



National Motorcycle Safety Training Summit

ONE MISSION

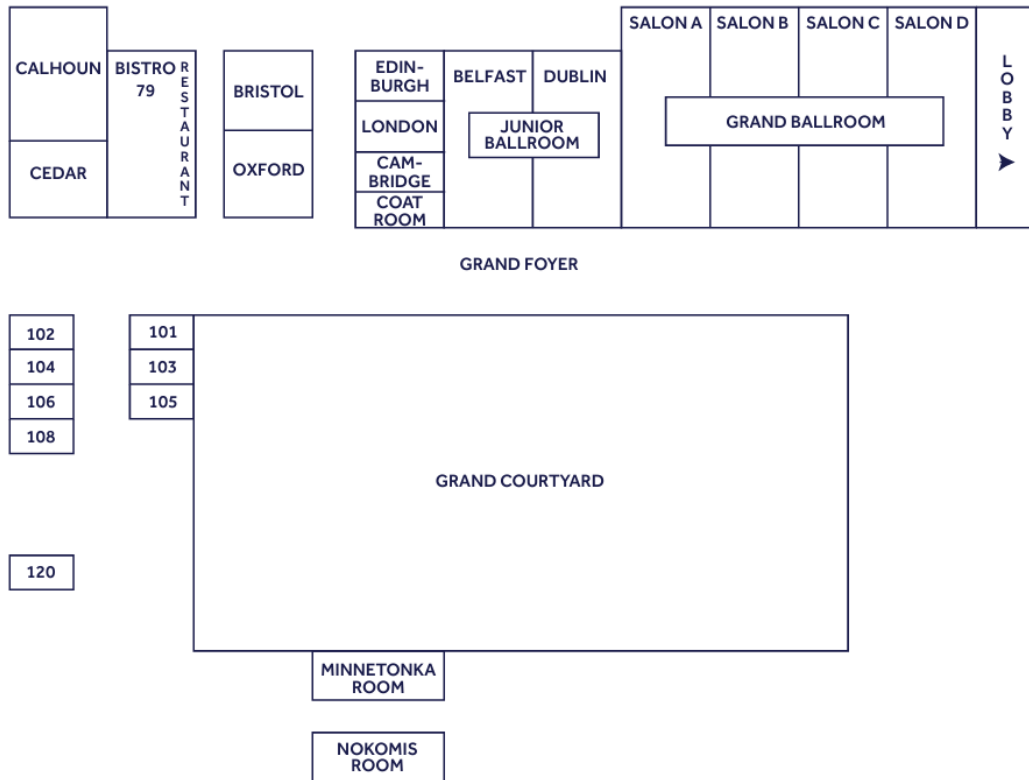
SHORT-TERM GOALS FOR LONG-TERM SAFETY



BLOOMINGTON, MINNESOTA
SEPTEMBER 16-19, 2026

All Dates, Times, Sessions, and Presenters subject to change. (Version 8/25/2026)

DoubleTree by Hilton Minneapolis Airport Floor Plan & Parking Lot Range



General Summit Information

Summit Badge

A Summit badge is required for **all** events and meal functions.

Please have your badge ready for display at all times.

Daily Evaluations

Give us your feedback. Complete the online daily evaluations for a chance to win a door prize.

Participant Certificates

Complete an online evaluation form to receive a *Certificate of Attendance* with instructional hours for:

- Professional Development Workshop (PDW)
- The Full 2026 Summit (Overall)

Exhibit Hall Hours

Wednesday, September 16, 2026

5:30 p.m. - 7:30 p.m.

Thursday, September 17, 2026

8:00 a.m. – 12:00 p.m.

1:30 p.m. – 5:00 p.m.

Friday, September 18, 2026

8:00 a.m. – 12:00 p.m.

1:30 p.m. – 3:30 p.m.

Complete your 2026 SMSA Summit Exhibitor Passport by visiting each exhibitor.

Submit completed passports at the Registration Table no later than 3:15 p.m. on Friday.

