



U.S. Department of
Transportation

News:

Office of the Assistant Secretary for Public Affairs
Washington, D.C. 20590

FOR IMMEDIATE RELEASE

Monday, July 27, 1992

NHTSA 29-92

Contact: Skipp Calvert
Barry McCahill

Tel. No. (202) 366-9550

**NHTSA WELCOMES
PROGRAM ENDORSEMENT
BY MOTORCYCLE RACING STAR**

The National Highway Traffic Safety Administration (NHTSA) today welcomed the endorsement of three-time World Grand Prix motorcycle racing champion Freddie Spencer for its PRO-RIDER public awareness campaign.

"Freddie Spencer is a motorcycle racing legend and a great role model for new riders," said Acting NHTSA Administrator Marion Blakey.

The PRO-RIDER campaign is a joint effort by NHTSA and the American Motorcyclist Association (AMA). Now in its third year, it encourages responsible riding habits among America's motorcyclists, particularly the young and inexperienced. The cornerstone of the program is the PRO-RIDER Code, a set of common sense guidelines that encourage cyclists to wear a helmet, enroll in a rider training course, obtain the correct license for motorcycle operation, and avoid alcohol while riding.

As part of the 1992 campaign, Spencer, who is competing this year in AMA's Superbike Championship series, will be featured on a 16x20 color poster and other promotional material for distribution to retail motorcycle outlets and consumer media. Spencer's message is: "I need a license to race at the track. You need a license to ride on the street. Be a PRO-RIDER." The upbeat message reflects the safety community's desire to decrease the number of unlicensed motorcyclists who are killed each year.

"Freddie Spencer is to motorcycling what Richard Petty is to NASCAR auto racing. He's very popular," said AMA spokesman Jim Bensberg.

To date, the PRO-RIDER campaign has attracted more than 12,000 riders of all ages who have received a free set of reflective helmet decals in return for their pledge to ride responsibly. For more information contact: PRO-RIDER, c/o AMA, P.O. Box 6114, Westerville, Ohio 43081, (614) 891-2425.

####