

## 2018 ASI SAFETY PROGRAM PARTICIPATION AGREEMENT

This Agreement is entered into between the Specialty Vehicle Institute of America by and through its division, the All-Terrain Vehicle Safety Institute (ASI) and \_\_\_\_\_ (Participating Company). This Agreement becomes effective on the date when executed by ASI and expires on December 31, 2018 unless renewed upon mutual written consent of the parties, specifying the renewal terms.

I. ASI shall:

- A. Provide Participating Company with products and services, pursuant to the terms and conditions of this Agreement, to assist Participating Company to comply with the following elements of its ATV Action Plan:
  - 1. Age Recommendations
  - 2. Hands-On Training
  - 3. ATV Safety Video
  - 4. Safety Alert
  - 5. Toll-Free Telephone Hotline
  - 6. Information & Education Program
- B. Provide ATV training, upon request, to the retail purchaser of a Participating Company's ATV who provide a valid Vehicle Identification Number (VIN) or Product Identification Number (PIN) that has been previously reported to ASI by the Participating Company in the form of ASI's *ATV RiderCourse* or other ASI training program(s) approved by the U.S. Consumer Product Safety Commission (CPSC).
- C. Provide Participating Company and CPSC with reports of training activity in substantially the form set forth in Exhibit A, Sample Quarterly ATV Rider Training Summary Report.
- D. Identify Participating Company in select ASI publications as set forth in Exhibit B, ASI Deliverables and Costs, which is incorporated herein by reference.

II. Participating Company shall:

- A. Complete, submit and update as necessary, the ASI Participating Company Training Profile (see Exhibit C), which when completed and submitted is incorporated herein by reference.
- B. Deposit with ASI one-half of the projected annual per unit fees or \$2,500.00, whichever greater, at the time this Agreement is executed and one-half of the projected annual per unit fees or \$2,500.00, whichever greater, on or before July 1 of each year. Projected annual per unit fees shall be determined based on the prior calendar year's retail sales volume.

- C. Report to ASI all units imported into, or manufactured in, the United States on or before the date they arrive in, or are completed in, the United States in the manner set forth in Exhibit D, ASI OEM Rider Training Participation Overview, which is incorporated herein by reference.
- D. Pay ASI the following per unit fees for each unit imported into or manufactured in the United States: (select)
  - \$15.00 – if not offering an incentive payable through ASI
  - \$16.25 – if offering a \$50.00 incentive payable through ASI
  - \$18.00 – if offering a \$100.00 incentive payable through ASI

Provided, however, that Participating Company shall pay ASI a minimum of \$5,000.00 in fees per year regardless of the number of units imported.

- 1. In the event the cumulative fees owed by Participating Company (pursuant to Section I.D.) in connection with a report submitted pursuant to Section I.C. have not yet exceeded Participating Company's deposit, ASI will credit fees against the deposit.
  - 2. In the event the cumulative fees owed by Participating Company (pursuant to Section I.D.) in connection with a report submitted pursuant to Section I.C. exceed Participating Company's deposit, ASI shall send Participating Company an invoice for fees owed, which shall be paid within 30 days.
- E. Pay ASI, as applicable, for products and services set forth in Exhibit B, ASI Deliverables and Costs, which is incorporated herein by reference.
  - 1. Note, ASI shall provide training to all persons described in Section I.B. above. Participating Company shall pay the per student tuition set forth in Exhibit B, ASI Deliverables & Costs, for any students trained pursuant to a VIN or PIN not previously reported by Participating Company to ASI pursuant to Section II.C.
- F. Provide ASI with the total number of annual retail sales of Participating Company's units, through a certified annual accounting, or the Motorcycle Industry Council's Retail Sales Reporting System (Powersports Retail Sales Reporting System Agreement available on request) no later than fifteen (15) days following the end of the year.

### III. Use of ASI PROPERTY

ASI shall utilize ASI curriculum materials, including, without limitation, Instructor Guides, Range Cards, Rider Handbooks, and other printed and audio/visual training aids, and all revisions thereto, to educate and train Participating Company's customers and make other materials set

forth in Exhibit B available for purchase by Participating Company (collectively, ASI PROPERTY).