One completed passport submission will be drawn during the Friday Afternoon Break at 3:15 p.m. (must be present to win).

Special Thanks to the 2026 SMSA Summit Host and Sponsors!



2026 SMSA Summit Host



Visit the Minnesota Department of Public Safety Host Table located next to the SMSA Summit Registration Table for information on local activities and dining options.

2026 Host Planning Committee

Minnesota Department of Public Safety (DPS)

SMSA Communications and Outreach Committee

2026 SMSA Summit Sponsors

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BOSCH



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To sponsor or learn about sponsorship opportunities contact the SMSA Office at office@smsa.org.

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Summit Networking Events

Summit Welcome Reception and Exhibit Opening

Wednesday, September 16, 2026

5:30 p.m. – 7:30 p.m.

Summit After-Hours Networking

Thursday, September 16, 2026

7:00 p.m.

SMSA Supporting Members' and Exhibitors' Meeting and Roundtable Discussion

Thursday, September 16, 2026

5:00 p.m. – 6:00 p.m.

SMSA Regional Roundtable Discussions – Discuss Regional Challenges and Discover Potential Solutions to Assist Your Program / School

Friday, September 17, 2026

3:30 p.m. – 5:00 p.m.

SMSA Individual Members' Meeting and Roundtable Discussion

Friday, September 17, 2026

5:00 p.m. – 6:00 p.m.

All Refreshment Breaks with Exhibitors and Professional Networking

All Lunches and Networking Opportunities

Notes:



FUN FACT: Spam was developed by Hormel Foods Corporation in Austin, MN. Originally a combination of pork shoulder and ham, the name was born from a naming contest and is a portmanteau of "spiced ham"



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Time & Location	Event Information
Don't Forget to Complete the Daily Evaluation! See <i>General Summit Information (Page 2)</i> for details!	
	Breakfast On Your Own
8:00 a.m. – 10:00 a.m. & 1:00 p.m. – 5:00 p.m. Grand Foyer	SMSA Registration and Minnesota DPS Tables Open <i>Lanyards Sponsored by:</i> Motorcycle Safety Foundation <i>Shirts Sponsored By:</i> Bosch and MN Motorcycle Safety Program   
8:30 a.m. – 12:00 p.m. Salon D *PRE-REGISTRATION REQUIRED – SPACE LIMITED Please complete the evaluation form for this Workshop by following this link or using the QR Code.	Professional Development Workshop Strengthening State Programs: Leveraging NHTSA Assessments and the SMSA Self-Assessment Tool <i>Michelle Atwell, Chief of Office of Safety Programs, NHTSA</i> <i>Panel: State Assessment Recipients and Assessment Team Members</i> Solve the Problem Challenge: Your state has just completed a NHTSA Motorcycle Safety Program Assessment. The final report identifies three critical areas of opportunity for enhancement. - Program Management - The state lacks a formal, data-driven motorcycle safety plan. - Roles between the SHSO, training providers, and licensing agency are unclear. - No annual performance measures or evaluation cycle. - Motorcycle Operator Licensing - Lack of access to testing facilities. - Skills test pass/fail data is not tracked or analyzed. - No formal process to ensure consistency across testing locations. - Motorcycle Rider Education and Training - Training availability is inconsistent across regions. - Instructor monitoring is irregular. - No statewide quality-assurance process for training sites. - Increase of motorcyclist training site incidents. In groups of 4-8, you will discuss best practices and other strategies that could be implemented to enhance these areas. Your group will design a 12-month Corrective Action Plan that addresses the three assessment findings. For state administrators, please share any strengths in these areas that your state has exhibited or plans to implement.
9:00 a.m. – 4:00 p.m. Salon A/B/C	Exhibitor Setup

