

# Pass It On!

### **RiderCoaches and Training Site Administrators:**

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

American Honda, American Suzuki Motor Corp., BMW of North America, 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: Rider Education,  
Mail Stop 100-4C-6C  
1919 Torrance Boulevard  
Torrance, CA 90501-2746

**American Honda** offers a maximum \$75 reimbursement to members of the Honda Rider's Club of America (HRCA). Some limitations apply, and full eligibility rules are contained in the member's benefit manual. This offer is limited to MSF-recognized *RiderCourses*.

Riders who own a Honda motorcycle or scooter can join at their Honda dealer or by calling 800.847.4722. Single membership is \$39.95 with roadside assistance. Membership without roadside assistance is \$24.95.

*Diane Melot*  
*American Suzuki Motor Corporation*  
P.O. Box 1100  
Brea, CA 92822

**American Suzuki** offers a *RiderCourse* benefit for new "Rider Graduates." American Suzuki will reward a *RiderCourse* graduate \$50.00 upon verification of both the course completion and the purchase of a new street legal Suzuki motorcycle (one reward per person.) 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 of North America, Inc.*

*Harley Owners Group (H.O.G.)*  
*Safe Rider Skills*  
P.O. Box 453  
Milwaukee, WI 53201

**Harley Owners Group (H.O.G.)** and **Buell Riders Adventure Group (B.R.A.G.)** have their own special incentive for *RiderCourse* graduates who are H.O.G. or B.R.A.G. members. To receive reimbursement, member must be active in H.O.G. or B.R.A.G. on the date the course is taken. The reimbursement is up to \$50, paid in the form of a bonus coupon. Reimbursement is limited to one course annually. Requests for reimbursement must be made within three months from the course date. Members who have already completed a *RiderCourse* should submit copies of their tuition receipts and *RiderCourse* completion cards to H.O.G. or B.R.A.G.

*Buell Riders Adventure Group*  
*(B.R.A.G.)*  
3700 W. Juneau Avenue  
Milwaukee, WI 53208

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

**Riders of Kawasaki (ROK)** will reimburse \$50 for completing the **RiderCourse** to members of the ROK. One course reimbursement annually. Reimbursement will be received in the form of ROK bucks. Present to your dealer and put it toward your accessory purchase. To receive your reimbursement, submit copies of tuition receipt, **RiderCourse** completion card, and don't forget to include your membership number to Kawasaki Motors Corp., U.S.A./ROK.

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

**Yamaha** has taken a slightly different approach. They are offering a \$50 U.S. Savings Bond to purchasers of a new street-legal Yamaha, regardless of model year, when the purchaser completes the **RiderCourse**. Training must be completed within six months of purchase. To receive the Savings Bond, customers must submit copies of their Yamaha bill of sale, their **RiderCourse** tuition receipt, their **RiderCourse** completion card and a payment request form (given to the customer by the dealer at the time of purchase) to Yamaha.

**Insurance Discounts:** Many insurance companies offer premium discounts to your **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 the 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 even 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."*

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