



SHARE THE ROAD

AMSAF

AMSAF is a non profit 501c3 Foundation

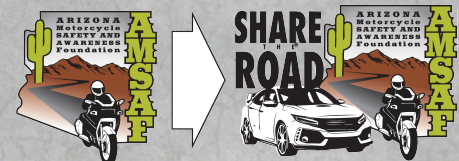
**Our goal is reducing crashes and fatalities in Arizona
through education and safety awareness.**

WHAT IS AMSAF?

AMSAF is a 501c(3) non-profit organization. AMSAF works to help decrease the number of distracted and DUI-impaired drivers through strategic partnerships with the State of Arizona, police departments, local businesses, healthcare, insurance, legal and other prominent entities and individuals.



AMSAF is the first and only foundation of its kind to offer financial assistance for motorcycle training, financial assistance for helmets and Accident Scene Management. All three (3) programs help reduce crashes, injuries and fatalities.



MISSION STATEMENT

To promote motorized safety and public awareness and to help reduce crashes, injuries and fatalities in Arizona.

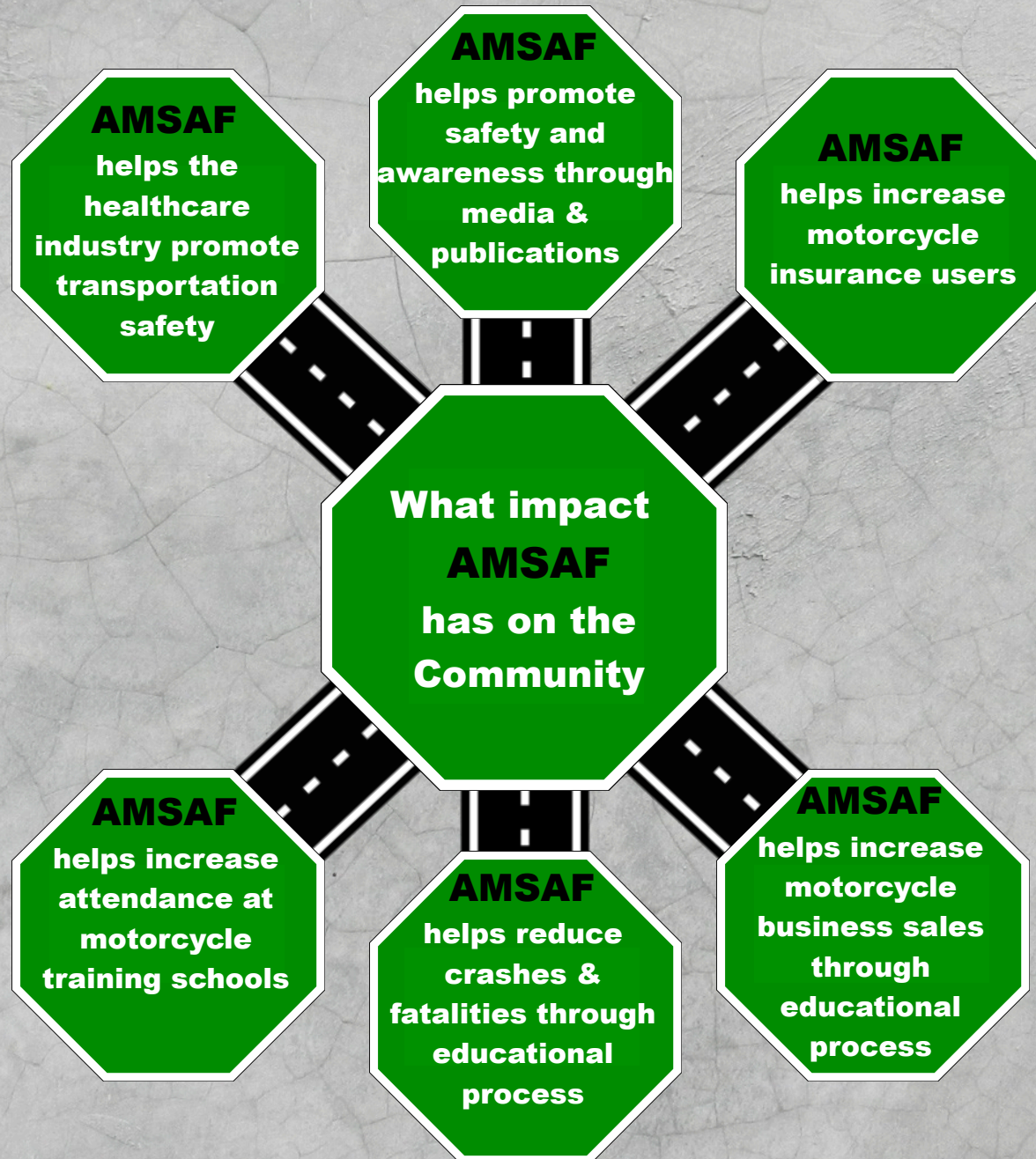
Motorcycling has soared in popularity as a recreational activity and mode of transportation. There are more than 370,000 registered motorcycles in Arizona and the number continues to grow.