Wednesday, September 16, 2026

Time & Location	Event Information	
1:30 p.m. – 4:30 p.m. Junior Ballroom	SMSA 2026 Annual Members' Business Meeting <i>Presided by: Sunshine Beer (ID), SMSA Chairperson</i> • Call to Order, Welcome, Opening Remarks, and Introduction of SMSA 2025-2026 Executive Committee • Roll Call and Verify Quorum • Membership Recognition • Review and Approval of 2026 Annual Members' Business Meeting Agenda and the Draft 2025 Annual Members' Business Meeting Minutes • Treasurer's Report • Review and Approval of Draft SMSA 2027 1-Year Plan and Proposed Budget • Review and Approval of SMSA 2026 Proposed Position Statements • NHTSA Motorcycle Safety Update • Administrator and Member Roundtable Discussion • SMSA 2026 National Motorcycle Training Summit Highlights • SMSA 2027 National Motorcycle Training Summit Highlights • Future SMSA National Motorcycle Training Summit Locations • Special Recognition Outgoing Executive Committee Members • Introduction of the 2026-2027 SMSA Executive Committee • Highlights of 2026 Summit Welcome Reception Hosted by TBD • Other Items of Interest and Adjournment All Summit attendees are encouraged to attend! Agenda and meeting materials provided at Members' Business Meeting.	
2:30 p.m. – 3:00 p.m. Junior Ballroom <i>*Summit Badge Required</i>	Afternoon Refreshment Break <i>Sponsored by: Affordable Home Services Insurance</i> www.ahsi.net	
5:30 p.m. – 7:30 p.m. Salon A/B/C <i>*Summit Badge Required</i>	Summit Welcome Reception and Exhibit Opening Meet and Network with other Attendees, Exhibit Opening <i>Sponsored by: Harley-Davidson® Riding Academy</i>	

Notes:

FUN FACT: Tater tot hotdish is considered the "national dish" of Minnesota. A comforting casserole featuring ground beef, cream of mushroom soup, and vegetables, topped with crispy tater tots.





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Thursday, September 17, 2026

Time & Location	Event Information	
Don't Forget to Complete the Daily Evaluation! See <i>General Summit Information (Page 2)</i> for details!		
	Breakfast On Your Own.	
7:30 a.m. – 8:15 a.m. Junior Ballroom	SMSA Newcomers' Meeting (For all new SMSA members and attendees. All are welcome to attend.) <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i>	
8:00 a.m. – 12:00 p.m. Salon A/B/C	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport.	
8:00 a.m. – 3:00 p.m. Grand Foyer	SMSA Registration and Minnesota DPS Tables Open <i>Lanyards Sponsored by: Motorcycle Safety Foundation</i> <i>Shirts Sponsored By: Bosch and MN Motorcycle Safety Program</i>	  
8:30 a.m. – 10:00 a.m. Junior Ballroom	National Motorcycle Safety Training Summit Opening General Session <i>One Mission: Short-Term Goals for Long-Term Safety</i> <i>Moderated by: Sunshine Beer (ID), SMSA Chairperson</i> • Presentation of Colors • Pledge of Allegiance • Welcome to Minnesota • SMSA Summit Welcome • From Trends to Transformation: NHTSA's Roadmap for Safer Motorcycling <i>Michelle Atwell, Chief of Office of Safety Programs, NHTSA</i> • SMSA Committee Member Recognition • SMSA State, Supporting, and Individual Member Recognition • Supporting Corporate Partner Remarks • 2026 Sponsor and Exhibitor Recognition • Presentation of 2026 SMSA Awards	
10:00 a.m. – 10:30 a.m. Salon A/B/C <i>*Summit Badge Required</i>	Mid-Morning Refreshment Break with Exhibitors and Professional Networking <i>Sponsored by: TBD</i>	
10:30 a.m. – 12:00 p.m. Junior Ballroom	General Session <i>Moderated by: Don Green, SMSA Vice Chairperson and Individual Member Representative</i> Forty Years Out of Date: Augmenting the "Hurt Report" for 21st Century Motorcyclist Safety Planning <i>Dan Petterson, Ed.D., Ex-Officio Board Member, Skilled Motorcyclist Association--Responsible, Trained, and Educated Riders (SMARTER)</i> Back from the Future – Visualizing a Path to Achieving Traffic Safety Goals <i>Eric Teoh, Director of Statistical Services, Insurance Institute for Highway Safety (IIHS)</i>	
12:00 p.m. – 1:30 p.m. Salon A/B/C	Lunch and Networking <i>*Summit Badge Required</i>	



