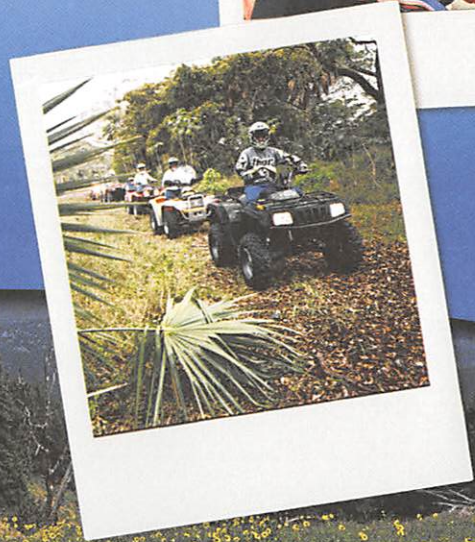
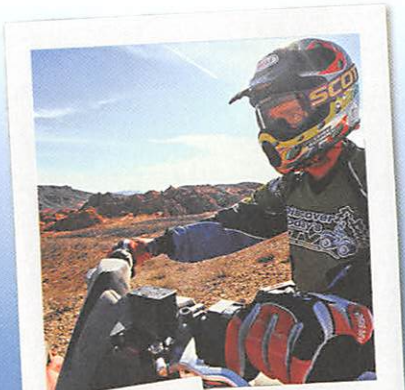


Rider Training

Safe ATV training is a top priority for the SVIA member companies. These companies offer free hands-on training to all individuals who have purchased new ATVs, including the purchaser's eligible family members. In addition, visitors to atvsafety.org can enroll in the ATV E-Course, a free, interactive online course that addresses basic ATV safety principles.

Training Information

To enroll in the ATV *RiderCourse* nearest you, visit atvsafety.org and click on "Online Enrollment" or call toll-free 800.887.2887.



THE ATV SAFETY INSTITUTE'S GOLDEN RULES

- #1. Always wear a DOT-compliant helmet, goggles, long sleeves, long pants, over-the-ankle boots, and gloves.
- #2. Never ride on paved roads except to cross when done safely and permitted by law – another vehicle could hit you. ATVs are designed to be operated off-highway.
- #3. Never ride under the influence of alcohol or drugs.
- #4. Never carry a passenger on a single-rider ATV, and no more than one passenger on an ATV specifically designed for two people.
- #5. Ride an ATV that's right for your age.
- #6. Supervise riders younger than 16; ATVs are not toys.
- #7. Ride only on designated trails and at a safe speed.
- #8. Take a hands-on ATV *RiderCourse*SM and the free online E-Course. Visit ATVSafety.org or call 800.887.2887.



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About the ATV Safety Institute

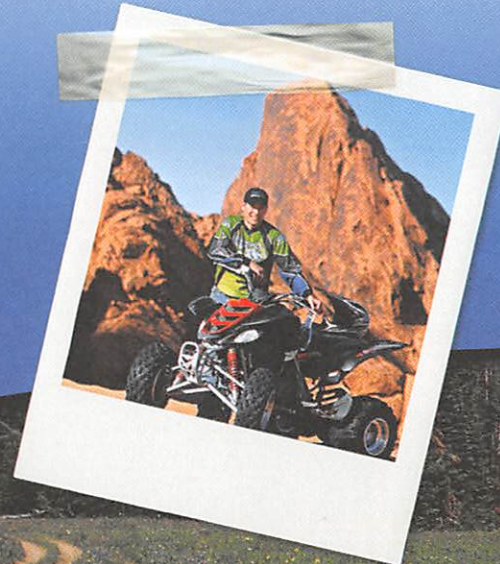


Purpose

The ATV 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. The ASI's primary goal is to promote the safe and responsible use of ATVs, thereby reducing crashes and injuries that may result from improper operation by the rider.

Since 1983, the SVIA has promoted the safe and responsible use of ATVs through rider training programs, public awareness campaigns and state legislation. The SVIA also serves as a resource for ATV research, statistics and vehicle standards. Based in Irvine, California, the SVIA is a not-for-profit trade association sponsored by Arctic Cat, BRP, Honda, Kawasaki, KYMCO, Polaris, Suzuki, Textron and Yamaha.

More than 35 million people ride all-terrain vehicles. Besides recreational use, ATVs also serve agriculture and a wide variety of industries. The ASI leads the way in implementing and expanding ATV rider-training programs nationwide for all users.