According to the Arizona Department of Transportation, Arizona averaged more than 132,000 crashes last year and the figures keep increasing at an alarming rate.

Clearly, there is a crucial need to help reduce crashes, fatalities and promote safety and awareness.



COMMUNITY IMPACT



COMMUNITY INVOLVEMENT



AMSAF participates in Public Safety Days hosted by the Arizona Governor's Office of Highway Safety (AZGOHS).



AMSAF invited, acknowledged and represented at the AZGOHS annual statewide holiday DUI enforcement and designated driver campaign kickoff.






COMMUNITY OUTREACH

AMSAF partners with the Chandler, Peoria, Surprise, Mesa, Tempe and Glendale police departments during their respective citizen training events, which are free to the public.

AMSAF has awarded multiple training scholarships as a result of the training.




CHANDLER POLICE DEPARTMENT
Free Citizen Training Opportunity

**MOTORCYCLE
SAFETY
COURSE**

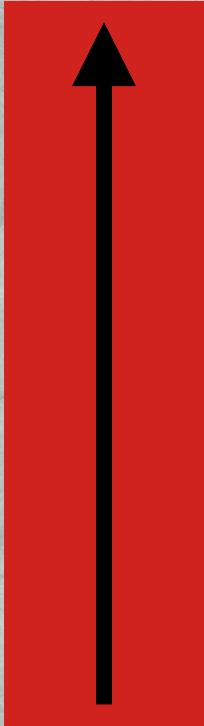
Saturday, December 14th, at 7:00am
Hamilton High School
(South Parking Lot)
3700 S. Arizona Ave Chandler, AZ 85248
Enroll at www.chandlerpd.com
We Always Appreciate our Partners in
this Event!





— ARIZONA CRASH STATISTICS —

TOTAL
CRASHES



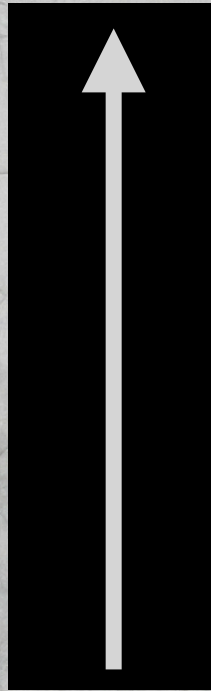
121,345

TOTAL FATAL
CRASHES



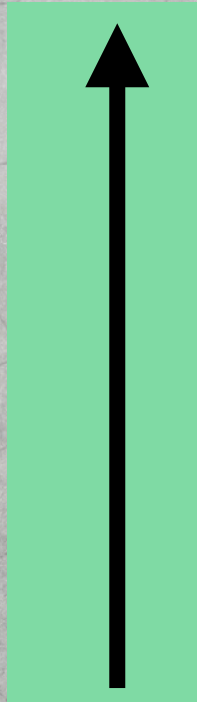
1063

TOTAL
FATALITIES



1180

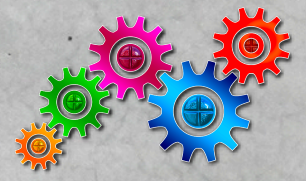
TOTAL
INJURIES



51,633



AMSAA STRATEGIC PLAN



PUBLIC EVENTS

SHARE THE ROAD &

RIDING FOR THE LONG HAUL Fundraiser



AMSASF holds this annual event to bring awareness to the issue of distracted drivers and untrained motorcyclists.

