

MSF RIDE DAY 2026 RECAP (so far!)

MOTO CURIOSITY TURNED INTO MOTO TRAINING

10,000 people have been introduced to riding since 2022 through MSF RIDE Days. The free events have helped the moto curious take their first ride on the right motorcycles, in appropriate spaces, wearing the proper gear, all under the guidance of MSF-certified coaches.



2026 MSF SUPER RIDE Day Weekend Boost

In 2026, we focused on a key weekend with events nationwide, which allowed for national and targeted promotions to create awareness and participation.

MAY 29-31

- **2,000+** participants experienced a MOTO Intro
- **41 locations** across **30 states**
- **2 million** reached through MSF's national campaign. An average of **100,000** reached per **targeted** local range campaigns
- **Participation increased by 36%**

MOTORCYCLE SAFETY FOUNDATION

RIDE DAY

EVENT RATING



- **73%** plan to or have already taken a rider training course
- **8%** have already taken a rider training course
- **14%** have scheduled a rider training course
- **56%** plan to sign up for a rider training course
- **Peer-to-peer sharing:** On average, they told **14 people** and created **4 social posts** about their experience
- **86% say they are more aware of motorcycles on the road** after attending RIDE Day

Host a 2026 MSF RIDE Day

MSF support for participating ranges through the end of 2026:

- RIDE Day banners
- Participant giveaway stickers
- Targeted social media promotion
- Custom event landing page on MSF-USA.org
- Digital participant waiver system
- Post-event participant database

SIGN UP TODAY



Learn more at msf-usa.org/ride-day-program

JOIN MSF RIDE DAY IN 2027!

MSF RIDE Day is going big in 2027! Building on the success of 2026, MSF is expanding RIDE Day promotions throughout the entire month of May 2027.



A large national awareness campaign will launch 45 days before the first SUPER Month event. Then, 10-7 days before your event, a targeted campaign directly spotlights your range to help drive participants to your event.

2027 Participating Range Benefits

- ✓ National MSF RIDE Day PR campaign
- ✓ National and local paid social media campaigns
- ✓ RIDE Day banners
- ✓ Participant giveaway stickers
- ✓ Event-specific social media promotion
- ✓ Custom MSF-USA.org event page
- ✓ Digital participant waiver system
- ✓ Post-event participant database
- ✓ Increased rider training awareness in your community
- ✓ National and local social media exposure
- ✓ Direct engagement with prospective students
- ✓ Follow-up opportunities with participants
- ✓ Increased enrollment potential for rider education courses

**Make 2027 the Year People's
Riding Dreams Come True**

Learn more at msf-usa.org/ride-day-program



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



**The sooner you sign up
to host, the more promotion
your event and location
will receive.**

SIGN UP TODAY



[msf-usa.org/
ride-day-event-listing](https://msf-usa.org/ride-day-event-listing)