

To book, call: 0871 641 2207 or for more info visit www.ridersedge.co.uk

THE OFFICIAL HARLEY-DAVIDSON® RIDING ACADEMY

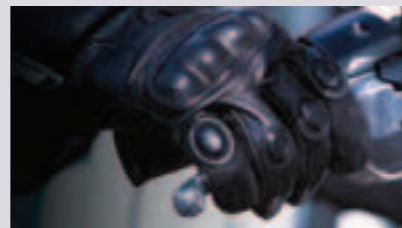
DIRECTIONS

Rider's Edge® Academy Silverstone

Silverstone Circuit is located off the A43 between the A5, Towcester and Junction 10 of the M40. The circuit is clearly signposted and on reaching the security gate, please follow the signs for the Experience Centre. Rider's Edge® is located on the right after the Bridge Shop.

Rider's Edge® Academy Built Wells

At the main roundabout in Built Wells where the A470 and A483 meet, take the exit for Rhyader and follow the A470 for about a quarter of a mile. The entrance to the showground is on the right, a three lane road flanked by tall trees. Go to the top of the hill, bear right through the gates and follow the Rider's Edge® signs to our building.



RIDER'S EDGE® ACADEMY OF MOTORCYCLING

Silverstone Circuit, Northamptonshire, NN12 8TN.
Hyder Building, Royal Welsh Showground, Llanelwedd,
Built Wells, Powys LD2 3SY.

From new rider to advanced and everything in between – Life starts at the Edge®



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Life is full of choices and we all know how it feels to miss out on a great opportunity – the regret and the inevitable ‘what ifs’ and ‘if onlys’!

So, our advice to you right now is... don't let this opportunity slip through your fingers! At Rider's Edge®, we have helped thousands of people like you to live the Harley-Davidson dream.

Ask any Harley® rider and they'll tell you that riding a motorcycle is one thing, but riding a Harley-Davidson® motorcycle really is ‘something else’. It's a new perspective on an old road; it's a dream that comes alive every time you press the start button.

As you flick through these pages, you'll get a glimpse of why the Rider's Edge Academy is world famous.

The latest Harley-Davidson® motorcycles, top class facilities and highly skilled staff, all wrapped up in stunning scenery and surrounded by great roads, make the whole experience something very special indeed. Learning to ride a motorcycle should be an

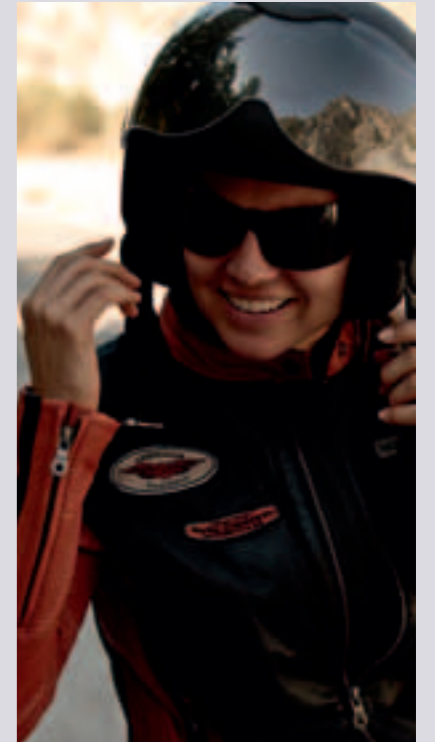
enjoyable experience – it's our goal to make the training so much fun that you won't even realise you're learning!

Passing your motorcycle test is one of life's great landmarks, and doing it on a Harley-Davidson marks the occasion in a way other bikes simply can't match! So whether you currently ride, have never ridden, or rode some years ago, look no further for the perfect Harley-Davidson riding experience and the very best rider training available.

Remember – Life starts at the Edge®!



WELCOME



I was extremely nervous of riding a bike before the course, the instructor was superb; building up my confidence and the perfect pace made it a wonderful experience.



Joanne McCrystal



There are two types of people in this world – People who ride motorcycles and people who wish they could ride motorcycles.