This event is possible with the involvement of state, healthcare, legal, insurance, community organizations and many businesses that come together to help reduce injuries and fatalities on Arizona roads.



THE AMSAF RIDER



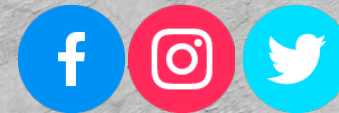
The AMSAF Rider newsletter launched in April 2013. Anyone can sign up at www.amsaf.org.

This vital communication resource can be found on AMSAF's social media platforms and provides valuable information and links to AMSAF's informative website, exciting events and priceless resources.



TIPS FOR TUESDAY

Tuesday's Tip is a bi-weekly video production promoting road safety tips produced by AMSAF and distributed throughout our social media platforms. They are extremely popular on Facebook and receive an abundance of traffic every other Tuesday. In addition, AMSAF is on Twitter and Instagram.



— AMSAF WEBSITE —

We expanded our website at amsaf.org to offer direct links to scholarships, sponsorships, donations and invaluable resources.



AMSAF BILLBOARDS

AMSAF reaches the general public through high visibility billboards throughout Arizona.



AMSAF PSAs

AMSAF writes, directs and produces video public service announcements geared at life saving safety tips. We feel it assists in reaching an overall larger audience, leading viewers to our website, Facebook page and overall understanding of safety on the road.



HANDS OFF



**AMSAF supports and promotes ARS-28-914,
Arizona's hands free law.**

We work to help educate the public about the serious hazards of driving distracted with a cellular telephone, a portable telephone, a text-messaging device, a personal digital assistant, a stand-alone computer, a global positioning system receiver or a substantially similar portable wireless device that is used to initiate or receive communication, information or data.



GRANTS



AMSAF'S first grant was awarded from Allstate in November 2013.



Allstate
You're in good hands.



Along with donations from businesses, organizations and individuals, AMSAF receives grants to support its many community programs, including those from the Arizona Governor's Office of Highway Safety.



