Respectful
  - Clear
- Friendly
  - Firm
- Supportive

**Tone shapes perception.**

## **11. Physical Messaging Examples**

**Signs should say:**

- “Ride to the slowest rider.”
- “Stay on line — protect the land.”
- “Families ride here — slow down.”
- “Advanced terrain ahead — know your limits.”

**Short, memorable messages reinforce habits.**

- ## **12. Digital Unity Messaging**
- Parks use digital touchpoints to:**
- Send safety reminders
  - Share trail status
  - Explain etiquette
  - Provide family guidance

- Highlight closures

**Digital clarity supports physical signage.**

## **13. Cultural Identity of the Park**

**A park's identity becomes:**

- “Family friendly”
- “Safety focused”
- “Beginner welcoming”
- “Skill-building oriented”
- “Responsible adventure culture”

**Identity influences behavior.**

## **14. How Unity Messaging**

**Reduces Incidents  
When riders understand  
expectations:**

- Collisions decrease
- Passing becomes predictable
  - Kids are safer
- Groups communicate better
- Trail wear is reduced

**Unity is prevention.**

**15. Real-World Scenarios**  
**Scenario 1: Aggressive riders in  
staging areas**  
**Solution: strong family-first  
messaging + staff presence**

**Scenario 2: New riders overwhelmed**

**Solution: beginner messaging + rating explanations**

**Scenario 3: Environmental destruction**

**Solution: stewardship signs + digital reinforcement**

## **16. Creating a Unified Park Atmosphere**

**Unity Messaging should be:**

- Everywhere
- Consistent
- Reinforced
- Memorable

- Adaptable to seasons

Culture is created through repetition.

## 17. Seasonal Messaging Shifts

Examples:

- Spring: Mud damage prevention
  - Summer: Heat safety
  - Fall: Leaf hazards
  - Winter: Ice and traction warnings

Seasons shape expectations.

## 18. Influencer & Partner Alignment

**Parks should encourage influencers to:**

- Model safe behavior
  - Teach etiquette
- Respect youth safety zones
  - Reinforce messaging

**Partnerships strengthen unity.**

## **19. The TTN™ Gold Standard Approach**

**TTN supports parks by:**

- Providing messaging templates
  - Designing signage
- Building Riders Hub portals
  - Training staff
- Teaching families and kids

- Aligning all communication

**Unity Messaging becomes a park's signature.**

## **20. The Path Forward**

**Unity Messaging completes Lane Three. It prepares the way for Lane Four, where brands, builders, educators, and TTN all cooperate to create a national standard of safe, responsible, inclusive riding.**

**Unity is how we protect riders.  
Unity is how we protect the land.**

# **Unity is how we grow the sport.**

## **Chapter 9 – Unity Messaging (Parks)**

Full chapter text will be inserted upon request.

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## **Chapter 10 – Safety Sheets**