- A. Participating Company shall not use or promote ASI PROPERTY in a manner which, in ASI's reasonable judgment, affects in a negative and detrimental manner ASI's business or goodwill, or tends to deceive or mislead the public, or which creates a likelihood of confusing the public. Participating Company shall discontinue any use or promotion that ASI reasonably finds to be negative or injurious to ASI.
- B. For the term of this Agreement, and thereafter, Participating Company agrees not to use ASI PROPERTY without permission of ASI or names, trademarks, or images identical with, or substantially or confusingly similar to, ASI PROPERTY.
- C. Participating Company shall not modify or adapt ASI PROPERTY in any manner without prior written permission of ASI.
- D. In the event that ASI supersedes or ceases to recommend any ASI PROPERTY in possession of Participating Company, Participating Company agrees to cease all use of such ASI PROPERTY. Participating Company may return up to a one-year supply of ASI PROPERTY in its possession (based on prior 12-month ordering history) to ASI, and ASI agrees to repurchase such ASI PROPERTY (or any successor publication) at the price paid by Participating Company.
- E. Upon termination of this Agreement, or upon non-renewal or non-replacement of this Agreement, Participating Company agrees to cease all use of ASI PROPERTY. Participating Company may return up to a one-year supply of ASI PROPERTY (or any successor publication) in its possession (based on prior 12-month ordering history) to ASI, and ASI agrees to repurchase such ASI PROPERTY (or any successor publication) at the price paid by Participating Company.
- F. The terms of this Section III shall survive termination of this Agreement.

#### IV. TERMINATION

This Agreement shall remain in full force and effect until the expiration date or until such time as the terminating party shall deliver to the other written notice of their intent to terminate this Agreement.

- A. Participating Company may terminate this Agreement, without cause, upon ninety (90) days written notice to ASI.
- B. ASI may terminate or suspend this Agreement if Participating Company materially breaches this Agreement and such breach is not cured by Participating Company within thirty (30) days after Participating Company is notified in writing or, if the matter cannot reasonably be

cured within such thirty (30) day period, Participating Company does not initiate a cure within thirty (30) days and complete the cure within such longer period which is reasonably required to cure.

- C. ASI may terminate this Agreement, without cause, upon ninety (90) days written notice to Participating Company.

V. GENERAL

- A. Participating Company's status does not imply any endorsement by ASI of Participating Company or any manufacturers, distributors, retailers, equipment, ATVs or other materials.
- B. All legal action arising out of, or in any way related to, this Agreement shall be brought in either the Superior Court of the State of California for the County of Orange or the United States District Court for the Central District of California. Each party submits and consents to the jurisdiction of those courts.
- C. This Agreement shall be interpreted and governed by the substantive law of the State of California.
- D. Participating Company acknowledges that ASI has no adequate remedy under this Agreement or at law in the event Participating Company breaches the terms of this Agreement, and that ASI would, in such circumstances, be entitled to injunctive or other equitable relief, including interlocutory and preliminary injunctive relief. Participating Company also acknowledges that ASI's rights and remedies under this Agreement at law or in equity are intended to be cumulative, and not mutually exclusive.

**For Participating Company**

**For Specialty Vehicle Institute of America**

\_\_\_\_\_  
Authorized Signature      Date

\_\_\_\_\_  
Authorized Signature      Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

