



International Snowmobile  
Manufacturers Association  
(ISMA)  
1640 Haslett Road  
Haslett, Michigan 48840  
Phone (517) 339-7788  
Fax (517) 339-7798  
[www.snowmobile.org](http://www.snowmobile.org)  
[www.gosnowmobiling.org](http://www.gosnowmobiling.org)  
[www.avosmotoneiges.org](http://www.avosmotoneiges.org)

# Press Release

Contact: Ed Klim  
Phone: (517) 339-7788

FOR IMMEDIATE RELEASE

## **Snowmobile Safety: Ride Safe and Have Fun!**

HASLETT, MI, : Now is the time for snowmobilers to keep snowmobile safety a top-of-mind awareness issue. Snowmobile safety is nothing new to organized snowmobiling. Snowmobile Administrators, the Manufacturers, snowmobile associations and clubs joined together years ago in developing the **Safe Riders! You make snowmobiling safe™** safety campaign which emphasized safe snowmobiling practices, training and enforcement. The campaign includes safety related materials such as decals, posters, the **Safe Riders!** DVD, public service announcements, and more. Millions of **Safe Riders!** Snowmobiling Fact Books, Brochures and Posters have been distributed throughout the world to safety trainers and clubs and associations - free of charge- from the manufacturers' ISMA office. The 22 minute long DVD is an excellent adjunct tool for snowmobile safety classes. All of the **Safe Riders!** materials are available free of charge by filling out an order form and returning it to the ISMA office.

The **Safe Riders!** campaign highlights key issues of importance for snowmobile safety. The position statements are concise and easy to understand. They include:

1. Snowmobiling and Alcohol don't mix - don't drink and ride
2. When night riding slow down - expect the unexpected

~ MORE ~

3. Know before you go - always check local ice conditions
4. Cross all roads with care - don't become road-kill
5. One is the loneliest number - never ride alone
6. Know the risks and be prepared - make every trip a round trip
7. Ride smart ride right - stay in control
8. Smart Riders are Safe Riders - always take snowmobile safety training

Mountain riders need to be aware of their surroundings and snow conditions. The 5 key safety guidelines when riding in avalanche country are:

1. **GET THE GEAR:** Ensure everyone has an avalanche transceiver, shovel, and probe on their person and knows how to use them.
2. **GET THE TRAINING:** Take an avalanche course.
3. **GET THE FORECAST:** Make a riding plan based on the current avalanche and weather forecast.
4. **GET THE PICTURE:** If you see recent avalanche activity, unstable snow exists. Riding on or underneath slopes is dangerous.
5. **GET OUT OF HARM'S WAY:** One at a time on all avalanche slopes. Don't go to help your stuck friend. Don't group up in runout zones.

This year International Snowmobile Safety Week is January 21-29, 2017. Visit [www.snowmobile.org](http://www.snowmobile.org) for a guide for ideas on how to organize a Safety Week event in your area.

Like us on Facebook at [www.facebook.com/GoSnowmobiling](https://www.facebook.com/GoSnowmobiling) and share your safe ride stories with all of us.

# # #