

## **What It Means To You**

*Profit • Increased Market Share • Better-Skilled Riders • Community Recognition*



### **Why a Dealer Loan Program?**

The industry's motorcycle loan program for rider education is the single most important ingredient for the success of a community rider training program. Motorcycles are needed to provide the students with actual riding experience. The loan system allows training sponsors to offer a course to new riders who don't yet have a motorcycle. What better way to get new customers and improve rider skills at the same time?



### **How Does the Dealer Loan Program Work?**

Honda, Kawasaki, Piaggio USA, Suzuki, and Yamaha all participate in the Dealer Loan Program.

To be eligible for loan motorcycles, a rider training program must first be recognized as a sponsor by the Motorcycle Safety Foundation. Upon acceptance, they are given a unique Rider Education Recognition Program (RERP) identification number.

When applying for loan motorcycles, the sponsor uses a special loan agreement form developed by the participating motorcycle manufacturers and the Motorcycle Safety Foundation. Each manufacturer has their own policies, procedures and incentives for loaning bikes. Two incentives common to all are additional dealer discounts and price protection.



### **What Are the Benefits to Me?**

In addition to the manufacturer's financial incentives, participating in the loan program enhances the dealer's reputation and standing as a leader in the community.

In a survey of rider training graduates, the Motorcycle Safety Foundation learned:

- The brand of motorcycle purchased tends to reflect the type of loan motorcycle used in the course.
- The major method for learning about the course is through word of mouth, advertisements and dealer referrals.
- 25% of the beginning students and 13% of the experienced students purchase a motorcycle after taking the course.
- The greatest majority of purchases are street bikes.
- The course is usually a major influence on the purchaser's decision to buy a motorcycle. In the latest Motorcycle Industry Council survey on non-motorcycle-owning households, 16% say that "safety" is the primary reason for no longer owning a motorcycle. "Safety" ranks ahead of "cost." Of those who never owned a motorcycle, 12% give "safety" as their reason, ranking second to "no interest."



## What Are Some Promotional Opportunities for Rider Training?

### Toll-Free 800 Number

Dealers and customers alike benefit from a national toll-free 800-number referral system. Interested people call 800.446.9227 for information on the *RiderCourse*<sup>SM</sup> nearest them. Dealers can actively promote this toll-free number service through a variety of promotional materials available from the Motorcycle Safety Foundation and course sponsors.

### Student Insurance Discounts

Dealers can inform customers that cooperating insurance companies offer an insurance discount to students who can complete a *RiderCourse*. Discounts range from 5% to 20%.

### Promotional Theme: “The more you know, the better it gets.”

This national promotional theme symbolizes the fun and enjoyment of motorcycling and how skill can improve an already exciting experience. It is used in public service announcements, seen in enthusiast magazines, trade publications, course materials, point-of-purchase promotional items, and at trade and consumer shows.



## Assist the *RiderCourse*<sup>SM</sup> with Equipment

- Loan motorcycles to the program sponsor.
- Donate a battery charger.
- Send a mechanic to perform warranty work on loan bikes at the training site.
- Offer free spark plugs and brake/clutch levers.
- Allow the Sponsor to sell your loaned bike to a student in class. Be prepared to replace it immediately.



## Promote the *RiderCourse* Through Advertising

- Add the course enrollment telephone number to your newspaper advertisements. Your distributor supports this kind of co-op advertising.
- Put a course schedule or poster in your window.
- Put the words “Ask me about rider training” on your literature, bills, name tags, etc.
- Put “Rider Skills Information” on your marquee.



## Promote the *RiderCourse* Through Public Relations

- Invite RiderCoaches from your local course to participate in your open house as experts on rider training. Advertise the information in your promotion.
- Offer a student tuition as a door prize during your open house.
- Donate an accessory or gift certificate for a free drawing at the end of the *RiderCourse* training season.

- Provide bikes for course sponsors to exhibit at local malls.
- Set up a “Rogues Gallery” and post the names of graduating students in your shop. Ask the Sponsor to take class pictures for your gallery (on your loan bikes).
- Give discounts to *RiderCourse* graduates on helmets, accessories, maybe even a motorcycle.
- Talk with other dealers about the benefits of supporting courses.



## **Promote the *RiderCourse* Through Your Sales Force**

- Refer students to the course.
- Post the enrollment phone number of the course next to the shop telephone.
- Be sure all your employees are aware of the course and the enrollment telephone number.
- Have your employees take a *RiderCourse*.
- Run a contest among your sales staff during a slack period to sign up students in a local course.
- When you sell a bike, ask the purchaser if they took a rider training course; ask how they heard about your dealership.



## **Promote Your Dealership at the Same Time**

- Provide literature about your new bikes for each class. Post sale information on bulletin boards in the classroom, if available.
- Pay for the printing of the course’s newsletters or certificates. Include your dealership’s information.
- Print T-shirts with your dealership name on the front and put “Call (program telephone number) for a *RiderCourse*.”



## **Participating Manufacturer Contact Information**

### ■ Honda Rider Education Centers

1. Lowell Christensen  
1301 Via Venita  
Colton, CA 92324-4009  
909.430.3000  
Fax: 909.422.1061
2. Tracy Walsh  
4529 Royal Lane  
Irving, TX 75063-2583  
972.929.5455  
Fax: 972.929.5515
3. Don Wilson  
1450 Morrison Parkway  
Alpharetta, CA 30004-2199  
770.442.2043  
Fax: 770.442.2412



## Participating Manufacturer Contact Information (cont.)

4. Chris Cox  
101 South Stanfield Road  
Troy, OH 45373-8010  
937.332.6177  
Fax: 937.332.6163

### ■ Kawasaki Motors Corp., USA

1. Mary Martinez  
9950 Jeronimo Road  
Irvine, CA 92618-2084  
949.770.0400 ext. 2704  
(Faxes not accepted)

Mailing Address  
P.O. Box 25252  
Santa Ana, CA 92799-5252

### ■ Piaggio USA, Inc.

1. 140 East 45th Street, 17th Floor  
New York, NY 10021  
212.404.3081  
Fax 212.380.4457

### ■ American Suzuki Motor Corporation

1. Diane Melot  
P.O. Box 1100  
Brea, CA 92822  
714.996.7040 ext. 2115

### ■ Yamaha Motor Corporation

1. Sales Order Desk  
6555 Katella Ave.  
Cypress, CA 90630  
800.845.3650 (Incentives - Rhonda)  
714.761.7617 (Loan Pool - Meredith)

### ■ For information on the MSF's programs, contact:

Motorcycle Safety Foundation  
National Motorcycle Safety Support  
2 Jenner, Suite 150  
Irvine, CA 92618  
949.727.3227  
Fax: 949.727.4217



2 Jenner, Suite 150 • Irvine, CA 92618-3806 • Phone: 949.727.3227 • Fax: 949.727.4217  
For the *RiderCourse* nearest you, call: 800.446.9227

Since 1973, the Motorcycle Safety Foundation® (MSF) has set internationally recognized standards that promote the safety of motorcyclists with rider education courses, operator licensing tests, and public information programs. The 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. The MSF is a not-for-profit organization sponsored by BMW, BRP US Inc, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio, Suzuki, Triumph, Victory and Yamaha. For *RiderCourse* locations, call 800.446.9227 or visit [www.msf-usa.org](http://www.msf-usa.org).