**EXHIBIT A**

**Sample Quarterly ATV Rider Training Summary Report**

**[Participating Company] Quarterly ATV Rider Training Summary By State**

**[Quarter] [Year] Batch: [# - #] - Wholesale Shipments Reported for the Quarter [Number Reported]**

State	People Trained	Incentive Issued A	Incentive Issued B	Incentive Issued C
AK	0	0	0	0
AL	0	0	0	0
AR	0	0	0	0
AZ	0	0	0	0
CA	0	0	0	0
CO	0	0	0	0
CT	0	0	0	0
DC	0	0	0	0
DE	0	0	0	0
FL	0	0	0	0
GA	0	0	0	0
HI	0	0	0	0
IA	0	0	0	0
ID	0	0	0	0
IL	0	0	0	0
IN	0	0	0	0
KS	0	0	0	0
KY	0	0	0	0
LA	0	0	0	0
MA	0	0	0	0
MD	0	0	0	0
ME	0	0	0	0
MI	0	0	0	0
MN	0	0	0	0
MO	0	0	0	0
MS	0	0	0	0
MT	0	0	0	0
NC	0	0	0	0
ND	0	0	0	0
NE	0	0	0	0
NH	0	0	0	0
NJ	0	0	0	0
NM	0	0	0	0
NV	0	0	0	0
NY	0	0	0	0
OH	0	0	0	0
OK	0	0	0	0
OR	0	0	0	0
PA	0	0	0	0
RI	0	0	0	0
SC	0	0	0	0
SD	0	0	0	0
TN	0	0	0	0
TX	0	0	0	0
UT	0	0	0	0
VA	0	0	0	0
VT	0	0	0	0
WA	0	0	0	0
WI	0	0	0	0
WV	0	0	0	0
WY	0	0	0	0
ZZ	0	0	0	0
<b>Totals</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

The "Incentives Issued A" heading includes the total of ATV purchaser that received [incentive description].

The "Incentives Issued B" heading includes the total of ATV purchaser that received [incentive description].

The "Incentives Issued C" heading includes the total of ATV purchaser that received [incentive description].

**EXHIBIT B**

**ASI Deliverables & Costs**

Effective – January 1, 2018

ASI Deliverables and Costs

Deliverable	ASI Participating Company
<u>ATV RiderCourse</u>	
Tuition per Student if VIN/PIN on file	\$0
Tuition per Student if no VIN/PIN on file	\$300 w/incentive; \$250 w/o incentive
Billing to Company	Deposit/Prepaid/Billed, as applicable
Incentive Processing	Cost Prepaid
Reporting (Quarterly)	\$0; \$75.00/hr for any required programming
<u>Enrollment</u>	
Outbound E-Mailing	No, unless customer info provided electronically
Custom Inbound Enrollment Script	\$0
Web Enrollment	\$0
<u>Company Name Listed</u>	
ASI Website	\$0, as Participating Company
<u>ASI Material Purchase</u>	
"Tips and Practice Guide" booklet	Per item/quan. listed – plus shipping & handling \$0.80
"Parents, Youngsters & ATVs" booklet	\$0.80
"Ride Safe Ride Smart" safety DVD	\$1.00
"Become A Better Rider" brochure	\$0.30
"About the ASI" brochure	\$0.30
"Golden Rules" cards	\$10.00/pack of 100
Use of ASI's Safety Hotline	\$0
ATV Safety Alert (updated using latest CPSC data)	\$0 (artwork only)



**EXHIBIT C**

**ASI Participating Company Training Profile**



## ASI Participating Company Training Profile

Thank you for participating in the rider training provided by the ATV Safety Institute (ASI). ASI promotes the safe and responsible use of ATVs by providing a nationwide ATV rider training program, on behalf of manufacturers and distributors.

In order to provide the appropriate training services to ATV buyers, ASI must determine the unique requirements and incentive eligibility of each participating company. Upon completing the Participating Company Training Profile, ASI can accurately communicate the services and benefits available to buyers of your company's ATVs.

<b>1. Participating Company Name</b>	
<b>2. Participating Company Address &amp;</b>	
<b>Telephone</b>	
<b>3. VIN/PIN Verification Contact</b>	
Contact Name:	
Contact Email:	
Contact Phone:	

**4. Training Eligibility:**

Individual Purchasers

ASI will provide training to the purchaser of an ATV from your company and any age appropriate family members living in the same household.

Business/Agency ATV purchasers

ASI will provide training for up to 3 individuals when the purchaser of the ATV is a business or agency.