Silverstone and Wales – The perfect locations

Silverstone Circuit is synonymous with motorcycling. Whether it is the memory of Barry Sheene fighting Kenny Roberts for World Championship points, the more recent battles for the British Superbike Championships or the arrival of Moto GP in 2010, Silverstone has a history and a future of providing exciting motorcycling to an appreciative audience. With this backdrop, what better place for Harley-Davidson to bring the Rider's Edge® Academy of Motorcycling. With its miles of private roads, bespoke training areas and proximity to the Silverstone MOD 1 testing area, it's the perfect place to begin your motorcycle training, refresh your motorcycling skills or experience the full range of Harley-Davidson® motorcycles.

Wales has always been known as a land of mysticism, legend and beauty, so it's no surprise that Harley-Davidson found it to be the perfect setting for its specialist Riding Academy.

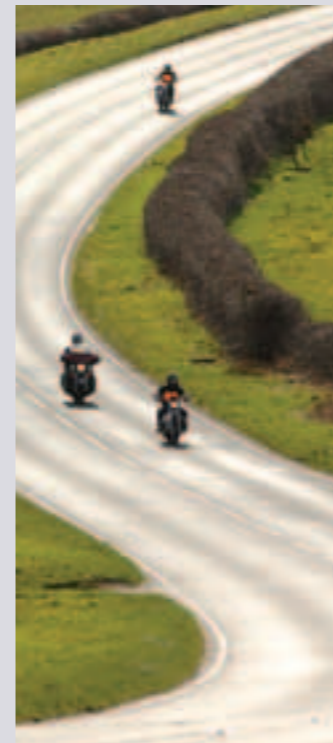
The Rider's Edge® Academy is based in Mid-Wales, on the edge of the Cambrian Mountains, nestling between the Brecon Beacons National Park and Snowdonia. Mid-Wales

really is the undiscovered jewel in the nation's crown. Just 15 miles from the English border and 50 miles from the coast, it certainly is a place of variety, opportunity and intrigue.

As you ride through the valleys and across the hills, you are likely to see fast flowing rivers, Red Kites soaring in the skies and plenty of other rare and wonderful wildlife. As your lungs fill with the clean fresh air, your senses will be invigorated and you'll feel as free as the birds soaring high above you. That will be the moment you'll fully appreciate why we made Wales the home of Rider's Edge.

One of the main principles of Rider's Edge is that people should have the opportunity to experience Harley-Davidson® motorcycles in a perfect riding environment. So when we considered the varied ingredients required to enjoy motorcycling to the full, Wales really was hard to beat.

It's genuinely a destination that once discovered, will become a place dear to your heart, anchored to great memories, achievements and experiences.



Wales has always been a magnet for bikers and every weekend thousands of riders head into the country to ride the beautifully surfaced roads that sweep through the spectacular countryside.

Welsh roads always feature highly on the various lists produced to identify the UK's best riding roads and the reason they are so special is that they seem to have been built just for motorcycles!

The roads are as diverse as the scenery with a different route for every occasion and every type of rider.

It's on these roads that you could be learning new riding skills or simply getting the most out of riding Harleys on one of our Experience Days. The road you choose is as important as the bike.

As you ride, you'll enjoy seeing the roads and scenery change; from straight roads lined with tall pines to tight Swiss-style hairpins, meandering routes along lush valley floors to rugged hilltop viewpoints. So now is the time for you to come and experience it for yourself!



© Crown Copyright (2007) Visit Wales.

> **Knowing your destination is one thing but getting there should be something else.**

> **Only a biker knows why a dog sticks its head out of a car window.**

Instructors

At the Harley-Davidson Rider's Edge® Academy of Motorcycling, all our instructors have been specifically selected for their knowledge of motorcycling, their instructional ability and their empathy with those beginning or developing their motorcycle experience. Each instructor is selected to provide a range of instruction appropriate to their own skills and qualifications.

The courses provided are backed up by the Rider's Edge training manual and the instructors specialise in quickly identifying areas for development to leave the customer feeling positive and confident about their motorcycling skills. Therefore, whether your training takes place at Silverstone or Buith Wells, you can be assured that your instructors have been trained to the highest standards as required by the Rider's Edge Academy of Motorcycling and will have the single aim of ensuring that your experience at Rider's Edge exceeds that available at any other motorcycle training school.