Thursday, September 17, 2026

Time & Location	Event Information	
1:30 p.m. – 5:00 p.m. Salon A/B	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
1:30 p.m. – 3:00 p.m. Junior Ballroom	General Session <i>Moderated by: Brett Robinson, SMSA Executive Director</i> A Safer System for Motorcyclists: National Priorities, State Actions, and Emerging Solutions <i>Panel Discussion</i>	
1:30 p.m. – 3:00 p.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides <i>Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.</i>	
3:00 p.m. – 3:30 p.m. Salon A/B/C *Summit Badge Required	Afternoon Refreshment Break with Exhibitors and Professional Networking Sponsored by: The American Association of Motor Vehicle Administrators (AAMVA) https://www.aamva.org/	
3:30 p.m. – 5:00 p.m. Junior Ballroom	General Session <i>Moderated by: Colleen Anderson (PA), SMSA C&O Committee Chairperson</i> The Power of Perspective: How Advisory Boards Strengthen Motorcycle Safety Systems and the Role of All Stakeholders <i>Panel: SMSA Communications and Outreach Committee Members</i>	
5:00 p.m. – 6:00 p.m. Oxford/Bristol	SMSA Supporting Members' and Exhibitors' Meeting and Roundtable Discussion <i>Moderated by: J Brandon Pate, Owner, Riders First, SMSA Supporting Member Representative</i>	
5:00 p.m.	Dinner On Your Own	
7:00 p.m. Salon A/B/C	Summit After-Hours Networking A casual evening to mingle, laugh, and build connections—no training, just good company and good vibes. Sponsored by: Motorcycle Riders Foundation Awareness & Education	



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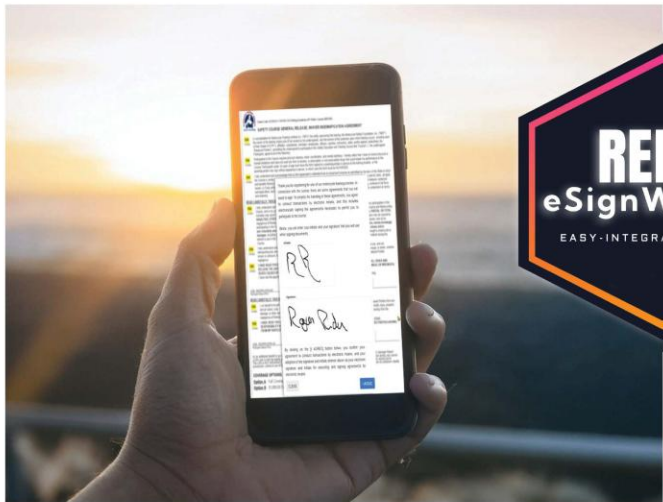