***If VIN/PIN is not provided to ASI, but valid, we will train buyer then charge a per student tuition to the Participating Company (see P.C. agreement section E.1.).***

**5. Incentive (business/agency purchasers are not eligible for incentives):**

Please indicate the training incentive offered to ATV purchasers who complete, or whose eligible family members complete, training?

\$100 cash	(Yes / No)
\$ 50 cash & \$50 merchandise certificate	<input type="checkbox"/>
Other _____	<input type="checkbox"/>

**6. Service Level**

ASI can process incentives of \$100 or combination \$50 and merchandise certificate (Participating Company fulfills the merchandise certificate) upon completion of training. Please select the level of service desired.

Per unit training and incentive fees for each unit imported or manufactured:	(Select one)
• \$15.00 – if not offering an incentive payable through ASI	<input type="checkbox"/>
• \$16.25 – if offering a \$50.00 incentive payable through ASI/\$50 Certificate	<input type="checkbox"/>
• \$18.00 – if offering a \$100.00 incentive payable through ASI	<input type="checkbox"/>

**EXHIBIT D**

**ASI OEM Rider Training Participation Overview**



## ASI Rider Training Participation Overview

### Summary

Thank you for participating in the rider training program provided by the ATV Safety Institute (ASI). ASI promotes the safe and responsible use of ATVs by providing a nationwide ATV rider training program, on behalf of manufacturers and distributors.

All original equipment manufacturers and distributors that manufacturer, distribute, or offer all-terrain vehicles (ATVs) for sale within the United States are obligated to offer consumers free ATV safety education training, as required by law.

ASI offers non-member manufacturers and distributors the opportunity to participate in ASI's rider training program as a "participating company." In order to provide free hands-on training to ATV buyers and eligible, age-appropriate riders ASI first must receive notification of imported ATVs from the participating company. Electronic notification must be supplied to ASI prior to units' entry into the United States. The timely provision of the electronic notification file allows ASI to verify the eligibility of ATV buyers choosing to enroll in free hands-on training.

ATV buyers must be made aware of the availability of free training, through an offer of training, provided at the point-of-sale. There are several means by which a participating company may choose to provide the offer of free training including ATV hang-tags, vehicle documentation, adhesive labels, and supplemental product documents.

Buyers enroll in free hands-on training provided by ASI through a secure online Internet registration process. ASI determines unique training requirements and optional incentive eligibility by associating the VIN with the corresponding participating company. Upon completing registration, ASI determines the appropriate training site(s) within a reasonable proximity to the buyer and schedules available training.

## 1. Notification of Imported ATVs

Prior to offering buyers free hands-on training, a participating company must provide ASI with an electronic notification of all ATV vehicles imported into the United States.

ASI hosts a secure Internet site where participating company publishes electronic notification files. Security within the Internet site prohibits participating companies from displaying or accessing files from other companies publishing data to ASI.

The electronic notification file submitted to ASI must include standardized fields and adhere to a specific file format, as described below.

### File Name Format: [PARTICIPANTNAME]\_[YYYY][MM][DD].txt

Participating Company [PARTICIPANTNAME] is the name assigned by ASI representing non-member company, and [YYYY] is four digit numeric year the file was created, [MM] is two digit numeric month the file was created, and [DD] is two digit numeric day the file was created. Do not include either left bracket “[” or right bracket “]” in the file name.

### Header Row Format:

First row of the file contains the comma separated field names (see Table 1) of the data rows.

#### Example:

VIN,OEMNAME,OEMCODE,OEMCOUNTRYCODE,OEMMODELCODE,OEMMODELYEAR,BRANDNAME,AVAILABLEMM,AVAILABLEDD,AVAILABLEYYYY,ANSIATVAGECATEGORY,ENTRYPORTDATE,ENTRYPORTNAME,DISTRIBUTORID,DISTRIBUTORNAME,DISTRIBUTORADDRESS1,DISTRIBUTORADDRESS2,DISTRIBUTORCITY,DISTRIBUTORSTATEPROV,DISTRIBUTORCOUNTRYCODE,DISTRIBUTORPOSTALCODE,PARTICIPANTID,PARTICIPANTNAME,PARTICIPANTADDRESS1,PARTICIPANTADDRESS2,PARTICIPANTCITY,PARTICIPANTSTATEPROV,PARTICIPANTCOUNTRYCODE,PARTICIPANTPOSTALCODE,CUSTOMFIELD1,CUSTOMFIELD2,CUSTOMFIELD3

### Data Row Format:

Variable width text file, delimited data format that has fields/columns separated by the comma character with double quote text qualifier and records/rows separated by new lines.

