

## RU Ready to Ride?

Riders University is a Public Charity dedicated to saving lives, helping riders gain control and improving the motorcycle industry as a whole.

The Issue

The need for economical rider training -

The NHTSA estimates that per vehicle mile, motorcyclists are about 34 times more likely to die in an accident than passenger car occupants. In many states, rider training is required for obtaining a valid license to operate a motorcycle, yet the NHTSA estimates nearly one in four riders involved in fatal crashes in 2005 did not have a valid license. The MSF and others have developed proven curriculum and safety methods to provide riders with the education necessary to reduce incident.

The Persisting Problem:

Though the safety resources for motorcycle rider training are available, these are unknown by most and consistently inaccessible to many riders due to financial reasons.

Riders University 's Solution:

Riders University is a working to bridge the gap between rider training resources and the riders most in need of this training. We are striving toward safer streets, a safer sport, and an industry in which the potential of every rider is maximized.

How RU will accomplish their goal:

- Direct access to educational source contacts
- Financial assistance to qualified rider training programs
- Motorcycle safety awareness campaigns