

Pass It On!

**RiderCoaches and
Training Site Administrators**

Here's some hot news for you and your students that will help make completing the **RiderCourse**SM easier and more attractive than ever.

American Honda Motor Co., American Suzuki Motor Corp., BMW, Harley Owner's Group (H.O.G.), Riders of Kawasaki (ROK) and Yamaha Motor Corp. have much more in common than you might think. Each has its own incentive program designed to benefit **RiderCourse** graduates.

American Honda Motor Co., Inc.
Attn: Honda Rider's Club of America
Mail Stop 100-4C-6C
1919 Torrance Boulevard
Torrance, CA 90501-2746

Based upon the purchase of a new motorcycle or scooter and complimentary membership in the Honda Rider's Club of America, Honda offers a \$75 reimbursement for MSF training. Some limitations apply; eligibility rules and the reimbursement claim form are listed online at HRCA.Honda.com/Publications/Technical-Downloads

American Suzuki Motor Corporation
3251 E. Imperial Highway
P.O. Box 1100
Brea, CA 92822
Attn: Motorcycle Sales Order Desk
Fax: (714) 996-4545

American Suzuki offers a **RiderCourse** benefit for new "Rider Graduates" American Suzuki will reward a **RiderCourse** graduate \$100 upon verification of both the course completion and the purchase of a new street-legal Suzuki motorcycle (one reward per person annually). Purchaser must submit a copy of the course tuition receipt, **RiderCourse** completion card, motorcycle purchase invoice and a reimbursement form (given to the purchaser by the dealer at the time of purchase) to American Suzuki. Training can occur up to six months before or six months after purchase of a new street-legal motorcycle.

BMW Motorrad USA
Marcey.obrien@bmwnaext.com
Fax 877-670-3950

BMW Motorrad USA established the "Ride Smart Reward" program for all graduates of the Basic **RiderCourse**. Course Graduates receive \$500 in BMW Riders' Apparel with the purchase of a new BMW motorcycle. Purchasers are eligible for one "Ride Smart Reward" incentive during 2013. The "Ride Smart Reward" must be original BMW Riders' Apparel such as boots, gloves, jackets, etc. from the BMW MOTORRAD RIDE catalogue. This incentive will not be paid for the sale of aftermarket products or accessories. Purchase must be within 90 days of completing the BRC.

Harley Owners Group (H.O.G.)
Dave Koenings
Jim Mangone
Safe Rider Skills
3700 West Juneau Ave
Milwaukee, WI 53208
414-343-8442

Harley Owners Group (H.O.G.) have their own special incentive for **RiderCourse** graduates who are H.O.G. members. To receive reimbursement, members must be active in H.O.G. or on the date the course is taken. The reimbursement is up to \$50, paid in the form of a coupon. Reimbursement is limited to one course annually.

**Kawasaki Motors Corp., U.S.A.
Riders of Kawasaki (ROK)
Tuition Reimbursement
P.O. Box 25143
Santa Ana, CA 92799-5143**

**For ROK benefits questions,
and events schedule please
email: ROK@kmc-usa.com**

**Yamaha Motor Corp., USA
MSF Training Course Incentive
6555 Katella Avenue
Cypress, CA 90630
800-845-3650**

Riders of Kawasaki (ROK) will reimburse \$50 for completing the *RiderCourse* to members of ROK. Reimbursement is limited to one course annually. Reimbursement will be received in the form of ROK bucks. Present your ROK bucks to your local participating Kawasaki dealer and use it towards your accessory purchase. To receive your reimbursement, submit a copy of the tuition receipt, *RiderCourse* completion card, and your ROK membership number to Kawasaki Motors Corp. USA/ROK. For more information on how to join ROK, visit our website at kawasaki.com/rok

With the purchase of a Yamaha Star within 6 months of completing any approved Rider Training (MSF Street, Dirt, Scooter and Military Training) the student receives \$100 in the form of Yama-Bucks. Present to the dealer and put it towards the purchase of any Yamaha Genuine parts and accessory or Star Custom Accessories.

Insurance Discounts: Many insurance companies offer premium discounts to *RiderCourse* graduates. These can range from 5% to as much as 20%, depending on the insurance company. In some cases, the savings can be as much as course tuition itself. When you couple this with the reimbursements available, it may be possible for students to not only take the *RiderCourse* at (essentially) no cost, but to put a few dollars in their pockets as well.

These are all important points to pass along to your students. Not only will it help to make them feel better about the *RiderCourse*, but they then become great word-of-mouth advertisers, helping you secure even more students for future classes.

So take the time to explain the above to your class. It'll mean more students, and more trained and safer motorcyclists on the road.

Information compiled by the Motorcycle Safety Foundation. Subject to change without notice.

Truer than ever:

"The more you know, the better it gets."