#### Example:

478TE25403A305303,ARGO ATV KOREA LIMITED,ARGOATV,KR,6x6 Frontier 480,2009,ARGO,09,01,2009,G,03/23/2009,TACOMA, WASH.,ODGUS,ODG US Dealer Direct (Quasi Dist.),800 Nicolette Mall,Suite 1150,Minneapolis,MN,CA,55402,ODG,ONTARIO DRIVE GEAR LIMITED,220 BERGEY COURT,,NEW HAMBURG,ONTARIO,CA,N2A 2J5,,,

Data fields contained within the electronic notification file are defined within Table 2.1 (ASI Electronic Notification File Definition).

**Table 1.1 – ASI Electronic Notification File Definition**

Field Name	Maximum Width	Data Type	Description	Example
VIN	17	Text	<p><b>Vehicle Identification Number (VIN)</b></p> <p>The Vehicle Identification Number is an ISO Standard last revised in 1983. The ISO-VIN was designed to identify motor vehicles, trailers, motorcycles and mopeds and consists of three sections:</p> <p><b>WMI</b> - World Manufacturer Identifier, which uniquely identifies the maker of the vehicle. It occupies the first three positions of the VIN, except when a manufacturer builds less than 500 vehicles per year, in which case the third digit is always a 9 and the 12th, 13th and 14th position of the VIN are used for the second part of the WMI. The WMI is described in ISO 3780.</p> <p><b>VDS</b> - Vehicle Descriptor Section. These 6 characters occupy positions 4 through 9 of the VIN and may be used by the manufacturer to identify attributes of the vehicle.</p> <p>ISO 3779 makes a provision for a code for the year in which a vehicle is built. When a manufacturer uses a year code, ISO recommends that the 10th position of the VIN is used.</p> <p>The same applies to the use of a factory code. When a manufacturer uses a factory or plant code, ISO recommends that the 11th position of the VIN is used. In the VIN-code, capital letters A through Z and numbers 1 through 0 may be used, except the letters I, O and Q for obvious reasons. No signs or spaces are allowed in the VIN.</p>	478TE25403A305303
OEMNAME	255	Text	<p><b>Original Equipment Manufacturer (OEM)</b> In this context the OEM name refers to the company name that physically manufactured the unit.</p>	ARGO ATV KOREA LIMITED
OEMCODE	10	Text	<p><b>OEM Code</b> The OEM code is assigned by ASI in order to uniquely identify the OEM. Prior to supplying this value, contact ASI with your OEM information to request an OEMCODE.</p>	ARGOATV
OEMCOUNTRYCODE	2	Text	<p><b>OEM Country Code</b> The OEM country code as defined by the International Organization for Standardization (ISO), ISO 3166-1-alpha-2 country codes.</p> <p><a href="http://www.iso.org/iso/english_country_names_and_code_elements">http://www.iso.org/iso/english_country_names_and_code_elements</a></p> <p><i>See Table 2.2 for sample values.</i></p>	KR
OEMMODELCODE	25	Text	<p><b>OEM Model Code</b> The ATV model name or code as defined by the OEM.</p>	6x6 Frontier 480
OEMMODELYEAR	4	Text	<p><b>OEM Model Year</b> The year in which the OEM produced the specified VIN.</p>	2009