COMMUNITY INVOLVEMENT

Police/DPS

CONNECT

THE

DOTS

Healthcare



Legal

AMSAA

Rehab



State

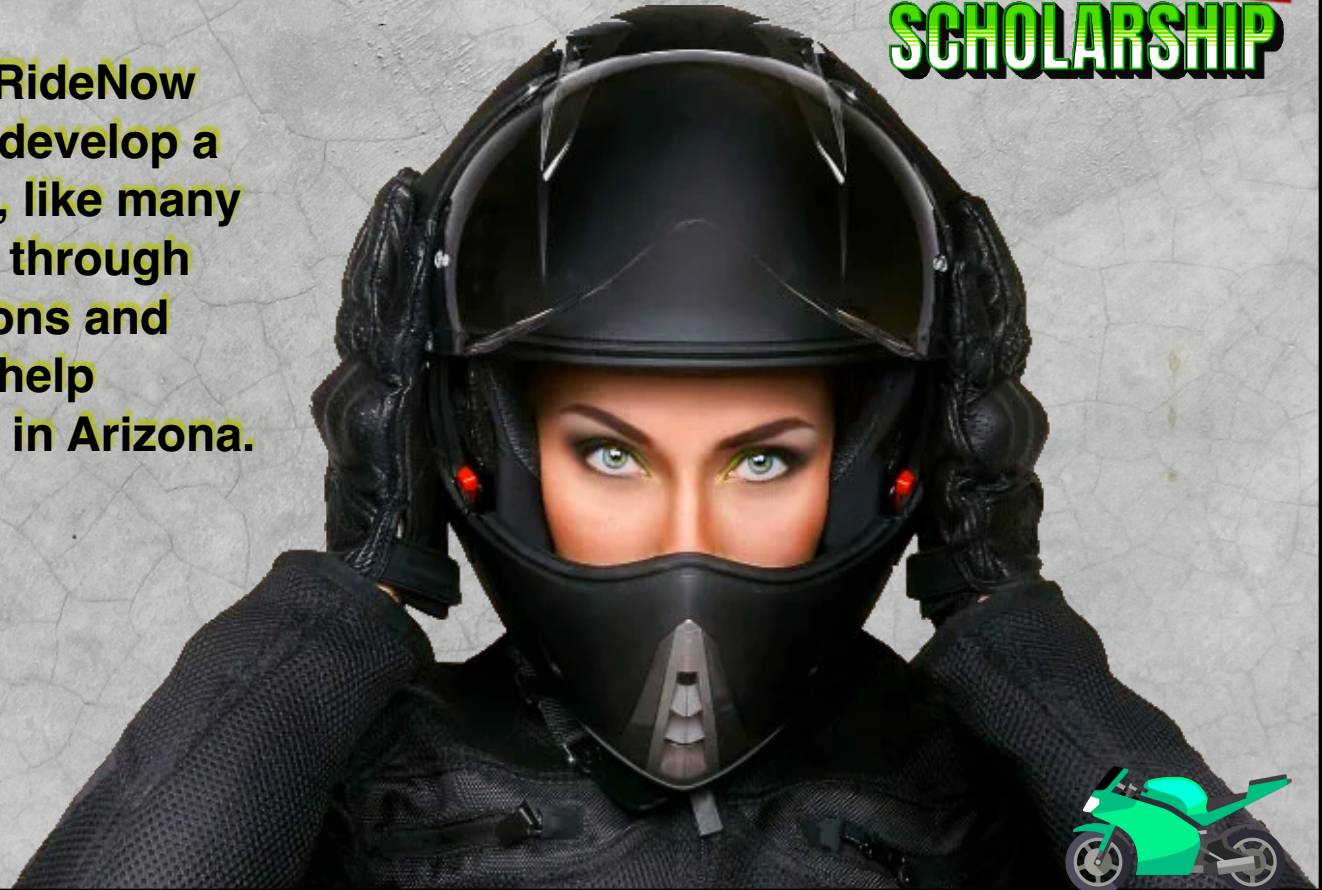
Community

Insurance

HELMET PROGRAM

Arizona is a state where you have a choice to wear a helmet or not. AMSAF wants to help those that wear a helmet, or will be wearing one, by creating a financial assistance program to help interested individuals purchase a full face or modular DOT helmet.

AMSAF collaborated with RideNow PowerSports and GOHS to develop a pilot program. This program, like many others, are made possible through grants, sponsors, donations and partners who want to help reduce crashes and fatalities in Arizona.



SCHOLARSHIP PROGRAM

Get the ultimate power accessory for your motorcycle - the power of knowledge.

Through AMSAF, people can get their motorcycle endorsement, save on insurance and receive lifesaving skills.



AMSASF RIDERS COURSE



ACCIDENT SCENE MANAGEMENT



AMSAF offers financial assistance for its Accident Scene Management Program.

There are two courses:

A crash course for the motorcyclist (basic course).
This is our most popular class. People learn what to do during the first 5 to 30 minutes after a crash until professional help arrives. Instructor-led by a certified ASM instructor.

Advanced Bystander Assistance (advanced course).
Individuals learn how to assist the EMS when they arrive. Students will understand advanced airway management and more in this 7-8 hour instructor-led class.

Participants must have successfully completed the basic course within two years to take the advanced course. This program is possible due to grants, sponsors, donations and other partners who want to help reduce crashes and fatalities in Arizona. Remember, saving a life is no accident.