Accommodation



Rider's Edge® Silverstone utilises a fine selection of local hotels all approved by Silverstone Circuits to provide their customers with the perfect combination of quality service and relaxing atmosphere to maximise the experience. Details of the most suitable accommodation for your needs will be available at the time of your booking.

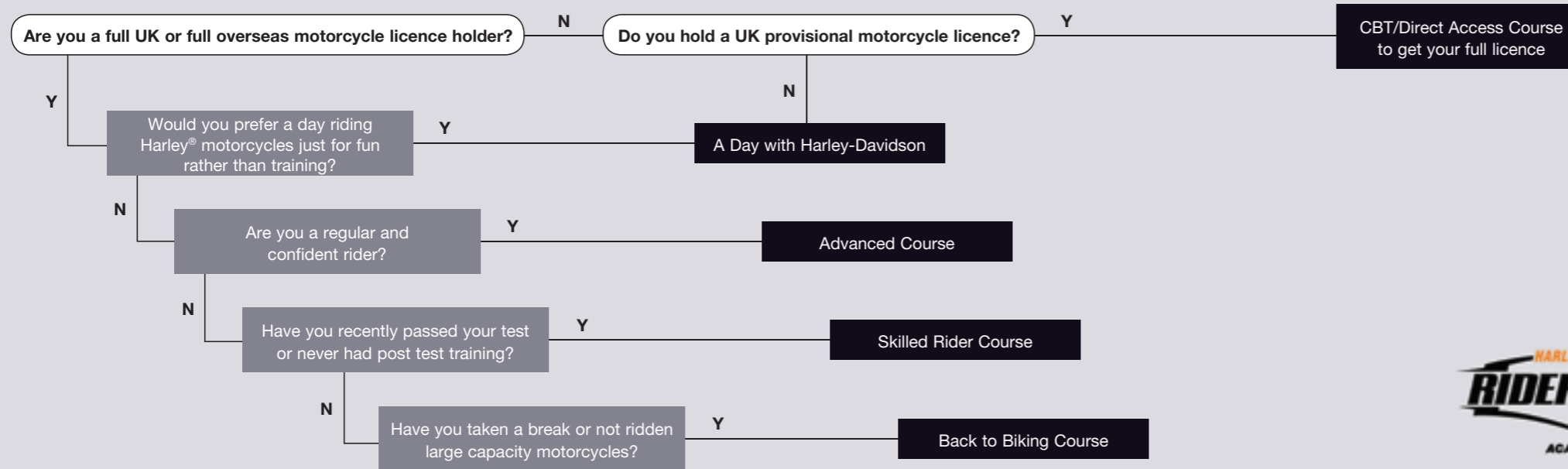
In Wales, Rider's Edge has teamed up with the Metropole Hotel and Spa in Llandrindod Wells to provide those undertaking rider training with high quality accommodation and great facilities. This family owned hotel has a fantastic reputation for the quality of its food and its friendly service. Having recently undergone a major development of its spa, main bar and brasserie, we are confident that you will find the hotel a great place to socialise with your fellow students. All training with accommodation includes breakfast and dinner taken in the Radnorshire Restaurant or alternatively, an allowance towards meals taken in the brasserie.

The accommodation provided with your course is a single en-suite room. Upgrades may be available upon request but will attract a surcharge.



Which course is right for you?

START >>



When it comes to riding motorcycles, we all have varying levels of experience, confidence and riding ability. We understand this and that's why we offer a wide range of courses and riding experiences aimed to suit your needs, whatever they may be.

Please use the course selector to help decide which is the most suitable training course to meet your particular needs, so that you get the best Rider's Edge® experience possible. If you'd like to discuss your options and requirements, please feel free to call us directly on 0871 641 2207 or email us: info@riders-edge.com for further advice and guidance.



> **If you want to blend in – take the bus!**

A Day with Harley-Davidson

Many people dream about riding a Harley-Davidson® motorcycle. If you are one of them, with your hands on the handlebars or sitting on the passenger seat, now is the time to stop dreaming, and start riding!



A Day with Harley-Davidson is simply the best way to make your dreams of riding a Harley® motorcycle come true. Whether you are a current rider, a licence-holder that hasn't ridden in a while or someone that has never ridden at all; everyone is welcome to join in. After a short, lively introduction and safety briefing you will be equipped with Harley-Davidson® MotorClothes® riding gear ready for the action to begin.