The ATV RiderCourseSM

The hands-on, half-day *ATV RiderCourse* is conducted by licensed ASI Instructors. It 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.

Students practice basic safety techniques with hands-on exercises covering starting and stopping, turning (both gradual and quick), negotiating hills, emergency stopping and swerving, and riding over obstacles. Particular emphasis is placed on the safety implications related to each lesson. The course also addresses protective gear, environmental responsibility and local laws. Participants receive the *ATV RiderCourse Handbook*, which reinforces the safety information and riding techniques covered during the *ATV RiderCourse*.

Individuals six years of age and older may take the class. Riders younger than 16 are restricted to ATVs of the appropriate size recommended for the rider's age. There are special teaching provisions for students under 16 years old, and parents are encouraged to attend as well. Students younger than 12 participate in separate classes and a parent must be present during the entire course. Some states may require youths to take the course in order to ride on public land.

Only licensed ASI 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, and must continue

to meet the ASI's ongoing quality control requirements. More than 2,500 instructors are licensed to teach the *ATV RiderCourse* nationwide.

Enrollment Express

The ATV Safety Institute's goal is to make the *ATV RiderCourse* available to large numbers of students. To accommodate the growing number of ATV purchasers, a centralized enrollment service called Enrollment Express was established. When a new ATV is purchased, the dealer provides customer information to the ASI, often within 24 hours of purchase. An ASI Enrollment Express Representative then contacts the purchaser to offer a free *ATV RiderCourse*.

The ATV E-Course

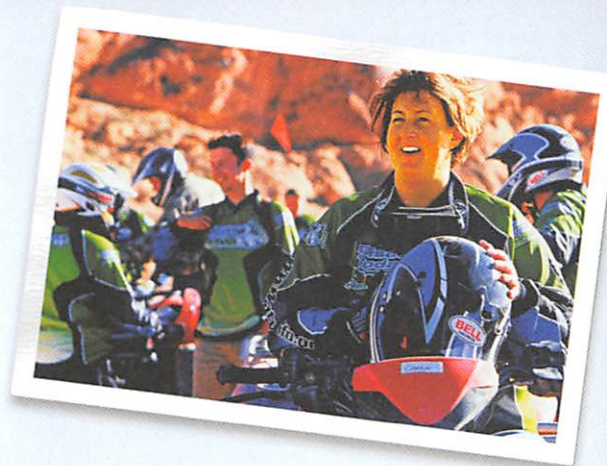
The ATV Safety Institute offers three age-specific e-learning courses to address basic ATV safety principles. Adults, teens and children can learn how to apply the "golden rules" of ATV riding in an interactive setting. These free, two-hour courses include videos, pictures, and interactive games for a fun and

effective learning experience for all age groups. After taking the course, users can take an ATV safety exam and receive a certificate of completion.

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 fill 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. There are also several publications available to promote safe riding practices. These



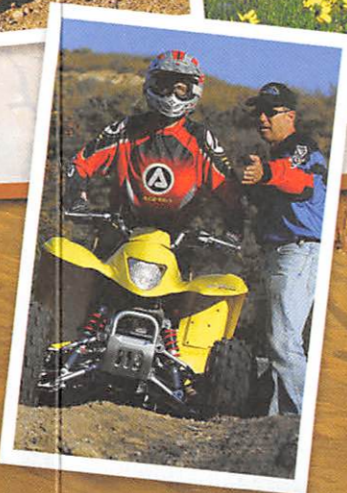
include *Tips and Practice Guide for the All-Terrain Vehicle Rider* and *Parents, Youngsters and All-Terrain Vehicles*.

We also have a DVD titled "Ride Safe, Ride Smart" that is a rider-friendly look at how to get a proper start in ATV riding.

To order the publications or DVD, call the ASI at 949.727.3727 and ask for the Order Department, or visit us online at atvsafety.org.

If you're in the market for a new ATV, you may want to consider our Try Before You Buy program. Simply enroll in an *ATV RiderCourse* before you buy. And, when you buy a new ATV within one year from an ASI member company, you'll receive a refund of the class tuition fee plus any training incentive offered by the manufacturer.

Call Enrollment Express toll-free at 800.887.2887 to find out more about our Try Before You Buy program.



ENROLL IN AN ATV RIDERCOURSE
ATVSAFETY.ORG
OR CALL 800.887.2887