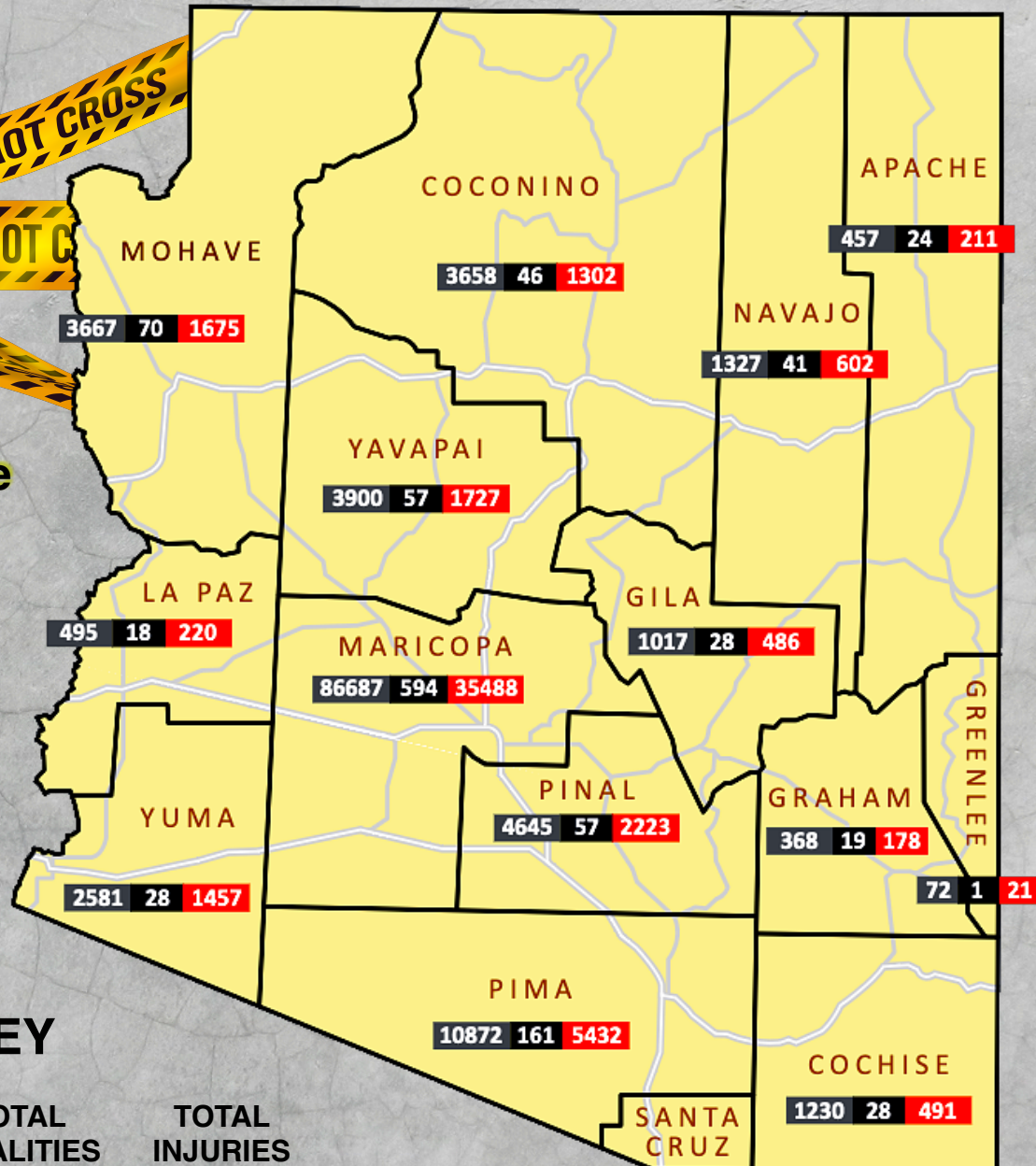
ON THE ROAD



Arizona's injuries and fatalities are the result of distracted motorists and untrained motorcyclists.

However, they also include pedestrians and bicyclists.

We must work together to reduce these disturbing numbers.

