

## The Plan

America needs a plan to balance the nation's transport system with what's been called "the ideal single occupant vehicle."

We need a plan to advance safety for all road users.

We need a plan to increase motorcycling in America.

The Motorcycle Riders Foundation has such a plan.

We call it **Motorcycles Rev the Future.**

### *How Motorcycling Revs Our Economy*

A \$14 billion industry, motorcycling has skyrocketed from some 300,000 new bikes sold in 1990 to 710,000 in 2000.

Beyond major makers lies a vast network of small businesses employing tens of thousands of Americans. There's been an explosion of growth in this small business network – from small-volume motorcycle makers to the parts aftermarket and "custom shops" in virtually every neighborhood in America.

Motorcycles also rev the tourism industry with the average rider spending about \$300 a day staying in motels, eating in restaurants and buying memorabilia while touring a state.

## *Motorcycles Rev the Future*

— but only with your help.

By joining the Motorcycle Riders Foundation, you do more than Ride with the Leaders™.

You will help us conserve fuel, cut traffic congestion, enhance safety for all road users and drive jobs and the economy.

Think of MRF membership as an investment in America's future — because **Motorcycles Rev the Future.**

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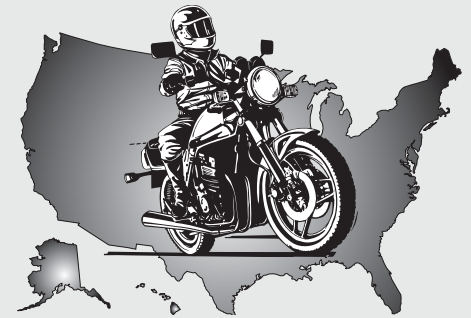
### *For More Information...*

For a complete text of **Motorcycles Rev the Future** – background, goals and proposed legislative language – call the Motorcycle Riders Foundation at (202) 546-0983 or go to [www.mrf.org](http://www.mrf.org).



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- ✓ *Slash Fuel Consumption*
- ✓ *Cut Traffic and Parking Congestion*
- ✓ *Eliminate road wear*
- ✓ *Drive Jobs and the Economy*

If one vehicle could do all this, that vehicle would

*rev  
America's  
Future.*

# Motorcycles Rev America's Future

Every year, commuters in cars squander a staggering \$72 billion in lost time and wasted fuel gridlocked in 68 of our largest urban centers.

Cash-strapped and traffic-clogged, states are debating tax hikes to increase road capacity. Opponents say we cannot build our way out of this crisis, but even newspapers customarily critical of sprawl insist that “more lanes belong in the mix.”

Something else belongs in the mix: the motor vehicle that cuts congestion, slashes commuting time and skimps on fuel.

That vehicle is ... the motorcycle, and its advantages are as staggering as the problems it helps solve.

## Cutting Congestion

Carrying one person to and from work to the auto's 1.1 persons, motorcyclists complete urban commutes in a fraction of the time as motorists, while imposing 51 times less road wear.

## Slashing Fuel Consumption

If just ten percent of the 1.5 trillion annual car miles were traveled by motorcycle, America would save over 4.1 billion gallons of fuel – enough to power every freight train in the nation for a year, with enough left over to send over 100,000 tractor-trailers around the world.

# Motorcycles Rev the Future

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Our plan will conserve fuel, eliminate road wear, ease traffic and parking congestion and drive jobs and the economy by:

- Boosting motorcycle rider skill training and motorist awareness of all road users;
- Increasing motorcycling in America and better integrating the motorcycle in national and state planning; and
- Bolstering the power and prerogatives of governors and state legislatures on transportation related matters.

## Making All Road Users Safer

Throughout the 1990s, rider training was a problem getting worse, with waiting periods for training a year and longer. Since the September 11 attack on America, rider training is in crisis with state budgets for the programs being sharply reduced or even eliminated. Our plan gives states the incentive to restore these crucial programs to prevent accidents, thwart injuries and save lives.

Our plan provides special grants to enhance motorist awareness of motorcycles. Reeducating motorists to see riders enhances the safety of all road users, because a motorist who does not see a motorcyclist will likely not see less visible road users like bicyclists and pedestrians.

## Balancing Our Transport System

Our plan encourages state and local innovations at the state level such as tougher sanctions against aggressive drivers.

Our plan encourages fuel conservation by extending the Qualified Transportation Fringe Benefit to motorcyclists.

The plan also establishes a “Motorcyclist Advisory Council” in the Federal Highway Administration (FHWA). Composed of experts like a representative of the National Association of State Motorcycle Safety Administrators (SMSA), the Council will help FHWA solve a host of problems, from motorcycle-hostile crash barriers to road maintenance practices.

Our plan preserves the powers and honors the prerogatives of Governors and state legislators to decide on motorcyclists' safety issues – historically the province of state action. One component blocks any withholding of funds from states that preserve adult-choice on matters involving personal riding attire. Our plan also empowers the Secretary of Transportation to contract with SMSA to disseminate “best practices” in licensing and training to all states.

Finally, our plan preserves motorcycle access to all highways and road systems for which federal tax dollars were used in road planning, construction or maintenance.