



COLLEGE ACTIVATION GUIDEBOOK



SPRING 2019



TRAINING THE RIDERS OF TOMORROW

As you are no doubt aware, attracting young adults to the Harley-Davidson® brand is key to long-term success of the Motor Company – not to mention your local dealership. And where can you find more young adults than at your local college campus?

College campuses represent a veritable fountain of youth, filled with young people who soon, once they graduate and start their new careers, will find themselves with disposable income. It's a great time to think about buying a motorcycle.

You can help them take that step by working with your local college or university to offer Riding Academy training as a credited course. Not only will they be ready to ride, but also Harley-Davidson will be top-of-mind when they're ready to buy.



Keep in mind, it may take a month to be ready to approach the school and eight months to a year to actually implement the program. So start planning!



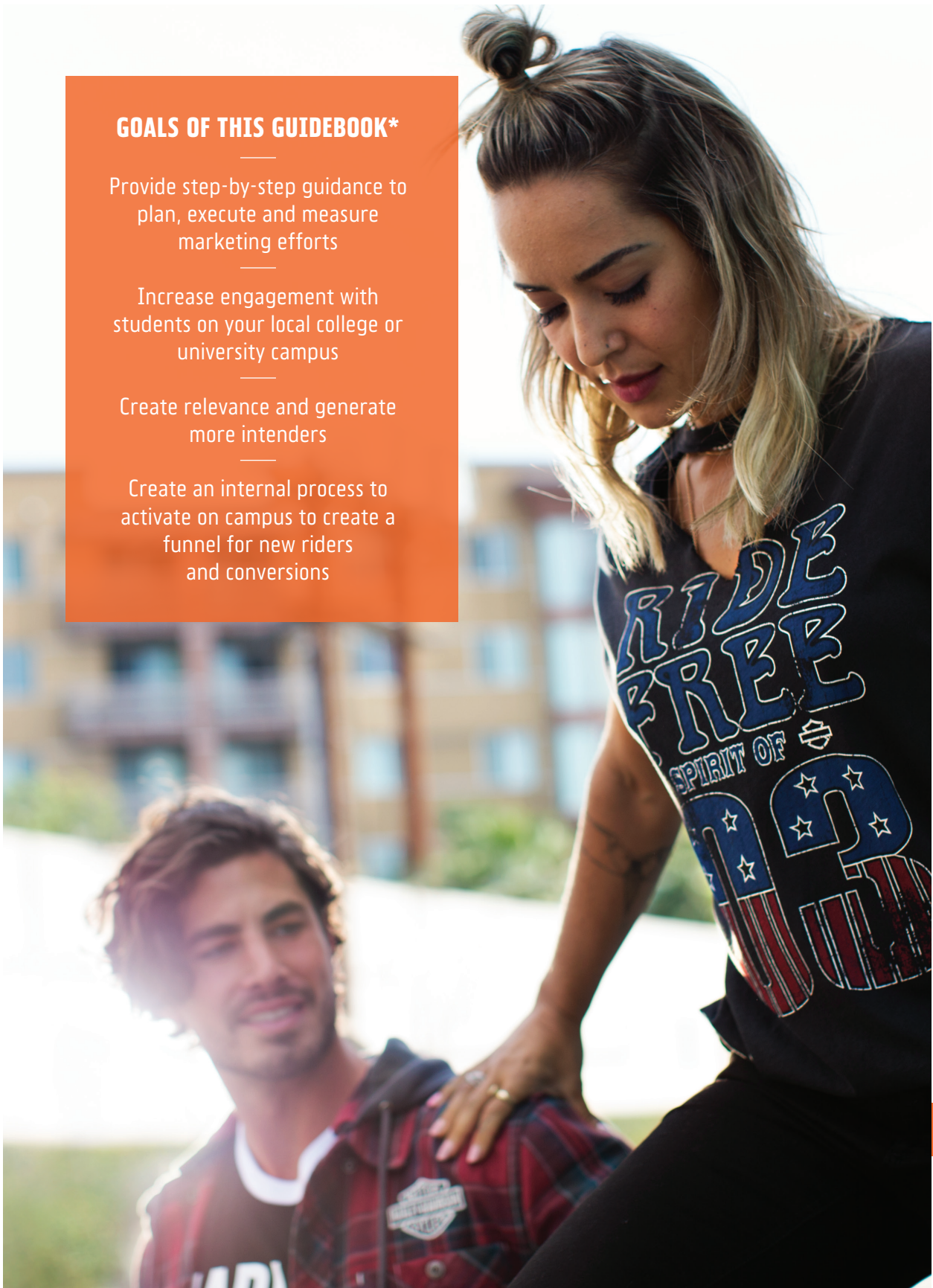
GOALS OF THIS GUIDEBOOK*

Provide step-by-step guidance to plan, execute and measure marketing efforts

Increase engagement with students on your local college or university campus

Create relevance and generate more intenders

Create an internal process to activate on campus to create a funnel for new riders and conversions