Initially you'll be riding on the private road network to ensure that you are fully accustomed to the bikes before heading out onto the open road. You'll be invited to ride a selection of bikes from the latest model range, on the fantastic roads that surround the Rider's Edge® centre.

During the day, when centred within the famous circuit of Silverstone you can encounter the magnificent winding roads of Northamptonshire or, at our Wales location, you may see the spectacular scenery of the Elan Valley and the Brecon Beacons. Wherever you go, you are guaranteed to enjoy the journey getting there as much as the arrival! You'll be riding alongside a group of like-minded individuals, and you'll be encouraged to change bikes amongst the group to ensure that you really do get to enjoy a cross section of Harley-Davidson motorcycles.



NO LICENCE, NO PROBLEM!

Not having a licence is no reason to miss out on the experience of A Day with Harley-Davidson as we can run separate courses specifically for you.

With our highly skilled staff and great facilities, we have tailored a special version of the experience for you to fully enjoy. After we have provided you with essential Harley-Davidson® riding gear, we will encourage you to spend a half-day session mastering the basics of riding a lightweight motorcycle on our designated training areas. This session may culminate (safety permitting) in the opportunity to ride a Harley® motorcycle for the very first time. The rest of your day will be spent riding pillion with one of our staff, so you can experience first hand the true meaning of exhilaration.

CORPORATE DAYS

Every year it seems to get harder and harder to find that unique corporate event. Well here's something

fresh and exciting for you to reward and motivate staff or entertain clients.

A Day with Harley-Davidson offers clients a very special kind of Experience Day, and the best thing is that you don't even need to be a motorcycle rider to make that Harley dream come true. It's a fun day that can be configured in a variety of different ways to ensure that everyone has a great time.

We believe that the Harley-Davidson Experience Day offers something very different from the norm, making it an event that will leave your guests with a lasting impression of the fantastic experience they enjoyed at Rider's Edge®. To make things easier we are able to assist with conference facilities or overnight hotel accommodation if required.

Why not give us a call right now to discuss how we could make your next corporate day something really different!

Call the Rider's Edge® team now on **0871 641 2207**

“Excellent day – well worth the journey from Scotland.”
Fraser Gourlay

Learn to Ride (CBT/Direct Access)

For bikers there really are only two groups of people, those who ride and those who don't. The CBT/Direct Access Course is designed to help as many people as possible fully understand this perspective on life.

Learning to ride is an experience that you'll want to treasure for the rest of your life. It's a story you'll share with your children and grandchildren. After learning to ride on a Harley-Davidson® motorcycle you can be sure that it will be a story worth telling!

The aim of the Learn to Ride Course is to take you through your Compulsory Basic Training (CBT) and then on through your Direct Access modules to ensure that you are fully prepared for your practical motorcycle tests.

Our instructors are as passionate about their work as they are professional. Many of them are ex-police motorcyclists and all hold the necessary qualifications and training skills to ensure that you'll be well prepared for your tests and future riding. Good instructors must

have excellent interpersonal and communication skills. We know that every team member here has both. Rider's Edge® training is relationship based and the Direct Access training is conducted on a ratio of one instructor to two students.

To learn effectively, you must have total confidence in your instructor. In order to achieve this, we will treat you with respect, show you a total commitment to safety and demonstrate an affinity for personal interaction. We know how to make training fun!

We all have different learning curves and this means that the training programme will be tailored especially for you. Key factors in determining your progression through the course modules will be based on safety and your ability.

For your convenience, this course may be booked in two stages or consolidated into six or seven days. If you have already passed your MOD 1 test you may also book to train for and take your MOD 2. Accommodation and food can be included in your package.



Before enrolling on this course you will need to have completed your motorcycle theory test. You can find out more about the theory test and where and when you can take it on the DSA website: www.dsa.gov.uk

You must also ensure your driving licence shows provisional entitlement for Category A (this is found on the paper counterpart of your driver's licence). When you attend the course you must bring both parts of your driving licence, your theory test pass certificate and your MOD 1 pass certificate (if applicable). If you do not have a photocard driver's licence you must also bring a valid UK passport with you.



