



The Motorcycle Safety Foundation (MSF) and its funding member companies, BMW of North America, Inc., Ducati North America, Inc., Harley-Davidson Motor Co., Inc., American Honda Motor Co., Inc., Kawasaki Motors Corp. USA, American Suzuki Motor Corp. and Yamaha Motor Corp., USA are pleased to be supporters of the *National Agenda for Motorcycle Safety*, a project that provides an accurate road map of the most pressing motorcycle safety issues for the coming decade and beyond while offering the greatest occasion in recent history for improved motorcycling safety.

We would like to acknowledge the exceptional efforts of the Technical Working Group in creating this blueprint for motorcycle safety in the United States (U.S.). This group of well-respected experts in the fields of emergency medicine, enthusiast press, government affairs, insurance, law enforcement, motorcyclist groups, research, and rider education and training came to serve as representatives of the variety of stakeholders with an interest in motorcycle safety. Meeting over a two-year period, the diversity within the group ensured that the strategic vision for the future of motorcycle safety would be an accurate reflection of opinion as it is found in the entire motorcycle community.

The MSF Board of Trustees has directed MSF staff to take its vision of a "Worldview with a U.S. Focus" further than just curriculum and training matters. While MSF does and will continue to play a key role in rider education and training, motorcycle safety, as the name implies, is the core of what the Foundation is about. By working with all stakeholders involved in making motorcycling safe and enjoyable for U.S. riders, MSF has assumed a wider degree of responsibility for keeping the big picture/overall safety issues that concern U.S. motorcyclists at the forefront of our efforts and projects.

Today's motorcycle marketplace is dynamic and all indications suggest the existence of an increasing number of motorcycles in the traffic mix in the U.S. According to the Motorcycle Industry Council's *1998 Motorcycle Owner Survey*, in 1998, there were 6.6 million motorcycles and scooters estimated to be in use (a 29.8% increase from 1990), while during the same year, the average (mean) annual miles traveled by all motorcycles and scooters used on-highway was 2,613 miles (for a total of 13 billion on-street miles!) representing an increase of 11% from the average of 2,361 miles reported in 1990.

By June 2000, new unit sales of motorcycles had increased 26% over the previous year and an estimated 124% since 1990. With more and more people buying motorcycles and riding, the number of people taking advantage of rider education and training programs is also increasing. The number of riders trained in 1999 was 192,122, an 18.9% increase over 1998, and over one-third of course graduates were women.

Due to this dynamic increase in motorcycling, there is a need to use an approach to motorcycle safety that complements the energy in the marketplace. As these numbers grow, motorcyclists can be thankful that the *National Agenda for Motorcycle Safety* seeks to provide a comprehensive approach to motorcycle safety by addressing it on a variety of fronts that consider the viewpoints of all stakeholders, thereby meeting the needs of all riders. We believe that through following the recommendations found in the *National Agenda for Motorcycle Safety*, the safety needs of all riders can be better served. As a partner and stakeholder in motorcycle safety, we urge you to consider and act upon these very important recommendations.

Finally, MSF would like to recognize also its valued partner, the National Highway Traffic Safety Administration, and the firm of Albert Hydeman Associates as project facilitator, in the development of the *National Agenda for Motorcycle Safety*, as both were instrumental in making this important opportunity to increase the safety of motorcyclists across the U.S. a reality.

A handwritten signature in black ink that reads "Tim Buche". The signature is written in a cursive, flowing style.

Tim Buche, *President*