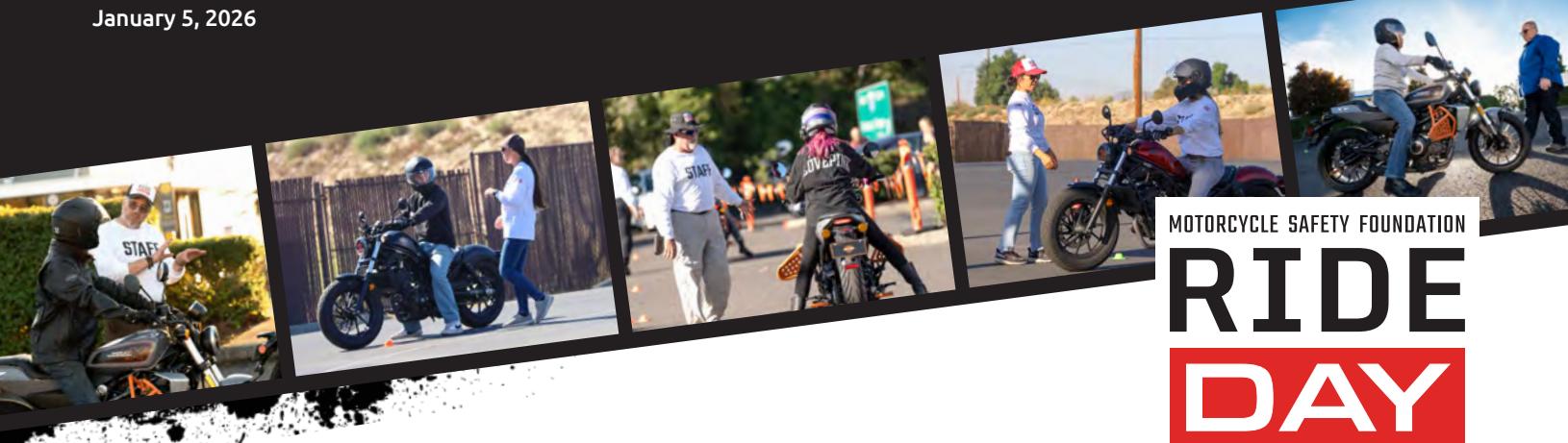


PRESS RELEASE

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**.



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

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.

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

9%	Took written test at DMV
5%	Took riding test at DMV
50%	Completed an MSF RiderCourse
31%	Not interested in 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
- ✓ 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

IMAGES, VIDEO, LOGOS

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

949.202.6529

Motorcycle Safety Foundation
15635 Alton Parkway, Suite 390
Irvine, CA 92618

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 or call (800) 446-9227.

Follow @msf_usa to keep up with MSF on X, Facebook, Instagram, and YouTube.