“An excellent course & I will not hesitate to recommend this to others.”
Stephen Johnstone

“I have thoroughly enjoyed this course right from the start. I was anxious at first but now I feel very confident in my ability to ride a motorcycle.”
Helen Billingsley

Skilled Rider Course (Enhanced Rider Scheme)

You may have a great bike, great equipment and even greater ability, but the wise amongst us know that the day we think we have nothing left to learn is the day we should hang up our helmet! If you want to gain even more enjoyment from your riding and pick up some top tips then the Skilled Rider Course is for you.

Ideal for the post test rider or those who have not undertaken training for some time – the Skilled Rider Course demonstrates perfectly the skills required to bridge the gap between being a rider and being a good rider.

Recognised nationally by the Driving Standards Agency as the Enhanced Rider Scheme – the Skilled Rider Course administered by Rider's Edge® will help make you safer and more confident in your motorcycling ability.

After a short assessment of your current riding ability, our trained instructors will create a personal training plan to assist you in achieving the riding standards set by the DSA Enhanced Rider Scheme. This will cover a wide range of techniques, identify any bad habits and deliver the skills that will benefit you most to enhance and improve all aspects of your ride.

Every student who successfully completes this course will receive an Enhanced Rider Scheme certificate.

The course fee includes two nights' accommodation with dinner and breakfast.



Advanced Course

This two day course is designed for riders who want to develop further and become truly top riders – proficient, accurate and always in control. The course is heavily biased towards the practical aspects of riding that you will move straight onto following a short and lively briefing session.

The Advanced Course is based on the foundations of Roadcraft – the police riding system. Following these riding principles the Rider's Edge® Academy instructors responsible for taking the course are undisputed experts of safe, advanced riding. They're the individuals best equipped to help you gain the absolute maximum from your riding whilst staying both smooth and more importantly, safe.

When you arrive at the Rider's Edge facility you will learn that, as with all serious sport, getting to the top takes real determination, commitment and focus. If discovering your maximum motorcycling potential is something you are committed to achieving, then our instructors will give you all of the encouragement, advice and support you need to succeed.

During your training you will ride on all types of road, each chosen to help you develop the skills you will need to gain one of the top Rider's Edge Awards. As a student on an Advanced Course, you'll have the opportunity to earn one of these awards.

The core elements of the Advanced training include:

- Advanced road positioning
- Accurate limit point analysis
- Low-speed bike control
- High-speed braking
- Advanced observation skills
- Effective riding plans
- Safe progressive riding
- Counter steering technique and smoothness

The course fee includes two nights' accommodation with dinner and breakfast.



Back to Biking

Memories are precious, especially those of the good old days! Remember when life was far less complicated? You could just grab a leather jacket, helmet and a pair of gloves, jump on a bike and ride. Where has the time gone to enjoy that sort of living?

For many, that perspective went with the bike as family commitments and work pressures came along. The time has come to once more enjoy the things that make life so exhilarating and to regain the confidence you once had.

You may have been away for a year, perhaps a few years or for some it may be much more! So what's holding you back? It may be to do with the way bikes have changed – more power, more weight, even the riding position and in some cases the basic controls may have changed places! Rider's Edge® training has helped hundreds of riders get back in the saddle and rediscover the kind of motorcycling which gave so much pleasure in years gone by.

The content on the 'Back to Biking' Course covers many of the elements seen on the Direct Access Course. The reason for this is that new rider training has developed considerably since the mid 1990s and many bikers have never been tested to today's more rigorous standards. Many hold a licence which was awarded after a successful ride around the block and the completion of a satisfactory emergency stop. Today's practical test is far more comprehensive and our aim is that everyone graduating from the Back to Biking Course should

leave with skill levels equal to the current minimum test standard. Many of our back to bikers achieve this level comfortably and go on to learn more advanced riding skills.

The course runs over three days and includes three nights' accommodation with dinner, bed & breakfast. Group sizes never exceed three students to one instructor.

The core skills and activities which are covered on this course are:

- Knowledge check – Highway Code for bikers
- An introduction to modern motorcycles
- Regaining the art of clutch control
- Low-speed manoeuvring skills
- Negotiating corners safely
- Safe and effective braking
- Hazard perception skills
- Smooth use of controls
- Safe road positioning
- Safe overtaking
- Daily de-brief with questions & answers



“Fantastic – just what I hoped it would be like.” Tom Reynolds

Bespoke Training

Although Rider's Edge® has a superb range of well established and successful courses we realise that not everyone's needs are the same. That's why we offer a bespoke training service to look after more specific training needs.