NEW TO SPORT

For many students, this will be their first interaction with motorcycling and Harley-Davidson. It is a great opportunity to make a strong first impression and keep them interested in learning more.



INTENDERS

Young adults (18-34) who may know how to ride – and may be interested in purchasing a H-D® motorcycle but lack the preparation and confidence. An on-campus plan will make them more comfortable with the brand and eliminate barriers such as finances and the anxiety of choice.

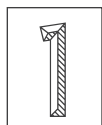


NEW TO THE H-D® BRAND

Some students may already know how to ride and may own a motorcycle (or scooter/moped), but may not have their motorcycle endorsement. An on-campus marketing strategy will be a great introduction to the Harley-Davidson® brand.



*Dealers are responsible for all aspects of managing HDRA college activation efforts and providing each Riding Academy course. This includes identifying, contacting and negotiating with schools, setting curriculum, obtaining all applicable approvals (including on-campus range sessions), running the course, etc. Local laws may apply to setting up and holding range sessions on campus. Check with your legal counsel and follow all applicable laws during each Riding Academy course.



RESEARCH AND QUALIFY THE SCHOOL

Start by identifying the colleges in your area and researching what types of degrees and electives they offer. Do they offer classes that align with a Riding Academy class – for example, scuba diving, horseback riding, outdoor pursuits, yoga, etc?

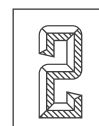
These types of classes are usually part of a kinesiology or sports fitness department. Try an internet search for “[school name] physical education” or “[school name] life skills.” If you find these types of classes, the school may be open to adding a motorcycle riding class.

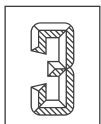
CONTACT THE SCHOOL

Once you’ve identified a program that would likely support a class, contact the person in charge. Many schools list faculty and their roles on the school website. The department chair, provost or program director are a great starting point.

Outline the benefits to the school and its students, and how easy it is to run the course. Reference “What’s in It for the School” on Page 10. Email or call the selected faculty member. See Page 11 for the “First Contact” template.

Align your initial conversation with the school’s mission and vision. Typically, citing a commitment to promoting health, learning and student engagement will help gain some traction.





BEGIN NEGOTIATIONS

If the school is interested, start a conversation about how the class would be run. You will need to determine location, length of class and other variables. This is not a one size fits all program, so some back-and-forth may be necessary to find the best arrangement.

Refer to the "Potential Roles and Responsibilities" on Page 12 to make sure all points are covered.



CLASSROOM AND RANGE TIME

Use the "Course Schedule Options" on Page 14 to find the best course structure.

If an eight- or 16-week program is chosen, it may be best to have the classroom time on campus and the range time at the dealership.

If the shorter four-day program is chosen, it's probably more efficient to conduct the entire class at the dealership.

TIMING

Present the course structure options and work with the school to determine what times work best for the college, students and coach.

SYLLABUS

Draft and present a "Sample Course Syllabus." (See Page 15.)

COACH/INSTRUCTOR

Decide who will teach the class, how payments and fees will be assessed, how sign-up and student information transfers happen, etc.

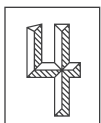
RANGE

Determine where the range sessions will take place. In many cases, your current range will work. If the school has a parking lot that could be a certified range, that may be a better choice for higher visibility and student convenience.

An on-campus range could become a satellite location for regular Riding Academy classes. Contact your Rider Development Support Specialists (RDSS) to begin the Rider Education Recognition Program (RERP) process.

CONTRACT

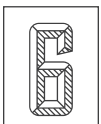
Write and review a tentative contract with your legal counsel once the university approves the new class. Legal counsel should approve the final contract prior to signing. (Note: No one should sign the contract until your faculty contact gets official approval from the school, as described in Step 4.)



