



## **For Immediate Release**

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### **MSF President Tim Buche and Director of Rider Training Systems Ray Ochs, Ed.D., Among Featured Speakers at 5<sup>th</sup> International Motorcycle Conference**

**Munich, Germany, Sept. 13, 2004** – At the 5<sup>th</sup> International Motorcycle Conference, hosted by the Institut für Zweiradsicherheit e.V. (Institute for Motorcycle Safety) and co-sponsored by the Motorcycle Safety Foundation (MSF), attendees had the opportunity to hear presentations by MSF President Tim Buche and Director of Rider Training Systems Ray Ochs, Ed.D. Titled *A Proposal for Defining, Measuring and Documenting the Effects of “Safety Renewal” — A Concept Whose Time Has Come* and *Certification Processes for Motorcycle Safety Training Professionals*, both papers are available on the MSF website – [www.msf-usa.org](http://www.msf-usa.org) – in the Library section.

Tim Buche’s presentation, *A Proposal for Defining, Measuring, and Documenting the Effects of “Safety Renewal” — A Concept Whose Time Has Come*, co-authored by MSF’s Dr. Sherry Williams and Allison Tyra, makes the case that new research, with a rigorous methodological design, will more accurately depict the positive outcomes of motorcycle rider training, in particular the concept of “safety renewal.” As defined by the MSF, safety renewal occurs when a rider is involved in a comprehensive rider education and training system that includes introductory and advanced training courses with multiple entry points over a period of time.

The paper summarizes key research studies spanning the past twenty years in the areas of driver and rider education. It concludes that these previous research studies produced skewed and often contentious results because the research design did not accurately reflect the full range of positive outcomes associated with rider education and safety renewal.

The new research study, as outlined in the paper, includes a cooperative agreement between MSF and the National Highway Traffic Safety Administration (NHTSA) called the MSF RETS (Rider Education Training System<sup>SM</sup>) Discovery Project. Through a series of longitudinal studies, MSF will track three groups of riders: those with no training, those who take a single introductory course, and those who participate in ongoing safety renewal. By comparing qualitative measurements that take into account variables not previously documented – such as ‘near misses’ – as well as traffic violations, crashes, and fatalities, the Discovery Project will attempt to demonstrate how

involvement over time in a rider education and training system increases crash avoidance skills, reduces traffic violations and crashes, and increases safety awareness.

MSF supports the House-passed version of the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21) reauthorization legislation currently pending in the U.S. Congress, which funds the nation's highway programs. It includes provisions addressing motorcyclist safety and also directs the Department of Transportation to conduct an in-depth motorcycle crash causation study and submit a report to Congress within three years. Should this study provision be enacted into law, MSF anticipates that the results of the study, along with the report from the RETS Discovery Project, will offer updated, comprehensive resources for directing motorcycle safety initiatives.

Divided into three parts, Ray Och's presentation, *Certification Processes for Motorcycle Safety Training Professionals*, reviews the history of certification practices, provides a snapshot of select safety-related organizations' certification procedures, and outlines the Motorcycle Safety Foundation's certification and recertification processes for its RiderCoaches and RiderCoach Trainers.

**Part 1** notes the development of educational processes in the United States, both for public schooling and for vocational training. It traces the roots of teacher certification that has become an acceptable acknowledgement of competencies and provides a credential that verifies expertise in a given discipline.

**Part 2** presents the findings of a limited survey of select organizations that certify personnel to conduct training. It provides a comparison of products and processes for initial certification training as well as ongoing processes for maintaining standards and vitality.

**Part 3** provides the fundamental structure of the Motorcycle Safety Foundation's RiderCoach Trainer Certification System, which is designed to provide initial certification and professional development opportunities for certified RiderCoaches and RiderCoach Trainers who conduct *RiderCourse*<sup>SM</sup> training related to the MSF Rider Education and Training System. The MSF RETS requires a quality of teacher/learner interaction that will ensure the development of learner knowledge, skills, attitude, habits, and values. The effectiveness of the Motorcycle Safety Foundation education programs depends, to a large extent, on the professional effectiveness of certified RiderCoaches and RiderCoach Trainers. MSF's certification system may serve as a template for the development of certification processes for motorcycle safety education and training specialists.

### **About the MSF**

Since 1973, the Motorcycle Safety Foundation<sup>®</sup> (MSF) has set internationally recognized standards that promote the safety of motorcyclists with rider education courses, operator licensing tests, and public information programs. 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. MSF is a not-for-profit organization sponsored by BMW, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio/Vespa, Suzuki, Victory, and Yamaha. For *RiderCourse*<sup>SM</sup> locations, call (800) 446-9227 or visit [www.msf-usa.org](http://www.msf-usa.org).

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