If you feel that you need something that does not seem to fit into our standard range of courses or you would like one-to-one training please call us so we can discuss your needs in more detail. Alternatively, you might want to employ our services at a venue of your choice.

Over the years, our bespoke services have been used by a number of VIPs and celebrities to further their enjoyment and pleasure of motorcycling at all levels. It really is that unique.

Our team has an enthusiastic 'can-do' attitude and we welcome the opportunity to demonstrate our flexibility and professionalism to you. Whether it's a special surprise gift for someone, for a group, or a treat for yourself, give us a call.



Ride the Range

With over 30 motorcycles in the range, deciding which Harley-Davidson® motorcycle suits your riding best might take a little time. So why not go the whole hog and take loads of time... like a full day or two, if you like! First step... get your shades on, then step into the Rider's Edge® "Sweet Shop".

Pick a Harley-Davidson® motorcycle that takes your fancy and hit those beautiful country roads. When you've experienced one bike, come back and pick another. Repeat as often as you like, so you can know first-hand the difference between models in each family and how they feel. It's a bit like asking a shoe shop if you can borrow six pairs of shoes to walk about in all day before you buy. Except we actually do it.

As you can see from the pages in this booklet, the countryside is not only a biking Mecca but there's scenery to take in that's as breathtaking as the fresh air. What better place to take a break from the hustle and bustle of everyday life and get away from it all for a day or two?

This is the easiest way to get to know and understand the Harley® range. You will experience the different bikes back-to-back enabling you to appreciate their character and differences. We don't sell bikes from here so if you would like to come purely for the experience we are sure you will have a fantastic day. If you are also looking for some help deciding which model to purchase we can of course give you plenty of advice and put you in touch with your local dealer if you wish.



> **Four wheels move the body.
Two wheels move the soul.**

Frequently asked questions

WHAT OTHER BENEFITS ARE THERE TO TAKING A COURSE AT RIDER'S EDGE®?

Your insurance company may offer you a discount for taking and completing an Intermediate or an Advanced course (please confirm this with your insurance company before booking). For those taking the CBT/Direct Access course at the Rider's Edge® Academy of Motorcycling, H-D® Insurance will offer you cover for your Harley-Davidson® motorcycle from the day you pass your test. Most insurance companies will ask that you gain a minimum of two years' riding experience before offering new rider's insurance on large capacity motorcycles.

SHOULD I BRING ANY SPECIALIST RIDING EQUIPMENT ALONG WITH ME?

If you have riding gear that you feel comfortable in and would like to wear, please feel free to bring it along. If you don't have any riding equipment, we are able to provide you with suitable clothing. Please

note we do not provide footwear, so you will need to bring your own boots. If you don't have motorcycle boots then sturdy hiking boots will be suitable; we never recommend steel toe capped boots.

WHAT ESSENTIALS SHOULD I PACK?

For riding, you should wear some durable casual clothing, denim jeans or canvas trousers. It is better to bring plenty of thin cotton layers rather than thick bulky pullovers. It is a good idea to bring some extra clothing to change into at the end of your training day. Remember to bring all the driving documentation you may have, such as a valid driver's licence (bring both parts), CBT certificate, and theory or MOD 1 test pass certificate(s) if applicable. If you're unsure about what to bring please give us a call.

WHAT KIND OF ACCOMMODATION CAN I EXPECT IF I ENROL ON A RESIDENTIAL COURSE?

For those courses which include accommodation, you will receive one night's accommodation for each

day of the course, i.e. a two day course will qualify for two nights' accommodation. Accommodation is booked from the evening prior to the first day of your course.

Standard accommodation is a single en-suite. All accommodation options are subject to availability.

HOW CAN I PREPARE FOR MY COURSE?

To be a good road rider you should have a good understanding of the rules of the road; to this end, we encourage all participants to buy a copy of the latest Highway Code and spend a few evenings improving your knowledge.

DO I NEED PREVIOUS MOTORCYCLING EXPERIENCE TO BE SUCCESSFUL ON THE COURSE?