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Friday, September 18, 2026

Time & Location	Event Information	
Don't Forget to Complete the Daily Evaluation! See <i>General Summit Information (Page 2)</i> for details!		
	Breakfast On Your Own.	
8:00 a.m. – 12:00 p.m. Salon A/B/C	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
8:00 a.m. – 3:00 p.m. Grand Foyer	SMSA Registration and Minnesota DPS Tables Open <i>Lanyards Sponsored by:</i> Motorcycle Safety Foundation <i>Shirts Sponsored By:</i> Bosch and MN Motorcycle Safety Program	  
8:30 a.m. – 10:00 a.m. Junior Ballroom	Concurrent Session <i>Moderated by: Brandon Cannon (MI), SMSA Secretary and At-large Member</i> Recruiting/Retaining Coaches <i>Donald Green, Ed.D., MAJ (RET), Rider Choices and Skilled Motorcyclist Association--Responsible, Trained, and Educated Riders (SMARTER)</i> Instructor Retention and Culture: Keeping Your Best People on the Range Recruiting/Retaining Coaches <i>Brandon Pate, Co-Owner, Riders First</i>	
8:30 a.m. – 10:00 a.m. Salon D	Concurrent Session <i>Moderated by: Jay Bock (MN), SMSA Central Region Representative</i> Preliminary findings of Colorado's Lane Filtering Law <i>Erika Dubray, Highway Safety Lead, Colorado Department of Transportation</i> Rear-End Crashes Involving Motorcycles <i>Chanyoung Lee, Program Director, USF Center for Urban Transportation Research</i>	
8:30 a.m. – 10:00 a.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides <i>Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.</i>	
10:00 a.m. – 10:30 a.m. Salon A/B/C	Mid-Morning Refreshment Break with Exhibitors and Professional Networking *Summit Badge Required	
10:30 a.m. – 12:00 p.m. Junior Ballroom	Concurrent Session <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i> Motorcycle Safety Materials for Driver Education (A Texas Review) <i>Cathy Brooks, Project Specialist, Texas A&M Transportation Institute</i> The Evolution of Motorcycle Assistance Technologies <i>Brad Heiler, Global Customer Team Leader, BOSCH</i>	

Friday, September 18, 2026

Time & Location	Event Information	
10:30 a.m. – 12:00 p.m. Salon D	Concurrent Session <i>Moderated by: Brett Robinson, SMSA Executive Director</i> Effective eBike Education and Training for the Rapidly Changing Micro-mobility Landscape <i>Lee Parks, President, Total Control Training, Inc.</i> Ride Smart: e-Bike Safety Essentials <i>Ax Axmaker, Chief Knowledge Officer, Be Crash Free (BCF)</i>	
10:30 a.m. – 12:00 p.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides <i>Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.</i>	 LiveWire
12:00 p.m. – 1:30 p.m. Salon A/B/C <i>*Summit Badge Required</i>	Lunch and Networking <i>Sponsored by: Management Systems, Inc.</i> www.getrems.com and <i>Total Control Training</i> www.totalcontroltraining.net	 
1:30 p.m. – 3:30 p.m. Salon A/B/C	Exhibit Hall Open – Complete and submit your Summit Exhibitor Passport for a special door prize to be drawn during the Friday afternoon break (must be present to win).	
1:30 p.m. – 3:00 p.m. Junior Ballroom	Concurrent Session <i>Moderated by: Robert Willis (WA), SMSA Member-At-Large</i> AI Agents in Rider Training <i>Steve Kirsch, Chief Executive Officer, Be Crash Free</i> <i>Ax Axmaker, Chief Knowledge Officer, Be Crash Free</i>	
1:30 p.m. – 3:00 p.m. Salon D	Concurrent Session – Instructor Development <i>Moderated by: Brandon Cannon, SMSA Secretary and At-large Member</i> "One Incident is Too Many" <i>Donald Green, Ed.D., MAJ (RET), Rider Choices and Skilled Motorcyclist Association--Responsible, Trained, and Educated Riders (SMARTER)</i> Risk Management and Liability: Protecting Your School, Your Students, and Your Certification <i>Brandon Pate, Co-Owner, Riders First</i>	
1:30 p.m. – 3:00 p.m. Southeast Parking Lot	Outside Riding Activity LiveWire® Demo Rides <i>Experience the excitement and simplicity of LiveWire, where innovative design meets electric performance.</i>	 LiveWire
3:00 p.m. – 3:30 p.m. Salon A/B/C <i>*Summit Badge Required</i>	Afternoon Refreshment Break with Exhibitors and Professional Networking <i>Sponsored by: TBD</i> *Exhibitor Passport Winner Announcement 3:15 p.m.*	

