

## PRESS RELEASE

January 5, 2026



MOTORCYCLE SAFETY FOUNDATION

# RIDE DAY

## YOUR FIRST TIME SHOULD BE WITH A PRO

**Trying a motorcycle for the first time deserves the expert guidance of a pro.**

Too often, a rider's first experience is horrible.

Too big and too fast a machine. Riding in the wrong spot. Wearing the wrong gear, or nothing at all. MSF RIDE Day solves these challenges, offering the right space, motorcycle, gear, and certified professional motorcycle coach.

Since its creation in 2022, more than **5,000 people have taken part**. Our latest research shows that **50% of surveyed participants took an MSF course after attending a RIDE Day**. Conducted by MSF providers, these events take place on the same ranges where basic and advanced MSF courses are taught. In total, this is over **2,000 locations nationwide**, with nearly **6,000 MSF-certified coaches delivering the course material**.



**In 2026, we are adding the MSF RIDE Day SUPER WEEKEND.**

These events will feature a massive national promotion, creating awareness of rider training and RIDE Day events as a great place to try and learn about rider training firsthand.

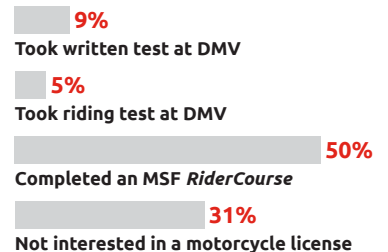
Recognized ranges will still be able to offer a MSF RIDE Day, street or dirt, whenever it makes sense for their business.

**41%**

of RIDE Day participants say they have wanted to try riding "FOR AS LONG AS THEY CAN REMEMBER"



**Progress Toward Earning a Motorcycle License**

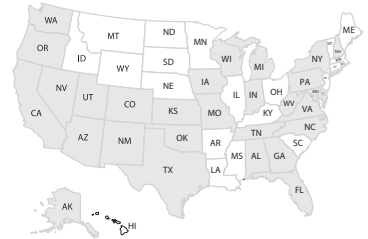


## MSF Support

MSF will support RIDE Day efforts whenever a school or training site chooses to host an event, but providers who choose to host a RIDE Day during the RIDE Day SUPER WEEKEND will receive additional support, including:

- ✓ National media promotion
- ✓ Integration into Motorcycle Awareness Month communications
- ✓ Updated RIDE Day program assets at [msf-usa.org/ride-day-program](https://msf-usa.org/ride-day-program)
- ✓ An MSF-hosted event landing page
- ✓ RIDE Day banners and stickers
- ✓ Digital waiver and follow-up tools to support participant engagement
- ✓ Targeted, paid social media campaign to a 100-mile radius of a training provider, specific to their RIDE Day

**199**  
**RIDE DAY EVENTS**  
**ACROSS 29 STATES**  
**SINCE 2022**



### VISIT MSF WEBSITE

[msf-usa.org](https://msf-usa.org)



### IMAGES, VIDEO, LOGOS

[msf-usa.org/ride-day-promotional-assets](https://msf-usa.org/ride-day-promotional-assets)



Scan the QR code below to access the press release text.



### CONTACT

**Corey Eastman**

*Director of Rider Education Expansion*

[ceastman@msf-usa.org](mailto:ceastman@msf-usa.org)

949.202.6529

Motorcycle Safety Foundation

15635 Alton Parkway, Suite 390

Irvine, CA 92618

[msf-usa.org](https://msf-usa.org)

### About the Motorcycle Safety Foundation

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://MSF-USA.org) or call (800) 446-9227. Follow @msf\_\_usa to keep up with MSF on X, Facebook, Instagram, and YouTube.