COLLEGE APPROVAL PROCESS

Once you've gotten a school interested in conducting a class, the next step is to get official approval. In most cases, this will come from a representative from the school. It will be up to him or her to present a plan and gain approval of the proposed new course to the school's administration.

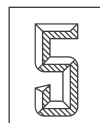
This may involve levels of approval and will likely take several months. Once appropriate approval is gained from the school, both parties can go ahead with signing a contract.



RUN THE CLASS

Once all approvals are attained and students have signed up through the school, the RAM (Riding Academy Manager) should contact the students using the contact information provided by the school. Sign them up to a private Riding Academy course. This is when personal information such as driver's license number and marketing questions will be retrieved and entered in the SMS.

Now you're ready to run the class according to your agreed-upon plan!

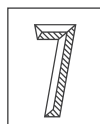


IDENTIFY AND RECRUIT COACH(ES)

Finding the right coach is another important step. Start by contacting your existing pool of certified coaches. Keep in mind that the school may have a few additional requirements to teach a college class. These may include:

- Bachelor's degree or higher
- Spend additional time with students
- Grade quizzes and tests
- Pass a background check

The right coach is crucial.

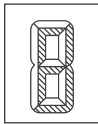


REVIEW AND SUSTAIN

After the class is complete, meet with the college faculty and coach to create an after-action report. Review student feedback. What went well? What went wrong? What improvements can be made?

Answering these questions – and acting on them – is an important step for making sure the class meets everyone's expectations and continues to improve moving forward.





STAYING IN CONTACT

Students who complete the riding class immediately become choice prospects. Make sure you maintain contact according to your agreed-upon plan* and continue a relationship that may result in future sales. Here are a few ways you can nurture their interest in riding and Harley-Davidson:

- Encourage them to join or start a campus motorcycle club, with dealership support.
- Create special student-only offers for demos, winter storage, etc.
- Plan and hold student-targeted events at your dealership, such as "Riding Gear Discovery" or "P&A Discovery."

Nurturing these valuable leads will pay off down the line.

It's just one more reason that conducting a college-credited Riding Academy class will benefit everyone.

*If the school limits or restricts contact with students, the dealer must abide by their approved contract.



WHAT'S IN IT FOR THE SCHOOL

A unique class teaching life skills and attracting students

Low investment: The dealership will supply bikes and range and help find an instructor that is licensed by the state and certified to teach for Harley-Davidson

Physically demanding range course that incorporates learning new motor skills, control methods and the physics behind counter-steering

Increased safety awareness and techniques to mitigate on-the-road risks

Syllabus outline available for easy adoption

Riding Academy course materials are state-approved

Flexible schedules to fit the school's curriculum

Opportunity for Harley-Davidson® dealer sponsorship at other on-campus events (at dealer discretion)

In-state students that pass may be eligible to receive a waiver for their license M endorsement

Opportunity to contribute to great motorcycle safety and trained motorcycle riders



SAMPLE 'FIRST CONTACT'

Hello, <Name>,

My name is [YOUR NAME], from [DEALERSHIP NAME, TOWN]. I'd like to talk to you about an exciting opportunity Harley-Davidson has identified for colleges like yours to provide rider training for the operators of motorcycles, scooters, and mopeds. With little or no start-up costs, we could help you add a Harley-Davidson® Riding Academy New Rider Course as a credited course at your school. Think of it as a great complement to your existing Physical Education Courses, such as [list a few existing courses here, golf, scuba, etc.].

In partnership with several accredited universities, Harley-Davidson has created a college-friendly curriculum that can be easily implemented by your school. Our dealership would provide:

- A certified rider training coach
- Harley-Davidson® motorcycles
- Rider training insurance sponsored by the school

All you would need to supply are the students and to assess a special course fee to cover the costs.

The class consists of both classroom and range (on-bike) sessions. The classroom portion provides students with the basics of motorcycling, traffic awareness, motorcycle controls, importance of riding gear, and other safe riding guidance. The range portion involves the hands-on, technical application of skills. It's a physically, mentally, and emotionally demanding demonstration of riding skills, with the overall goal to reduce accident by instilling safe riding practices in your students.

We'll work with you to figure out all the details. Can we set up a time this week to discuss this exciting opportunity? Please let me know what time works best for you.