Friday, September 18, 2026

Time & Location	Event Information
3:30 p.m. – 5:00 p.m.	SMSA Regional Roundtable Discussions – Discuss Regional Challenges and Discover Potential Solutions to Assist Your Program / School (All are encouraged to attend)
Junior Ballroom	SMSA Eastern Region <i>Moderated by: Collen Anderson (PA), SMSA Eastern Region Representative Elect</i>
Salon D	SMSA Central Region <i>Moderated by: Jay Bock (MN), SMSA Central Region Representative</i>
Oxford/Bristol	SMSA Western Region <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i>
3:30 p.m. – 5:00 p.m. Salon A/B/C	Exhibitor Breakdown
5:00 p.m. – 6:00 p.m. Oxford/Bristol	SMSA Individual Members' Meeting and Roundtable Discussion <i>Moderated by: Donald Green, Ed.D., SMSA Vice Chairperson and Individual Member Representative</i>
	Dinner on your own



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Saturday, September 19, 2026

Time & Location	Event Information
Don't Forget to Complete the Daily Evaluation! Use the QR Code to access today's evaluation.	
	Breakfast On Your Own.
8:00 a.m. – 10:30 a.m. Grand Foyer	SMSA Registration and Minnesota DPS Tables Open Lanyards Sponsored by: Motorcycle Safety Foundation Shirts Sponsored By: Bosch and MN Motorcycle Safety Program 
8:30 a.m. – 10:00 a.m. Junior Ballroom	General Session <i>Moderated by: Justin McDonald (NV), SMSA Western Region Representative</i> eBike Roundtable: What We've Learned and Where We're Headed <i>Interactive Workshop</i>
10:00 a.m. – 10:30 a.m.	Mid-Morning Break on Your Own
10:30 a.m. – 12:00 p.m. Junior Ballroom	General Session <i>Moderated by: Sunshine Beer (ID), SMSA Chairperson</i> Shaping a Culture of Safety: How Leadership and Education Influence Safer Choices Present the issues, let's find solutions together! Engage in roundtable discussions on the current status of motorcyclist safety and initiatives for enhancements. • Collaboration of Motorcycle Safety Stakeholders • Safe System Approach • Leading by Example • Summit Takeaways: Valuable Insights and How They Can Be Applied Closing Session/Door Prizes
Don't Forget to Complete the Daily Evaluation! See General Summit Information (Page 2) for details!	

Notes:



A Special Thank You to Our SMSA State Members, Individual Members, and Supporting Members!

Supporting Corporate Partners:



Supporting Corporate Members:



Supporting Non-Profit Members:



Supporting Small Business Members:



Please Visit the SMSA 2026 Summit Exhibitors

Complete and Submit your 2026 SMSA Summit Exhibitor Passport for a chance to win a special door prize.



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<https://smf.org/>



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 714-785-2896
<https://www.uhaul.com/>

SMSA Executive Committee

Chairperson	Sunshine Beer (ID)	Vice-Chairperson	Donald Green
Secretary & At-Large-Member	Brandon Cannon (MI)	Treasurer & Supporting Member Representative	Brandon Pate, Riders First
Eastern Region Representative	Colleen Anderson (PA)	Central Region Representative	Jay Bock (MN)
Western Region Representative	Justin McDonald (NV)	At-Large-Member	Ray Pierce (MO)
At-Large-Member	Robert Willis (WA)		

SMSA Communications and Outreach Committee

Chairperson	Colleen Anderson (PA)			
Vice-Chairperson	Denise Hanchulak			
State Members	Shaun Free (ID)	Lindsay Northness (ID)	Nicole Phillips (OK)	Steve Sakarapanee (TN)
Supporting Members	Joy Mack (MRF A&E)	Jeremy Venable (Be Crash Free)		
Individual Members	Ron Braaksma	Jose Griggs	Rick Massic	Johanna Noble
	Edith Peters	Terra Sampson	DeAnna Ward	Hank Waters

