



Kim Harrison - General Manager

you for putting on this event. I know it's not just you, there's a lot of Staff here you know

RIDE ON!

Motorcycle Safety Foundation Ride Day Connects Dealers With Customers

There is a running joke at the National Powersports Dealer Association that “if you want to get something done, give it to the busiest person in the room.” That person is clearly 2X *Dealernews* cover dealer Kim Harrison. In addition to being the General Manager of Coleman Powersports, she is also the “dean” and GM of Power Ride University. In her spare time Harrison is also a founding NPDA Board member and serves on the association’s executive committee... So when Kim finds the time to pass a tip our way, we pay attention!

“I just wanted to share a little bit about our MSF Ride Day. I was so excited to have the opportunity for our school —Power Ride University — to work directly with MSF on a Ride Day. Corey Eastman and his team began working with us a few months back, and it worked well for everyone. MSF provided us with all they have learned from prior events. They also assisted with marketing materials, waivers, signage, coach training and so much more!”

The better news was that more first-timers were enticed to experience motorcycling in a casual, non-threatening way... which netted real customers coming back to the dealership and enrolling in the full Power Ride University program. “We held a two day event over the weekend and we had a great turnout,” she notes. “Over

150 participants came out for Moto Intro and about 45 for the skills check. It was great to see friends bringing friends and parents bringing their kids to learn.”

This video created by Carl at ADVmoto really did a great job of capturing the participant reactions: www.youtube.com/watch?v=D6sVou_I07s

So cut to the chase since you are a busy woman, was it worth it? “I can’t think of anything better that a dealer or an OEM can do to grow our industry! The event took some planning and coordination with our school but overall was easy to do and so rewarding. More dealers and schools need to know about the MSF Ride Day program.”

And this is not just a seat of the pants “feel good” event, Coleman PowerSports is seeing tangible results immediately. “Together with the MSF we will be tracking all these participants to see if they go further and sign up for a BRC class or even buy a unit. However, we already saw about 15% of the intro riders sign up for a BRC before they left the event. We are now trained and ready to run future Ride Day’s in 2024.”

Word gets around in NPDA executive committee circles and the very next dealership to sign up was Vice Chair Bob Kee’s Destination Cycle deep in the heart of Texas!



BACK TO SCHOOL Power Ride University Is In Session

As the “dean” and General Manager of Power Ride University www.powerrideuniversity.com — Kim Harrison utilizes her dealership as the litmus test for curriculum and programs for one of the largest riding training programs in the entire region. Top of the syllabus has been New Rider Seminars... at least until the advent of the MSF-sanctioned Moto Intos were unveiled.

Designed as a casual way to facilitate the journey from motorcycle curious to lifetime customer, Coleman PowerSports posts this invitation on their website and social media channels:

Interested in Motorcycles but just need a little more information? Maybe questions about experiencing a freedom like no other? Then stop by one of our New Rider Seminar’s courtesy of Coleman PowerSports!

Where we will cover and discuss:

- Riding Gear and Safety Equipment
- Two & Three Wheel Motorcycle Types, Terms, and Features
- Minor Maintenance Tips & Recommendations
- Training Information by Local Certified Instructor
- MSF Class Sign-Up (if seats available)

And we of course can not forget the FREE refreshments for you and many other goodies and surprises for those who attend!

www.powerrideuniversity.com/new-rider-seminar

MOTORCYCLE SAFETY FOUNDATION

RIDE

DAY

MSF MOTO INTRO MAKES IT EASY

Looking to take your first ride? Moto Intro is your chance to try motorcycling. You, riding a motorcycle in 30-minutes or less. Already ride? Skills Check is the opportunity to ride an advanced rider training drill and see if your skills are at their best. Both of these activities happen at Motorcycle Safety Foundation RIDE Day events taking place at certified training centers around the country.