Field Name	Maximum Width	Data Type	Description	Example
BRANDNAME	255	Text	<b>Brand Name</b> The ATV brand name as marketed to the consumer. *Consumers will identify this brand name within a selection made available while enrolling in ASI ATV training program.	ARGO
AVAILABLEMM	2	Text	<b>Available Month</b> The two digit numeric month the ATV is first eligible to be sold within the United States.	09
AVAILABLEDD	2	Text	<b>Available Day</b> The two digit numeric day the ATV is first eligible to be sold within the United States.	01
AVAILABLEYYYY	4	Text	<b>Available Year</b> The four digit numeric year the ATV is first eligible to be sold within the United States.	2009
ANSIATVAGECATEGORY	3	Text	<b>ANSI ATV Age Category</b> The ANSI age category code of the ATV as defined within the 2010 ANSI/SVIA 1-2010 American National Standard for Four Wheel All-Terrain Vehicles. <b>See Table 2.3 for a complete list of ANSI Codes.</b>	G
ENTRYPORTDATE	10	Text	<b>Entry Port Date</b> The fully qualified ten-digit date upon which the ATV arrived at the port of entry in the United States. The date is formatted as MM/DD/CCYY.	03/23/2009
ENTRYPORTNAME	255	Text	<b>Entry Port Name</b> The port of discharge upon where the ATV arrived in the United States, as shown on the Ocean Bill of Lading.	TACOMA, WASH.
DISTRIBUTORID	15	Text	<b>Distributor ID (optional)</b> An optional identifier self assigned to the company distributing the ATV within the United States.  ATVs within the same file may be distributed by different distributors and therefore may have different distributor IDs, e.g.(ARGOWEST, ARGOEAST).	ODGUS
DISTRIBUTORNAME	100	Text	<b>Distributor NAME</b> The name of the company that will distribute the ATV unit in the United States.  <i>(May be same as OEM &amp; Participating Company)</i>	ODG US Dealer Direct (Quasi Dist.)
DISTRIBUTORADDRESS1	100	Text	<b>Distributor Address 1</b> The address of the distributor that will distribute the ATV unit in the United States.	800 Nicolette Mall
DISTRIBUTORADDRESS2	100	Text	<b>Distributor Address 2</b> The address of the distributor that will distribute the ATV unit in the United States.	Suite 1150
DISTRIBUTORCITY	50	Text	<b>Distributor City</b> The city of the distributor that will distribute the ATV unit in the United States.	Minneapolis
DISTRIBUTORSTATEPROV	50	Text	<b>Distributor State or Province</b> The state or province of the distributor that will distribute the ATV unit in the United States.	MN
DISTRIBUTORCOUNTRYCODE	2	Text	<b>Distributor Country Code</b> The country code of the distributor, as defined by the International Organization for Standardization (ISO), ISO 3166-1-alpha-2 country codes.  <a href="http://www.iso.org/iso/english_country_names_and_code_elements">http://www.iso.org/iso/english_country_names_and_code_elements</a>  <b>See Table 2.2 for sample values.</b>	CA
DISTRIBUTORPOSTALCODE	25	Text	<b>Distributor Postal Code</b> The 5 digit numeric zip code or alphanumeric postal	55402