SMSA Motorcycle Safety Program Committee

Chairperson	Jay Jackson			
Vice-Chairperson	Cathy Brooks			
State Members	Brandon Cannon (MI)	Shaun Free (ID)	Steve Haataja (MN)	Tawney Massey (UT)
	Quinn Passmore (MI)	Casey Redder (MT)		
Supporting Members	Lee Parks (Total Control)	Ron Braaksma (MRF A&E)	James Cooper (Riders First)	
Individual Members	Kathleen Baker	Paul Graves	Jose Griggs	Chris Horton
	Johanna Noble	John Sears	Bob Simpson	DeAnna Ward
	Hank Waters	Alan Wood	Lenny Young	

SMSA Policy and Research Committee

Chairperson	George Tart			
Vice-Chairperson	Dr. Xu Simon			
State Members	Jay Bock (MN)	Hanna Braziel (OR)	Brandon Cannon (MI)	Brian Christiaansen (SD)
	Erika Dubray (CO)	Ray Pierce (MO)	Robert Silvagni	Robert Willis (WA)
Supporting Members	Brandon Pate (Riders First)			
Individual Members	Cathy Brooks	Jon Eaton	Paul Graves	Dr. Don Green
	Johanna Noble	Dr. Dan Petterson	John Sears	Eric Teoh
	DeAnna Ward			



Rider/Motorcycle Participation Requirements for the SMSA 2026 National Motorcycle Safety Training Summit Activities

Riders are encouraged to bring their own motorcycle for activities (SMSA and the Minnesota Department of Public Safety are not responsible for damage to participant's motorcycles). Program training motorcycles are available.

Please review the **requirements** below for a great experience!

EXPERIENCE AND RESPONSIBILITIES:

- Safety during the SMSA range activities is our first concern. You are responsible for riding in a safe manner and following instructions from the activity leaders.
- Doing anything in an unsafe manner will result in dismissal from the range activity.
- SMSA is not responsible for damages to riding gear or equipment as a result of participation in the range activities.
- If riding your own motorcycle, SMSA is not responsible for damages to your motorcycle. **You are solely responsible.**

RIDING GEAR REQUIREMENT:

- DOT-approved helmet (full-face recommended). If you are not able to bring your own, a limited number of helmets will be provided for use.
- Eye protection: Face shield, goggles, or some form of sunglasses or eyeglasses. They may be tinted or clear. Ordinary prescription glasses may be worn.
- Sturdy over the ankle boots (no canvas or cloth, etc.).
- Full-fingered motorcycle-specific gloves (leather recommended). Fingerless, motocross, work or mechanics gloves are not allowed
- Long-sleeve shirt or jacket
- Long, non-flare pants made of denim or equivalent or more durable material
- **You will NOT be permitted to participate in riding sessions without proper protective riding gear.**
- Conditions permitting, we will ride rain or shine.
 - Prepare for the weather (sunscreen, sunglasses, rain gear, preferred snacks, and drinks if desired)
 - Bottled water, breaks and lunch will be provided

REQUIREMENTS FOR RIDING YOUR OWN MOTORCYCLE:

- Well maintained street motorcycle. It will be inspected prior to activities. Motorcycles that do not meet the minimum safety requirements will not be permitted to ride in the activities.
- Proper motorcycle insurance – will be checked prior to activities.
- Proper registration and inspection, if required.
- **Please ensure your motorcycle meets the following conditions:**
 1. The tires should have sufficient tread (at least 3mm). Air pressure will be checked before the activity starts.
 2. Your motorcycle should be able to perform satisfactorily in hot weather and not overheat while stopped with the motor running.
 3. For liquid cooled motorcycles, check your coolant before attending the activities.
 4. Check your oil level before attending the activities.
 5. Your charging system must function properly, and a relatively new battery is highly recommended because you will be starting the motorcycle frequently.
 6. Make sure your brakes are in good working order.

QUESTIONS? Please visit the Minnesota DPS Host table.