Sincerely,

[YOUR NAME]

[DEALERSHIP LOGO, NAME, TOWN]



POTENTIAL ROLES & RESPONSIBILITIES

COLLEGE/UNIVERSITY

- Classroom and range time (if range is on site)
- Student sign-up process
- Bill students for normal class fee plus include special course fee of \$XXX per student to cover dealer-provided items
- Pay dealer \$XXX per student
- Additional coach payment may be needed to cover added range and class time
- Student information needed for Riding Academy student tracking

HARLEY-DAVIDSON® DEALER

- Harley-Davidson Street® 500 motorcycle including Vehicle Protection Kit (VPK) and power limiter
- Riding Academy coach, payment for typical Harley-Davidson® Riding Academy commitment (25-30 hours)
- Insurance and legal waivers for use of motorcycles
- Loaner helmets available for student use
- Promotional material: signage, tents, trailers, etc.
- Field trip to dealership (one class session)
- Quiz and test questions via state-approved training organization (e.g., MSF, Total Control, MORE)
- License waiver card

STUDENTS (ON RANGE DAYS)

- Long pants
- Long-sleeve shirt or jacket
- Over-ankle boots
- Sunglasses or other eye protection
- Full-finger gloves
- DOT-compliant helmet (loaner may be available)

When creating a contract with a school, consider some of these points

CLASSROOM

- Where will the classroom portion be held?

RANGE

- Where will the range be?
- Does the range need a RERP (Rider Education Recognition Program) approval?
- If the range is on campus, who will hold the insurance on the range?
- Who will provide shelter, other items needed for the range?
- Will H-D and H-D® dealer promotional items be allowed on the range?

MOTORCYCLES

- Who will own the motorcycles? This will determine how the motorcycles are insured.
- Will there be any leasing agreements?
- Who will cover the maintenance of the of the motorcycles?

COACH/INSTRUCTOR

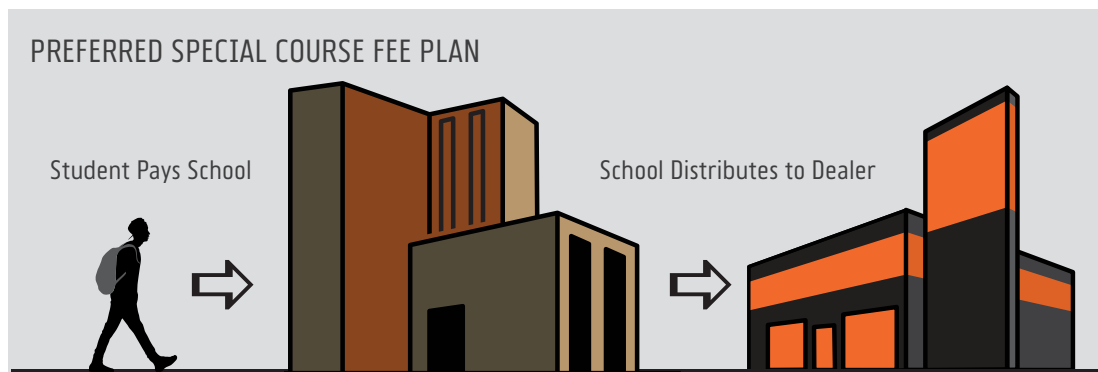
- What is the time commitment required of the coach(es)?
- Who will pay the coach(es) and how much?

STUDENTS

- Who will handle course sign-up and transfer information to SMS?
- Who will contact the students to notify them of the eCourse and required clothing/PPE?
- Will helmets be available to the students? Who owns them? Include in price of class?

CASH FLOW

- How much will each student "special course fee" cost?
- What does the special course fee cover?
- What does the special course fee not cover?