The Motorcycle Safety Foundation, motorcycle dealers, and riding schools have teamed up to give you a chance to experience riding a motorcycle for free, with MSF RiderCoaches helping you through each step. “Do you have potential customers who always wanted to try a motorcycle or experienced riders looking to check themselves? We have something for both and everyone in between,” explains Cody Eastman. “All free of charge.”

Ideal for those wanting to learn to ride a motorcycle, or with limited motorcycle riding experience. Courses teach skills and knowledge needed to ride a motorcycle, and help you earn a motorcycle license or endorsement. Moto curious? Our two-hour experience teaches basic motorcycle controls and key personal attributes needed to become a safe rider. Motorcycles are provided for your use.

A two-hour, first-touch motorcycle experience. Designed to familiarize you with a motorcycle’s primary parts and controls, and help you determine whether motorcycling is a good personal choice. You are given the opportunity to ride a motorcycle in a controlled area. This is an excellent way to explore motorcycling.

Continued on page 66

RIDE FOR FREE



MOTORCYCLE SAFETY FOUNDATION
RIDE DAY



Sept. 30 & Oct. 1, 2023
MANASSAS MALL

8300 Sudley Rd. Manassas, VA 20109

www.powerrideuniversity.com

MOTO Intro provides the motorcycle, helmet, gloves, and coaching. Please wear over-the-ankle footwear, long pants and long sleeves. SKILLS Check participants, bring your motorcycle and gear!



Take Your First Ride!
Ride a motorcycle in 30-min. or less — for free.

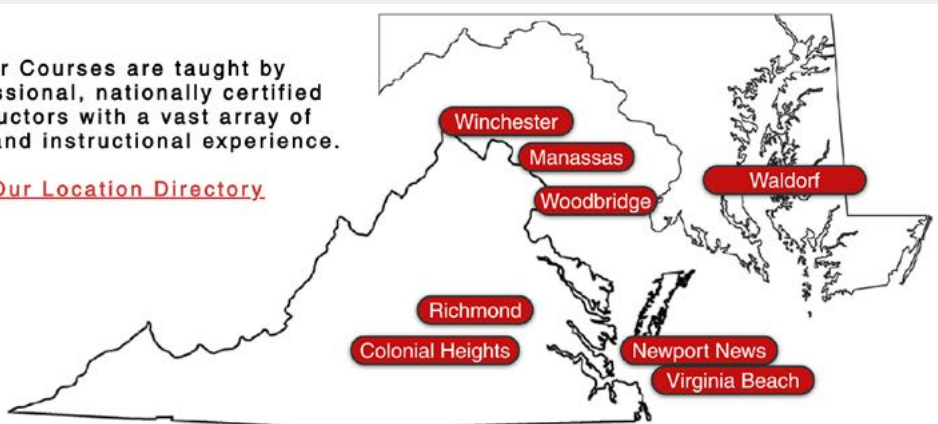


Free Riding Skills Test
Take the challenge of an advanced MSF course!

2-WHEELS 10AM-2PM
3-WHEELS 3PM-6PM

Our Courses are taught by professional, nationally certified instructors with a vast array of riding and instructional experience.

[Our Location Directory.](#)



msf-usa.org/start-your-ride/introductory-motorcycle-experience

Recommended Next Steps — DirtBike School or Basic RiderCourse: msf-usa.org/start-your-ride/dirtbike-school
msf-usa.org/start-your-ride/basic-ridercourse

WE DON'T JUST DELIVER THE ULTIMATE RIDING EXPERIENCE - WE DEFINE IT.



UT10 P CREW
TENSIVE RED

Explore the new UT10 Crew lineup that is pushing the boundaries and setting the standard for off-road innovation. We don't just deliver the ultimate riding experience - we define it. Pioneered with the Smart Moving App and 10.4" Smart Touchscreen, access and control your vehicle with the tip of your fingers. This intelligent interaction will allow you access to the Airlock feature, Real-Time Data, Safety Alerts, and personalized Driver Settings.

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