

# PROMOTING MOTORCYCLE SAFETY CLASSES

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TO BOTH NEW AND EXPERIENCED RIDERS

# PROMOTING MOTORCYCLE SAFETY CLASSES

## DISCUSSION OUTLINE

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- Events
- Outreach
- In Classroom
- Demonstrations
- Other Ideas

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – MY FIRST EXPOSURE TO THIS

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# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – SOME SUGGESTED EVENTS

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- Bike Shows
- Bike Nights
- Dealer/Bike Shop Events
  - Open House
  - Safety Days
  - Garage Party & Similar Events

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – SOME SUGGESTED EVENTS

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- Corporate Safety Fairs
  - Motorcycle Safety & Awareness
- Partner Events
- Hold Your Own Event
  - Board Track Night
- Other Event Ideas???

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – AMEREN ELECTRIC SAFETY FAIR

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Trainer Bike and Scooter

T-shirts and other Give Away  
Items from MoDOT

7,000 Employees & Families at  
One Day Event on Weekend

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – MACEY’S DEPT STORES SAFETY FAIR



Motorcycle Awareness  
And  
Motorcycle Safety  
Posters & Brochures  
Held During Workday

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – ST LOUIS MOTORCYCLE SHOW

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One of Two SMARTrainers  
in Expanded Booth

40" TV Screen Shows  
Duplicate of SMARTrainer



# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – ST LOUIS MOTORCYCLE SHOW

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TV Showing a Continuous Loop of Safety and Awareness Videos


Motorcycle on SkidBike Frame Also Used for Demos at the Show

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – DISPLAY IDEAS

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- 2' x 6' Wire Grid Displays from Store Fixture Supplier
  - Can be connected in multiple configurations
  - Holds brochure holders, bins, or shelves
  - Can hold large screen video display
- 20" x 30" Posters
  - Inkjet printed at Costco Photo Dept
  - Mounted on foam board (standard size at hobby/craft stores)

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – DISPLAY IDEAS HANDLEBAR HANGERS




**LEARN TO RIDE  
FOR ONLY \$99**

**Learn To Ride on a  
Can-Am SPYDER or RYKER**  
A Can-Am On-Road vehicle will  
be provided for the duration  
of the course at no extra cost.  
**Big St Charles Motorsports**  
3830 West Clay Street  
St. Charles, MO 63301  
(636) 946-6487  
www.bigstcharles.com

**CAN-AM RIDER  
EDUCATION  
PROGRAM**

The road to obtaining  
your 3-wheel training  
and peace of mind riding  
has never been easier.



RECOGNIZED TRAINING PROVIDER



Printed double sided on 8 1/2 x 11 cardstock  
Hole and other cut marks shown  
QR code goes to registration web site  
Can also be used at motorcycle dealers

# PROMOTING MOTORCYCLE SAFETY CLASSES EVENTS – DISPLAY IDEAS

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- SMARTrainer Demo
- SkidBike Demo
- Video of Classes
- Use Fatal Vision Goggles
- Other Activities at Events???

# PROMOTING MOTORCYCLE SAFETY CLASSES OUTREACH

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- Dealers
- Motorcycle Clubs
  - MSF Host-An-Event Presentation
  - Safety Weekend on Official Activities Calendar
- Insurance Agents
- Partner Meeting Presentations
- Magazine Articles
- Poster at DMV

# PROMOTING MOTORCYCLE SAFETY CLASSES OUTREACH – COUNTERTOP DISPLAY

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**Save On Your  
Motorcycle Insurance!**



**Take a Class,  
Get a Discount**

Successfully complete a Motorcycle Safety Foundation class and get a discount on your motorcycle insurance.

MSF classes are available for all skill levels ranging from the 2-day Basic Rider Course for new riders to 1-day classes for experienced and advanced riders.

 St. Louis Community College  
Call 314-984-7777 to register!  
Visit us at [www.stlcc.edu/motorcycle](http://www.stlcc.edu/motorcycle)

12" x 11" Countertop Brochure Holder  
Mounted on Foam Board  
Easel Back  
Stick-on Pocket for Class Brochures

# PROMOTING MOTORCYCLE SAFETY CLASSES OUTREACH – DMV POSTER

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**WE'VE SAVED YOU A SEAT IN CLASS!**

**Motorcycle Safety Basic Rider Course**

**We Provide:**

- **The Bike To Learn On**
- **A Helmet (If You Need One)**
- **Training Materials**
- **Great Instructors**
- **A Safe Fun Learning Environment**
- **Motorcycle Driving Test Waiver**  
(Upon Successful Course Completion)

**Learn More About  
Missouri Motorcycle Safety Programs  
And Find A Course Near You At:**

**[WWW.MMSP.ORG](http://WWW.MMSP.ORG)**

Poster Hung at DMV Offices

# PROMOTING MOTORCYCLE SAFETY CLASSES IN CLASSROOM PROMOTION

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Posters on Classroom Wall



# PROMOTING MOTORCYCLE SAFETY CLASSES IN CLASSROOM – CLASS FOLLOW-UP IDEAS

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- Discount on Other Classes
- Email Blast of Upcoming Advanced Classes
- Self-Addressed Letters/Postcards
- Other Ideas???

# PROMOTING MOTORCYCLE SAFETY CLASSES DEMONSTRATIONS

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- IME
- Skills Demonstrations
- Advanced Technologies Demonstrations
  - SkidBike

# PROMOTING MOTORCYCLE SAFETY CLASSES

## OTHER IDEAS

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