16-WEEK 1-HOUR CLASSES

Week 1	Tue.	Classroom	Level 1	
	Thur.	Classroom	Level 1	
Week 2	Tue.	Classroom	Level 1	
	Thur.	Classroom	Level 1	
Week 3	Tue.	Classroom	Level 1	
	Thur.	Classroom	Level 1	
Week 4	Tue.	Classroom	Level 1	
	Thur.	Classroom	Level 1	Level 1 Test
Week 5	Tue.	Classroom	Level 2	
	Thur.	Classroom	Level 2	
Week 6	Tue.	Classroom	Level 2	
	Thur.	Classroom	Level 2	
Week 7	Tue.	Classroom	Level 2	
	Thur.	Classroom	Level 2	
Week 8	Tue.	Classroom	Level 2	
	Thur.	Classroom	Level 2	Level 2 Test
Week 9	Tue.	Spring Break		
	Thur.	Spring Break		
Week 10	Tue.	Range	Pre-Exercise, Exercise 1	
	Thur.	Range	Exercise 2	Study questions
Week 11	Tue.	Range	Exercise 3	Quiz 3
	Thur.	Range	Exercise 4	
Week 12	Tue.	Range	Exercise 5	Study questions
	Thur.	Range	Exercise 6	Quiz 4
Week 13	Tue.	Range	Exercise 7	
	Thur.	Range	Exercise 8,9	
Week 14	Tue.	Range	Exercise 10	Study questions
	Thur.	Range	Exercise 11	Quiz 5
Week 15	Tue.	Range	Exercise 12	
	Thur.	Range	Exercise 13	
Week 16	Tue.	Range	Exercise 14	
	Thur.	Range	Skills Test	Range Test Day
Week 17	Tue.	Final Exam		
32 in class hours				
16 out of class hours				
	3 hours	eCourse		
	5 hours	3 page journal		
	5 hours	Out of class activity		
	5 hours	online quizzes and study questions		

8-WEEK 2-HOUR CLASSES

Week 1	Tue.	Classroom	Intro, Level 1
	Thur.	Classroom	Level 1
Week 2	Tue.	Classroom	Level 1
	Thur.	Classroom	Level 2
Week 3	Tue.	Classroom	Level 2
	Thur.	Classroom	Level 2
Week 4	Tue.	Range	Pre-exercise, 1
	Thur.	Range	Exercise 2,3
Week 5	Tue.	Range	Exercise 4,5
	Thur.	Range	Exercise 6,7
Week 6	Tue.	Range	Exercise 8,9
	Thur.	Range	Exercise 10, 11
Week 7	Tue.	Range	Exercise 12,13
	Thur.	Range	Skills Practice
Week 8	Tue.	Range	Skills Practice
	Thur.	Range	Exercise 14, skills test
32 in class hours			
16 out of class hours			
	3 hours	eCourse	
	5 hours	3 page journal	
	5 hours	Out of class activity	
	5 hours	online quizzes and study questions	

4-WEEK 4-HOUR CLASSES

Week 1	Classroom	Intro, Level 1
	Classroom	Level 2
Week 2	Range	Pre-Exercise, 1-4
	Range	Exercise 5 - 10
Week 3	Range	Exercise 11-14
	Range	Practice
Week 4	Range	Practice
	Range	Practice, skills test
32 in class hours		
16 out of class hours		
	3 hours	eCourse
	5 hours	3 page journal
	5 hours	out of class activity (dealer visit)
	5 hours	online quizzes and study questions

1-WEEK E3X5X10

Thur.	Classroom	5 hr	Level 2
Sat.	Range	10 hr	Level 1
Sun.	Range	10 hr	Level 2
Mon.	Classroom	4 hr	
30 in class hours			
18 out of class hours			
	3 hours	eCourse	
	5 hours	3 page journal	
	5 hours	Out of class activity	
	5 hours	online quizzes and study questions	

COURSE SCHEDULE EXAMPLES*

*Actual curricula will vary

All of the samples
are available online
for your use. Please
visit H-Dnet.com

HARLEY-DAVIDSON® RIDING ACADEMY SAMPLE SYLLABUS

COLLEGE OF HEALTH SCIENCES Department of Kinesiology Sport and Recreation Office Spring 2019

Course Number: TBD, Harley-Davidson® Riding Academy **Credit Hours:** 1.00 Credits

Special Course fee: \$350 (includes vehicle use, course materials, insurance, coach fees)

Location: Thursday and Monday
Campus Classroom or dealership

Saturday and Sunday
Range location
Harley-Davidson PTO
W156N9000 Pilgrim Rd.
Menomonee Falls, WI 53051

Section Number: TBD

Day/Time and Dates: Thursday May 2nd 5:30pm-8:30pm
(See pages 10-11 for Saturday May 4th 8:00am-5:00pm
Other options) Sunday May 5th 8:00am-4:00pm
Monday May 6th 5:30pm-8:00pm

Instructor: Coach name TBD

Email and/or Phone Number: College e-mail will be provided once it is assigned. Instructor determines other info to be provided.