Field Name	Maximum Width	Data Type	Description	Example
			code of the distributor.	
PARTICIPANTID	15	Text	<b>Participant ID</b> The Participant Code is a required identifier assigned by ASI in order to uniquely identify a participating company.  Prior to supplying this value, contact ASI with your Participant information to request a PARTICIPANTID.	ODG
PARTICIPANTNAME	100	Text	<b>Participant Name</b> The name of the company that has a financial agreement with ASI whereby ASI will provide ATV RiderCourse training to purchasers of the ATV (i.e. the participating company).  <i>(May be same as OEM and/or distributor)</i>	ONTARIO DRIVE GEAR LIMITED
PARTICIPANTADDRESS1	100	Text	<b>Participant Address 1</b> The address of the participating company.	220 BERGEY COURT
PARTICIPANTADDRESS2	100	Text	<b>Participant Address 2</b> The address of the participating company.	
PARTICIPANTCITY	50	Text	<b>Participant City</b> The city of the participating company.	NEW HAMBURG
PARTICIPANTSTATEPROV	50	Text	<b>Participant State or Province</b> The state or province of the participating company.	ONTARIO
PARTICIPANTCOUNTRYCODE	2	Text	<b>Participant Country Code</b> The country code of the participating company.  <a href="http://www.iso.org/iso/english_country_names_and_code_elements">http://www.iso.org/iso/english_country_names_and_code_elements</a>  <b>See Table 2.2 for sample values.</b>	CA
PARTICIPANTPOSTALCODE	25	Text	<b>Participant Postal Code</b> The 5 digit numeric zip code or alphanumeric postal code of the participating company.	N2A 2J5
CUSTOMFIELD1	255	Text	<b>Custom Field 1</b> An extra field for future expansion of this file format. This field should be empty.	
CUSTOMFIELD2	255	Text	<b>Custom Field 2</b> An extra field for future expansion of this file format. This field should be empty.	
CUSTOMFIELD3	255	Text	<b>Custom Field 3</b> An extra field for future expansion of this file format. This field should be empty.	



**Table 1.2 - Country Codes**

<b>Country Description</b>	<b>Country Code</b>
Brazil	BR
Canada	CA
China	CN
India	IN
Japan	JP
Korea, Republic of	KR
Puerto Rico	PR
Taiwan	TW
United States of America	US

Due to the size, all values are not provided.  
For a complete list, visit:  
[http://www.iso.org/iso/english\\_country\\_names\\_and\\_code\\_elements](http://www.iso.org/iso/english_country_names_and_code_elements)

**Table 1.3 - ANSI ATV Age Category Codes**

<b>ATV Age Category Description</b>	<b>Code</b>
General Use Model for ages 16 and older.	G
Sport Model for ages 16 and older.	S
Youth Model for ages 6 and older.	Y6
Youth Model for ages 10 and older.	Y10
Youth Model for ages 12 and older.	Y12
Transitional Model for 14 ages and older.	T

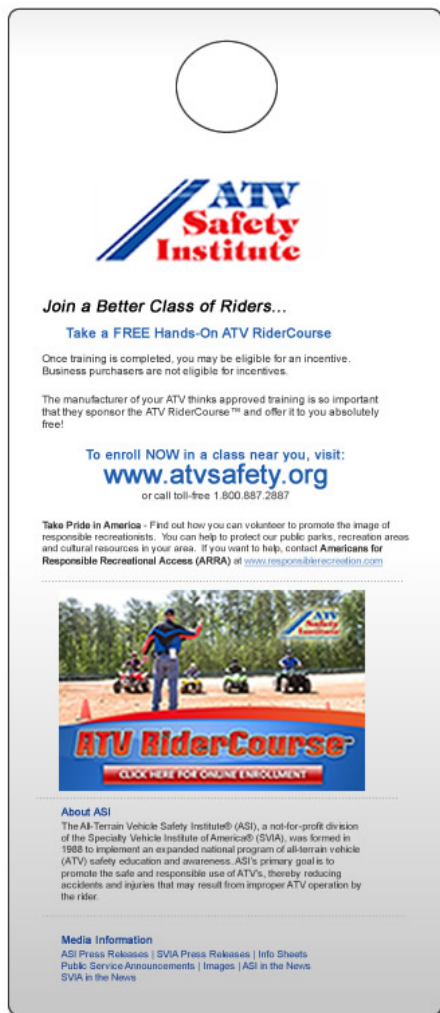
## 2. Offer of Training

At the point-of-sale, ATV buyers should be made aware of the free hands-on training available to eligible, age-appropriate riders, upon purchasing an ATV. Manufacturers and distributors employ a number of methods available to them in order to provide ATV buyers with the basic information necessary in order for them to obtain free hands-on ATV training.

Methods of communicating available training include:

- Attaching ATV hangtags (See enclosed sample)
- Providing updated vehicle documentation
- Attaching adhesive labels to ATV's
- Attaching supplemental product documents.