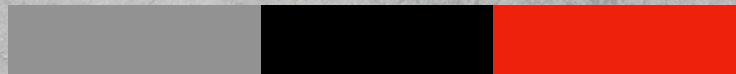


KEY

TOTAL
CRASHES

TOTAL
FATALITIES

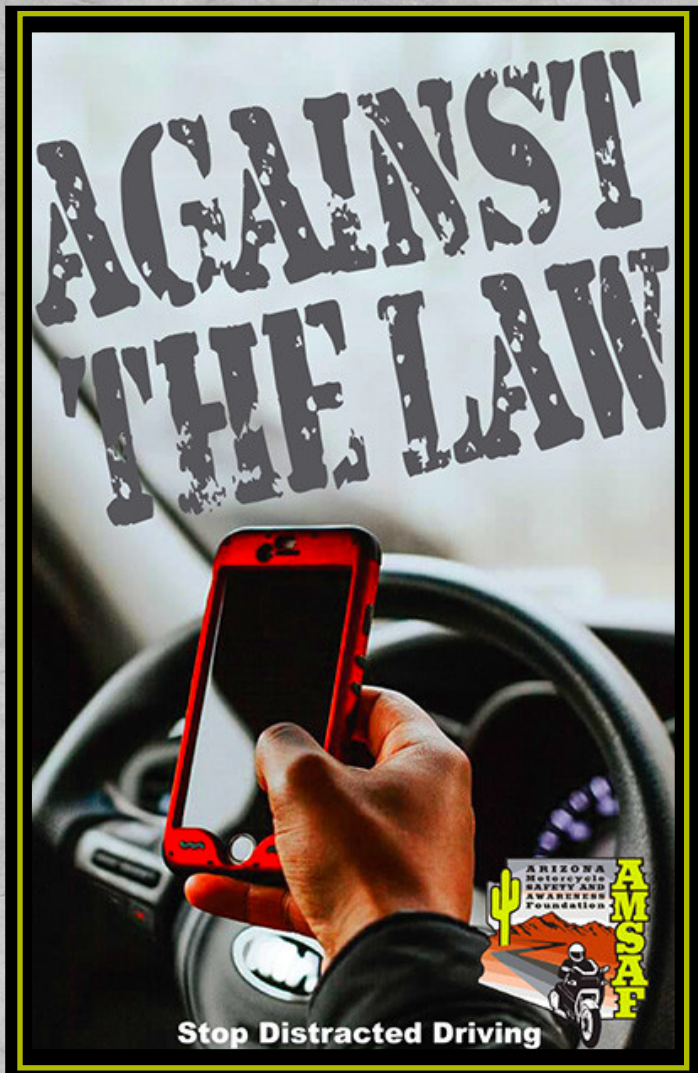
TOTAL
INJURIES



TOTAL CRASHES, INJURIES,
AND FATALITIES BY COUNTY



ELIMINATE DISTRACTED DRIVING



According to the National Safety Council, distracted driving is the cause for 1 out of every 10 fatal accidents and causes more than 700 injuries everyday.

It is illegal in Arizona to talk or text on a cell phone while driving unless it is being used in hands-free mode.

Since January 2021, the law prohibits:

- Making or answering a call
- Sending or reading text messages or viewing internet data
- Holding or supporting a device with your body

This law also applies to “stand alone electronic devices” defined as a portable device that stores data files such as computers, pads, MP3 players, etc.

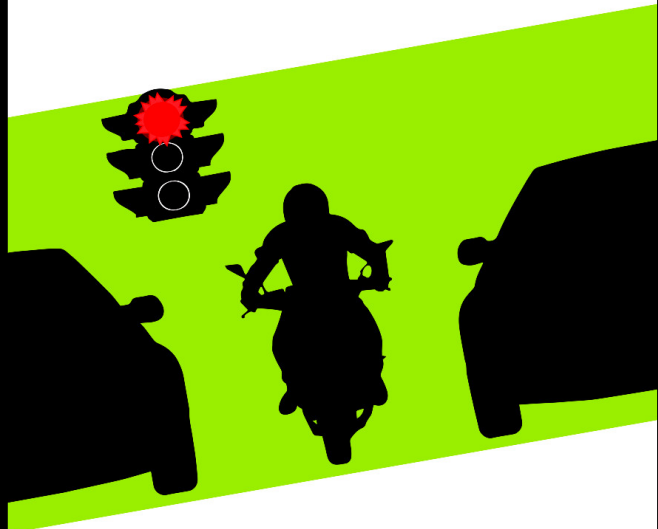
A driver may use hands to activate or deactivate a hands-free communication device such as GPS for navigation of the vehicle, answer or end a hands-free call or to make an emergency 911 call.

Know the law. Tell your friends. Save a life.
Together, we can make a difference.

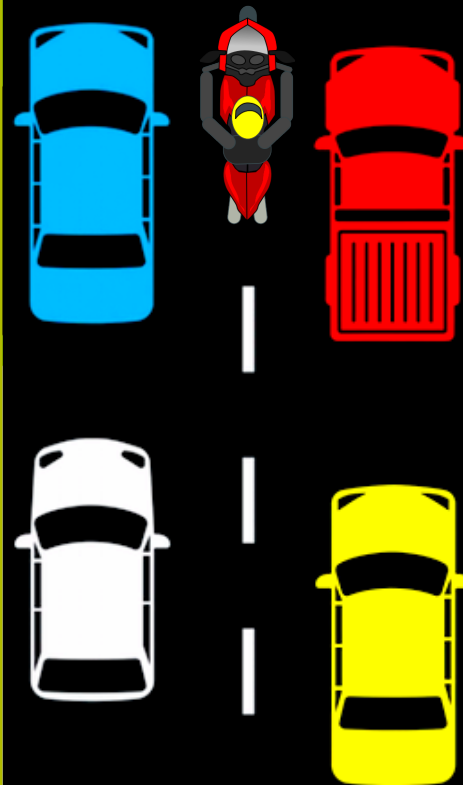


LANE FILTERING (SB1273)