Description of course: In the classroom, you'll get to know the motorcycle you'll be riding and the protective gear to keep you safe. You will also learn about riding behaviors, on road risks and strategies to manage those risks. On the practice range you'll learn; braking, swerving and cornering, along with maneuvers like controlling skids and surmounting obstacles. Depending on your individual state successful completion of this course may exempt you from having to take the riding portion of your motorcycle license test and may also qualify you for a discount on motorcycle insurance. Outside of class you will participate in dealership activities and write a 3-page journal about your experience and learnings

Pre-requisite(s): Valid automobile driver's license or learner's permit and the ability to ride a bicycle.

Required and Recommended Readings (with full citations, i.e. author, date, title, and publisher): Basic Rider Course Rider Handbook, Edition 1.0, First Printing 2014, ©2014 Motorcycle Safety Foundation, (Handbook will be provided)

Source of each reading, if not a textbook to be purchased at the Bookstore: Basic Rider Course Rider Handbook (Handbook will be provided)

Required and Recommended Equipment/Material(s):

- o Eyewear
- o Full-fingered gloves
- o Jeans, chaps, or leather pants
- o Over-the-ankle, sturdy footwear
- o A heavy, long-sleeve shirt or jacket
- o A government approved motorcycle helmet (in the U.S., a motorcycle helmet that meets D.O.T. standards)

Special out-of-class assignments (computers, software, fieldtrips etc.): Student may pick two activities and write a 3-page journal for each activity. Additional activities may be added at the discretion of the school or coach.

1. Participate in a demo ride at the dealership and compare and contrast the different models
2. Research the history of Harley-Davidson or other manufacturer, History of motorcycle competition, motorcycle safety, or the future of motorcycles
3. Obtain insurance quote from any insurance company you choose that offers a free quote. You will need to provide the company, website / agent, cost (per month, per 6 months, and per year), the type of coverage, description of the Motorcycle (Make, Model, Displacement, Type, Color, Year, and Cost).
4. Research and complete a Motorcycle Dealer/manufacture review

Tips for successful participation in class: Bring a lunch and water for Saturday and Sunday range days (if weekend class). Attendance and participation are required to succeed in this class

Grading Policies:

- 55% - Attendance and participation
- 5% - Passing final riding test
- 10% - Outside classwork
- 10% - Write up on Museum, demo experience, outside research
- 20% - quizzes and tests

Grading Scale:

A	95.00 – 100.00
A-	94.99 – 93.00
B+	92.99 – 90.00
B	89.99 – 87.00
B-	86.99 – 85.00
C+	84.99 – 82.00
C	81.99 – 79.00
C-	78.99 – 77.00
D+	76.99 – 74.00
D	73.99 – 71.00
D-	70.00
F	Less than 70.00

Schedule (additional options on page 10-11)

Pre-class - Online Basic eCourse (3 Hours)
Thursday 5:30-8:30pm - Get to know the motorcycle, basics of rider safety
Saturday 8:00am-5:00pm - Range day - basics of motorcycle operation
Sunday 8:00am-4:00pm - Range day - continued riding practice and assessment
Monday 5:30pm-8:00pm - Class wrap-up and completion card distribution

Assignment Policies: Must pass the Online Basic eCourse prior to taking the in-person class.

Attendance requirements: Any student who does not participate in classes cannot expect to satisfactorily complete course objectives and therefore should consider dropping the course. Being late to the range days may result in not passing the class.

Definition of a credit hour: This is a 1 credit course. Students are expected to invest approximately 3 hours per week in class activities for a total of 48 hours. This includes class participation, lectures and outside assignments.

University Policies: (Determined by the college)

Assumption of Risk:

Students are notified that this course/activity has inherent hazards, exposures, and risks, some known and some unanticipated, which could result in harm, injury (physical or mental), illness, diseases, death or damages to the student, the student's property or to other third parties or their property.

By enrolling in and continuing to participate in this course/activity, students are voluntarily agreeing to assume all the inherent hazards, exposures, and risks associated with this course. Students must accept full responsibility for their own health and well-being by participating in this activity. Students must also accept full responsibility for third parties whose health and well-being are affected by the students' participation in this course/activity.

Students are also notified that the University does not provide any accident or health insurance to cover participation in the course/activity, and that students are responsible to provide their own such insurance.

Students will be required to sign a separate Assumption of Risk, Waiver, and Release form for this course/activity.