### 2.1 – Sample ATV Hang Tag Offer of Training



The image shows a vertical rectangular hang tag for the ATV Safety Institute. At the top is a circle, likely a punch hole. Below it is the ATV Safety Institute logo, which consists of the words "ATV Safety Institute" in blue and red text with a stylized blue and red graphic element. The main text on the tag reads: "Join a Better Class of Riders... Take a FREE Hands-On ATV RiderCourse". Below this, it states: "Once training is completed, you may be eligible for an incentive. Business purchasers are not eligible for incentives." It then says: "The manufacturer of your ATV thinks approved training is so important that they sponsor the ATV RiderCourse™ and offer it to you absolutely free!". The next line is: "To enroll NOW in a class near you, visit: www.atvsafety.org or call toll-free 1.800.887.2887". There is a small section titled "Take Pride in America" with text about volunteering to promote responsible recreation. Below this is a photograph of an instructor in a blue shirt and dark pants standing on a dirt track with several ATVs. The photo has a blue banner at the bottom that says "ATV RiderCourse" and "CLICK HERE FOR ONLINE ENROLLMENT". At the bottom of the tag, there are two sections: "About ASI" and "Media Information".


**Join a Better Class of Riders...**  
**Take a FREE Hands-On ATV RiderCourse**

Once training is completed, you may be eligible for an incentive.  
Business purchasers are not eligible for incentives.

The manufacturer of your ATV thinks approved training is so important that they sponsor the ATV RiderCourse™ and offer it to you absolutely free!

To enroll NOW in a class near you, visit:  
[www.atvsafety.org](http://www.atvsafety.org)  
or call toll-free 1.800.887.2887

**Take Pride in America** - Find out how you can volunteer to promote the image of responsible recreation. You can help to protect our public parks, recreation areas and cultural resources in your area. If you want to help, contact **Americans for Responsible Recreational Access (ARRA)** at [www.responsiblerecreation.com](http://www.responsiblerecreation.com)



**ATV RiderCourse**  
CLICK HERE FOR ONLINE ENROLLMENT

**About ASI**  
The All-Terrain Vehicle 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. ASI's primary goal is to promote the safe and responsible use of ATVs, thereby reducing accidents and injuries that may result from improper ATV operation by the rider.

**Media Information**  
ASI Press Releases | SVIA Press Releases | Info Sheets  
Public Service Announcements | Images | ASI in the News  
SVIA in the News

### 3. ASI Buyer Enrollment and Training

In order to enroll in free hands-on training provided by ASI, buyers and eligible age-appropriate riders will register electronically using a secure ASI Internet website.<sup>1</sup> The registration process captures both the buyer and ATV vehicle information.

To complete the registration process the vehicle identification number (VIN) supplied by the buyer must pass successful verification. ASI determines unique training requirements and optional incentive eligibility by associating the VIN with the corresponding participating company. ASI verifies VIN information against data supplied by the participating company's electronic notification of Imported ATV's file.

Upon completing registration, ASI determines the appropriate training site(s) within a reasonable proximity to the buyer and schedules available training.

#### 3.1 – ASI Internet Enrollment Registration

**ATV Safety Institute** • Training Home • **Enroll** • ASI Home  
• Course Availability • Manage My Training • Contact Us

**Enter Vehicle and Owner Information.**

**Instructions:**

1. Enter vehicle information including your 17 digit Vehicle Identification Number (VIN).
2. Enter your owner information including your email address.
3. Click "Next" to continue.

NOTE: Owner and vehicle information is required to determine eligibility of free training and training incentives.

**Vehicle Information**

Brand  VehicleID (VIN)\*  Engine Size\*   
Purchased\*  Purchase Type\*

**Owner Information**

First Name\*  Last Name\*  Middle   
Address 1\*   
Address 2   
City\*  State\*  Zip\*   
Day Phone\*  Eve Phone\*  Fax   
Email\*   
Date of Birth\*  Gender\*

1st ATV Purchase\*  Previous ATV Experience\*

\* Required

<sup>1</sup> Telephone enrollment also will be available, but not preferred since it will require manual VIN verification.