What you need to know about the new **LANE FILTERING LAW** (SB1273)



for more information on this go to: www.amsaf.org/filtering



Arizona's new lane filtering law (SB1273) allows a motorcycle to travel between lanes of traffic in very specific instances:

Here are some things you, as a motorcyclist, need to know:

• NO FREEWAYS

This is not the California "lane splitting" law! The Arizona law only allows lane filtering on surface streets with a speed limit of 45 MPH or slower.

• NOT EVERY STREET

Only on streets that have 2 or more lanes in the same direction.

• NOT MOVING

You may not pass a vehicle in motion. You may only overtake a vehicle between lanes that is stopped.

• NO SPEEDING

The maximum speed for a motorcycle traveling between lanes is 15 MPH.

And (you'll want to do this anyway) you must recognize that you can move between lanes safely before beginning lane filtering.

Here's a couple more things you should know:

This law is for 2-wheeled motorcycles. Sorry Trike, Spyder, Slingshot and Ural sidecar riders.

Make sure you tell all your non-motorcyclist friends and neighbors about the law and what to expect. It will help keep them and every motorcyclist safe.



HELP US REDUCE CRASHES & FATALITIES IN ARIZONA

SHARE THE ROAD

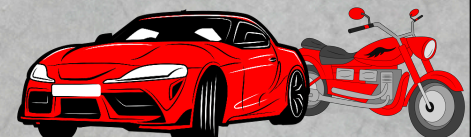


AMSAF developed the Share the Road campaign to bring awareness to the need to make roads safer for everyone.

AMSAF produced safety brochures that promote “Look out for Motorcycles” and “Share the Road.” Phoenix, Peoria and Chandler police departments pass these out within their communities.

Today, drivers are responsible for half of all crashes and fatalities.

However, together, we can work to enhance driver/rider safety knowledge and reduce the statistics that currently plague our state and its residents.



TESTIMONIALS

**"I was able to afford the course and will now be a safer, more-informed rider. Had I not been awarded the scholarship, I almost certainly would not have taken the course. Thanks AMSAF."
Mesa, AZ**

**"I haven't stop talking about the class since I took it and recommend it to everyone I know, even to people who have been riding for years."
Scottsdale, AZ**

**"The value of this class cannot be underestimated. I will now be a safer driver and this will help make me and others safer on the road."
Glendale, AZ**

**"I think everyone should take the course. Just going to the DMV would have never taught me what I learned in this class and the instructor was awesome." Thank you for the scholarship AMSAF."
Phoenix, AZ**

**"I was able to afford three in our family to have the training. They made the price so affordable through the scholarship program offered. Without it, I may not have taken the class. Way to go AMSAF!"
Phoenix, AZ**

**"I got my license without doing it with the MVD and even though I've ridden for 15 years, I still learned something new. I recommend this to everyone."
Peoria, AZ**

**"The savings was important to me, but it also directed me to the right program. I am so grateful for this opportunity. Thank you for reaching out to me AMSAF."
Cave Creek, AZ**

**"It was a good assessment of what skills I need to further improve upon."
Avondale, AZ**

**"I thought I knew how to ride until I took this course and realized I knew nothing, but thanks to AMSAF's scholarship training I now know more than I did."
Chandler, AZ**



**What people
are saying!**

AMSAF TEAM

As a non-profit 501c3 foundation, we have accomplished a great deal. You can only accomplish what we have with a team that is passionate about what they do and who really care.

We have that team and that is what makes AMSAF successful. Words cannot express enough for what all they do as a volunteer team along with our many grant contributors, sponsorships and donations.

THANK YOU



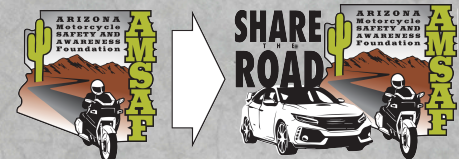
CONTACT AMSAF

Come join us, invest. Together, we can make a difference.



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