

For immediate release

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## SMARTER Motorcyclist Safety Association Elects New President/CEO

The Skilled Motorcyclist Association - Responsible, Trained and Educated Riders. Inc. (SMARTER at [www.smarter-usa.org](http://www.smarter-usa.org)) is pleased to announce the election of Dr. Xu Simon as it's new President and Chief Executive Officer. Dr. Simon brings experience, a strong vision for the future and a deep commitment to advancing motorcyclist safety.

Outgoing President and CEO, Dan Petterson, Ed.D. reflected on this new chapter for the organization, stating, "It has been an honor to serve as a founding member and the President/CEO since SMARTER was founded in 2007. In the nearly two decades since our founding, SMARTER has grown from an idea to become the one-stop-spot for accessing relevant research and one of the nation's leading advocates for motorcyclist safety. I am incredibly proud of all the SMARTER board and members, both past and present, have accomplished and have full confidence that Xu is the right person to assume the leadership and take the association to greater heights."

Rich Henrion, Chair of the SMARTER Board of Directors, shared, "The Board is excited to have Xu in this leadership position and is confident she will lead SMARTER in advancing our association as the nations leading source for motorcyclist safety research. We look forward to working as a team to expand our membership and ensure all motorcyclist safety stakeholders recognize the value of the SMARTER website as a research repository and the expertise of our board and members."

Dr. Simon shared her enthusiasm for this opportunity, stating, "I am honored to be awarded this opportunity, and I look forward to working with the incredibly talented and experienced members of the Board of Directors along with the rest of the community to ensure quality research plays a strong role in the motorcyclist safety conversation."

Biographies' for the SMARTER Board of Directors are available at <https://smarter-usa.org/about-smarter/board-of-directors/> . Dr. Simon can be contacted at [smarterusa@gmail.com](mailto:smarterusa@gmail.com)