No. Any experience is useful but not essential. The best foundation is simply being able to ride a pedal cycle! All students who have no motorcycling experience must be able to ride a pedal cycle.

I HAVE A NON UK LICENCE. CAN I TAKE TRAINING AT RIDER'S EDGE®?

Yes, subject to certain conditions. If you hold a valid overseas driver's licence which enables you to ride large capacity motorcycles, and your licence is recognised by UK authorities, you may participate on all courses except the Direct Access Course. Overseas provisional entitlements are not valid in the UK.

I HAVE A NON UK LICENCE. CAN I TAKE THE RIDER'S EDGE® DIRECT ACCESS COURSE?

No. All Direct Access Course candidates must hold a provisional UK motorcycle licence.

WHAT IS A CBT?

The CBT certificate is proof that you have completed a Compulsory Basic Training course and achieved the riding standards set to receive it. It entitles you to ride with certain restrictions for a period of two years. The CBT is NOT a licence. It is intended as

a stepping stone to allow people to prepare for a practical motorcycle test.

DO I NEED A CBT TO DO THE DIRECT ACCESS TRAINING COURSE?

No. Your training will start at this level; you should achieve your CBT whilst on the course.

I ALREADY HAVE A CBT, CAN I STILL DO THE RIDER'S EDGE® DIRECT ACCESS COURSE?

Yes, if your certificate is valid please call so that we may make an appropriate course booking for you. If you have a CBT certificate but you have not ridden a bike since, we would recommend you take the full CBT/Direct Access course.

CAN I DO MY THEORY TEST AT RIDER'S EDGE®?

No. Theory tests must be taken at one of the DSA theory test centres situated around the UK.

ARE THERE ANY AGE LIMITS OR PHYSICAL RESTRICTIONS?

Some. We try and encourage as many people as possible to try their hand at motorcycling and welcome anyone interested in having a Harley-Davidson® riding experience.

However, in the interest of safety, we recommend that course participants be physically fit, able to walk unaided and have good eyesight. An ability to ride a pedal cycle could be beneficial to students looking to gain their CBT or full motorcycle licence but it is not a mandatory requirement.

If you have concerns or questions regarding your particular circumstances please call us for more specific advice.

For booking terms and conditions please visit www.ridersedge.co.uk



In the UK the pass rate for motorcycle tests is higher than car driving tests.

RIDER'S EDGE® TRAINING GIFT VOUCHERS



The perfect gift. These vouchers are valid towards the fee of any Rider's Edge® courses and are issued for values of £100 and upwards. When you call, we will make the booking, forward the completed gift voucher to you or whoever you designate, leaving the course date open. This way, the course can be taken whenever it suits best.

Vouchers are also available for 'A Day with Harley-Davidson', ideal as an experience gift for those without a licence.

Just give us a call on **0871 641 2207** and we'll do the rest.

In all the excitement, it's easy to forget one or two essentials when you leave home for Rider's Edge®, so here's a checklist to help you with your essentials.

We'd hate you to arrive here to find your fun's compromised in some way.

- ❑ Driving Licence, both parts. If not a Photo Licence you also need to bring a valid passport for ID purposes.
- ❑ Theory Test Pass Certificate, for CBT/Direct Access Training.
- ❑ CBT Certificate if you already have one, for Direct Access Training.
- ❑ MOD 1 Pass Certificate (if applicable).
- ❑ Motorcycle boots or sturdy hiking boots (not steel toe caps).
- ❑ Any personal riding gear you would like to bring.
- ❑ Gift Voucher if applicable (also mention when booking).

WOULD YOU LIKE TO TRAIN TO BECOME A MOTORCYCLE INSTRUCTOR?



At Rider's Edge®, we go beyond instruction for those taking their tests, we also train riders to become instructors.

The content of this brochure is focused predominantly on student training. However, the level of our training experience goes far deeper.

We also run specialist programmes to train experienced riders with the aim of becoming instructors themselves. Being a centre of excellence, we currently spearhead training for instructors across Europe.

If you would like more information on how we can help and train you to achieve this status, email info@riders-edge.com

> **Motorcycling demands moment-by-moment awareness and, unlike driving, rewards the rider with direct experience.**