



We are a non-profit, public benefit institution.

## **Mission Statement**

**Our mission is to reduce the fatality rate and morbidity (disabling-injury) rate for motorcyclists.**

### **Specifics:**

- Properly define and measure appropriate fatality and morbidity rates.
- Encourage behaviors that decrease these rates; discourage behaviors that increase these rates.
- Provide and maintain motorcycle rider education curriculum that is open and is free to copy, distribute, and use.
- Maintain objectivity through careful monitoring of funding, minimizing and eliminating conflicts of interests of our funding sources with our mission.

### **“Be informed before you decide to ride!” We have different programs for different audiences:**

For the **pre-beginners-time** audience we provide information about the risks and demands of becoming a motorcyclist.

For the **beginners-time** audience we provide the **begin2ride** course for students to develop the skills to control speed and direction of a motorcycle. Also, we instill an effective risk management technique for minimizing the risks particular to new (and generally for all) riders. This course should be completed before the first ride on the street. Beginners, by definition, cannot have enough knowledge to make informed choices about motorcycling. Typical participants of begin2ride have gained enough knowledge and skill to decide to pursue street riding, or to decide NOT to pursue street riding.

For the **learners-time** audience we provide the **continue2ride** course so students can develop effective street skills on appropriately matched motorcycles. Also, we instill an effective risk management technique for minimizing the unnecessary risks during street riding. Continue2ride participants know the rudimentary skills to control the speed and direction of a motorcycle, and typically would have completed the written test at the DMV and obtained their learner’s permit. The continue2ride course is conducted on street legal motorcycles.

For the **ongoing-time** rider we provide the **test2ride** course (and **going2ride** rentals) so students can measure their skill and know they have a reasonable skill set to manage motorcycle riding. The testing is modeled after the skills test taken at DMV locations that require demonstration of intermediate skills to pass. This is an effective test to separate beginner riders from skillful riders.

**WE DO NOT PROMOTE MOTORCYCLING, WE PROMOTE MAKING INFORMED CHOICES!**