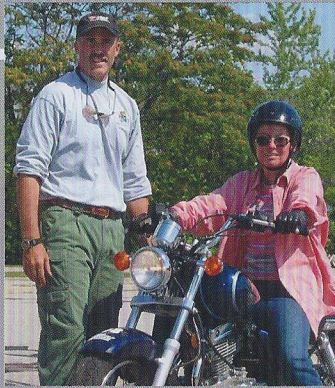


# Learn to Ride - Get Endorsed



Alpha Training Center (ATC) in Lansing has trained thousands of new and experienced riders. Our instructors know how to ride, but better yet, they know how to teach.

Not all MSF approved classes are created equal. We provide the highest level of service and we work hard to be sure your experience at ATC is rewarding.

## ATC's Student Satisfaction Promise

The Basic Rider Course (BRC) and our License Waiver Course (ERC-W) have a very high successful completion rate (over 95%).

However, on occasion, a student may have an "off day." With that in mind, ATC has a **Student Satisfaction Promise** to allow you another opportunity to return for the same course at a later date - FREE OF CHARGE.

## MSF APPROVED CLASSES AT ATC

Alpha Training Center in Lansing offers three Motorcycle Safety Foundation (MSF) certified classes conducted by our professional RiderCoaches who are experts in instructing new and experienced riders.

### Sign Up Today!

Our classes are offered March to October each season in a variety of day, evening and weekend formats. Visit our website or call for more information and course schedules.

## BASIC RIDER COURSE (BRC) \$225

This MSF approved course is for beginning riders of all ages. No prior experience is needed!

- The course is approx. 5 hours of classroom instruction and 10 hours of motorcycle training while riding.
- After successful course completion; you will receive a State of Michigan waiver card needed to obtain a motorcycle endorsement.
- All course material and the use of one of our late-model training motorcycles is included in the course fee.

## EXPERIENCED RIDER COURSE (ERC) \$125

This MSF approved course is for the returning riders or riders looking to sharpen and build on the skills learned in the BRC class.

- This course is approx. 6 hours of on-cycle training.
- Riders must use their own street-legal motorcycle for this course.
- Passengers are welcome to join the rider for a small additional fee to learn to be the "good" passenger.
- There are no skills tests involved - this course is about skill development and building rider confidence.

## ERC LICENSE WAIVER COURSE (ERC-W) \$125

This one-day course for the rider that is currently riding, but does not process a motorcycle endorsement.

- The course format is the same as the ERC with the addition of a written test and riding skills test.
- Students may use their own motorcycle for this course or they may use one of our motorcycles for an additional fee.
- This course is not for new riders as basic skills are not covered.

## "GOT CONTROL?"

# Total Control

### Advanced Riding Clinic

Want to become more skilled as a rider? Whether you ride a cruiser, a naked bike, a sport bike, or a touring bike, you can benefit from Michigan's only host of the Lee's Parks Total Control Advanced Riding Clinic. You will learn topics such as -

- Effective cornering techniques
- Precise throttle and brake control
- Line selection and Body Position
- Suspension set-up and adjustment



Move beyond being the average rider and become the expert rider in your group. While designed for street riding and street riders, Total Control is a great way to tune your track day skills or to prepare for your first track experience.

The Total Control clinic at ATC is eight hours long and instructed only by Total Control Instructors personally trained by champion rider and best-selling author Lee Parks.

This clinic is \$295 for a full day of instruction with a very high instructor/ student ratio. You should expect **specific measurable improvement in your riding skills** by the end of the day. No matter what your skill level you are at now - ATC's Total Control will make a recognizable difference in your ability to control your motorcycle.

### Custom / Private Group or Individual Lessons are Available!

Learn with a group of friends, your spouse or on your own. ATC offers courses for private groups of all sizes. We will arrange a course type and date to suit your schedule.

[www.AlphaTrainingCenter.com](http://www.AlphaTrainingCenter.com)