



For information, contact: (949) 727-3727 ext. 3091

ATV SAFETY INSTITUTE

Irvine, Calif. – Safe and responsible use of all-terrain vehicles (ATVs) is a top priority for AlphaSports, Arctic Cat, Bombardier, Honda, John Deere, Kawasaki, Suzuki and Yamaha, leading U.S. distributors of all-terrain vehicles. These distributors are engaged in highly visible communications efforts targeted to users and prospective buyers about the safe and responsible use of ATVs. As a part of these efforts hands-on training is offered free-of-charge by these distributors to all individuals who purchase new ATVs, including the purchaser's eligible family members. Training also is available to all ATV riders who don't qualify for free training, such as purchasers of used ATVs or other prospective riders, for a reasonable fee.

Training is conducted through the ATV Safety Institute (ASI), a division of the not-for-profit Specialty Vehicle Institute of America (SVIA) association. Developed as an outgrowth of the SVIA all-terrain vehicle training program, the ASI was formed to implement an expanded national program of all-terrain vehicle (ATV) safety education, awareness and training.

The ATV RiderCourseSM

The hands-on, half-day *ATV RiderCourseSM* is conducted by licensed ASI instructors. The course offers students an opportunity to increase their safety knowledge and to practice basic riding skills in a controlled environment under the direct supervision of a licensed instructor.

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Students practice safety techniques with hand-on exercises covering starting and stopping, running, negotiating hills, emergency stopping and swerving, and riding over obstacles. Particular emphasis is placed on the safety implications relating to each lesson.

The course also covers protective gear, environmental concerns and local laws. Participants receive the *ATV RiderCourse*™ Handbook, which reinforces the safety information and riding techniques covered during the *ATV RiderCourse*. These instructional materials as well as the course curriculum have been designed in consultation with the Consumer Product Safety Commission (CPSC).

Individuals six years of age and older may take the class. Riders under 16 are restricted to ATVs of the appropriate size recommended for the rider's age. There are teaching provisions for students under 16 years old, and parents are encouraged to attend as well. Students under the age of 12 participate in separate classes and the parent must be present during the entire course.

Only licensed instructors are authorized to teach the *ATV RiderCourse*. All ASI instructors must complete a comprehensive training program and meet specific ASI requirements to become licensed. More than 1,500 active instructors are licensed to teach the *ATV RiderCourse* at nearly 1,000 locations throughout the United States.

Enrollment Express

The *ASI RiderCourse* training program uses a proactive, centralized enrollment system to expedite the delivery of training. This computer-assisted dialing system puts ASI's enrollment representatives in touch personally by phone with hundreds of ATV buyers and other interested persons each day.

When a new ATV is purchased, the dealer provides customer information to ASI, often within 24 hours of purchase. New purchasers are contacted directly by ASI representatives once a faxed copy of their Rider Training Certificate has been received from the selling ATV dealership. This system allows ASI to project where training will be needed and to ensure that scheduled classes are available to enroll new buyers when they are first contacted. It can also determine in advance when and where training opportunities should be provided and establish such classes prior to calling prospective students. This process enables ASI to contact new purchasers immediately for a class and offer training quickly. The training program is also promoted through many of the distributors' communications with consumers, including vehicle labels, hangtags and other point-of-purchase materials, owner's manuals, a safety video and promotional advertisements in print and broadcast media. A toll-free telephone number (800-887-2887) offers interested parties more information about enrolling in the training program.

The ASI representative who contacts a purchaser or other interested person will work with the customer to schedule a convenient time and location for a training class. Once training has been scheduled, the student receives a confirmation letter with a map and directions to the training site and a confirmation of the date and time for training.

The local instructor receives a class roster and calls shortly before the class to confirm each student's commitment to attend and to give further instructions.

Since 1988, this nationwide program has provided hands-on training to more than half a million ATV riders, including more than 100,000 first-time purchasers without experience and their family members. ASI has found that repeat purchasers, who account for a substantial percentage of all purchases, are already experienced ATV riders and often do not elect to take the course. The distributors have nonetheless continued to make the course available free of charge to both experienced and inexperienced riders who purchase new ATVs.

Other Programs

The ATV Safety Institute also works with state, military and independent agencies to present seminars, develop safety materials and coordinate training programs targeted to specific needs.

The ASI is committed to increasing public awareness of ATV safety programs. It produces and distributes public service messages to ATV enthusiast magazines and other publications read by potential ATV riders. A safety video, *Ride Safe, Ride Smart*, also is available for consumer viewing at ATV dealerships, can be borrowed from dealerships, or it can be purchased for a modest price from ASI. There also are several publications available to promote safe riding practices. These include *Tips and Practice Guide for the All-Terrain Vehicle Rider* and *Parents, Youngsters, and All-Terrain Vehicles*.

The All-Terrain Vehicle Safety Institute® (ASI), a not-for-profit division of the Specialty Vehicle Institute of America® (SVIA), was formed in 1988 to implement an expanded national program of all-terrain vehicle (ATV) safety education and awareness. ASI's primary goal is to promote the safe and responsible use of ATVs, thereby reducing accidents and injuries that may result from improper ATV operation by the rider.

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