



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 BRP, Honda, Kawasaki, KYMCO USA, Polaris, Suzuki, Textron Off-Road and Yamaha.

More than 35 million Americans 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.

RIDER TRAINING

Safer ATV riding is a top priority of 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. Training is also available for a reasonable fee to all other interested parties who are not eligible for free training.

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 relating 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 that match their age according to the Manufacturer's Minimum Age Recommendation Warning Labels affixed to each new ATV. There are special teaching provisions for students under 16 years old, and parents are encouraged to attend as well. Students younger than 12 must have a parent or guardian present during the entire course. Some states may require youth to take the course in order to ride on public land.

Only licensed 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 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 1,900 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 ASI, often within 24 hours of purchase. Enrollment Express then contacts the purchaser to offer a free *ATV RiderCourse*.

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*. To order the publications, visit us online at atvsafety.org, or call 866.267.2751.

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 from an ASI member company within one year, you'll get a refund on the course tuition fee plus any training incentive offered by the manufacturer. Call Enrollment Express at 800.887.2887 to find out more about our *Try Before You Buy* program.

THE 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 other 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.

TRAINING INFORMATION

To enroll in the *ATV RiderCourse* nearest you, visit atvsafety.org/reserve-your-seat, or call 800-887-2887.

