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MOTORCYCLE SAFETY FOUNDATION

RIDE

DAY

***Free Motorcycling Experience Coming to 15 Cities Across U.S.
25+ Events Scheduled from Alaska to Virginia***

IRVINE, Calif., March 22, 2024 — The Motorcycle Safety Foundation (MSF) unveils its initial schedule of RIDE Day events for 2024, consisting of 25 planned events from Alaska to Virginia, with more being added on a regular basis. Find the schedule at <https://msf-usa.org/ride-day/> and [@msf_usa](#) on Instagram and [Motorcycle Safety Foundation](#) on Facebook.

MSF recognizes nearly 2,000 training sites across the country where MSF-certified coaches teach motorcycle riding curricula. Each of these locations are eligible to host RIDE Days of their own.

RIDE Day events offer non-riders the opportunity to try a motorcycle for the first time. For current riders, it is an opportunity to ride their own machines in practice exercises designed to sharpen their skills. Through hosting a RIDE Day, MSF-recognized ranges open their facilities to the communities they serve. Events frequently feature motorcycle and gear displays, local vendors, and more to create a welcoming motorcycle experience while providing attendees a look at proper rider training.

Two key elements of RIDE Day are MOTO Intro and SKILLS Check. Events can feature either or both of these activities.



MOTO Intro: Provides those wanting to try riding for the first time with the proper gear, motorcycle, space, and professional coach to guide them through the experience. Within 30 minutes, participants can get familiar with motorcycle hand controls and, if comfortable, ride a small oval pattern. From that point, participants are offered additional information on next steps for their motorcycle riding journey.

Participants are asked to wear long, non-ripped pants, over-the-ankle footwear, and long sleeves. Helmets, gloves, and eye protection are provided.



SKILLS Check: This activation is for current riders on their own motorcycles. Skills need to be practiced to be kept in top form. The school provides advanced exercises coaches to oversee and offer timely tips if desired. Information on MSF advanced riding courses is also made available.

Participants are required to wear all of the safety equipment, and prior to starting Skills Check, their motorcycle will undergo a basic motorcycle safety check with an MSF-certified RiderCoach.

“Through the Motorcycle Safety Foundation’s RIDE Day, we have created an engaging activity that connects current and curious riders with proper rider training,” said Corey Eastman, Director of Rider Education Expansion for the Motorcycle Safety Foundation. “As we have developed the event over the past 18 months, nearly 1,000 participants have taken part at 12 locations around the country. Twenty-eight percent of them have gone on to complete an MSF course while an additional 24 percent are planning to take an MSF course in the future.”

Watch the MSF RIDE Day overview video at: https://youtu.be/um_1UYVmlpY

Check out our entire playlist of MSF RIDE Day videos at:
<https://www.youtube.com/playlist?list=PLI79j3gLWn0WIQtv2SMbRvmZ8XlavAPMk>

Access images at: <https://msf-usa.org/ride-day-photos/>

The Motorcycle Safety Foundation promotes safety through rider training and education, 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. Standards established by MSF have been recognized worldwide since 1973. The MSF is a not-for-profit organization endorsed by American Honda Motor Co., Inc.; BMW Motorrad USA; BRP, Inc.; Harley-Davidson Motor Company, Inc.; Indian Motorcycle; Kawasaki Motors Corp., U.S.A.; KTM North America, Inc.; Suzuki Motor USA, LLC; Triumph Motorcycles America; and Yamaha Motor Corporation, U.S.A. For safety information or to enroll in an MSF Basic *RiderCourse* near you, or to learn more about the many other MSF course offerings, visit [MSF-USA.org](https://www.msf-usa.org) or call (800) 446-9227. Follow [@msf_usa](https://twitter.com/msf_usa) to keep up with MSF on [X, Facebook](https://www.facebook.com/msfusa), and [Instagram](https://www.instagram.com/msfusa).

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