



FROM THE PRESIDENT AND CEO MOTORCYCLING TO THE RESCUE

BY ROB DINGMAN

Strong motorcycle sales are the silver lining to what we have all endured over the last couple of years. Whether it was something to do while other activities were limited, a realignment of life's priorities, the fulfillment of lifelong ambitions or a combination of all the above, consumers descended on dealerships and opened their checkbooks.

While inflation and a slowing economy threaten to rain on this parade, skyrocketing gas prices are likely to get more people to consider motorcycling as a fuel-efficient and, therefore, more economical way to get around.

Although I have been thoroughly impressed with just about every electric-powered motorcycle I have had the opportunity to throw a leg

generation of the electricity necessary to power all the electric vehicles currently in use, let alone the electricity necessary to replace all the gas-powered vehicles on the road today.

So for now we can settle for conserving natural resources the old-fashioned way... by riding a motorcycle! With gas prices reaching \$5 and \$6 a gallon, riding a vehicle that gets 40 miles per gallon or more is a financially sensible decision.

Not only is riding a motorcycle cost effective, it's also good for our overall well-being. Several years ago I wrote about this aspect in this



Aerostich's
Andy Goldfine

time it takes you to get from one place to another on a motorcycle, you have had to make hundreds, if not thousands, of decisions. He says that for this reason, motorcycling helps increase mental acuity and makes us all more clear-headed and stronger.

Andy has also been a long-time advocate for motorcycling as a means

of congestion mitigation. If even a small percentage of car drivers on our roadways got out of their cars and onto motorcycles, the traffic wouldn't be so bad, there would be more places to park, and our carbon footprint would be reduced. And after all, isn't at least the last item the point of all the promotion of electric vehicles over gas-powered ones?

The idea that riding a motorcycle is not only good for you, both mentally and physically, but also good for society as a whole sounds like a concept generated by a marketing department. But if you think about it, it makes a lot of sense. We might as well do some good for ourselves and society while we're combatting higher gas prices by riding motorcycles more!

When you encounter someone new to motorcycling who has taken up riding because of the high cost of gasoline, tell them about the AMA and everything we do to promote the motorcycle lifestyle and protect the future of motorcycling. Then ask them to join.

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over, I am not yet willing to give up my gas-powered machines in favor of them. Maybe I am a purist, but there's just something about the internal combustion engine that makes motorcycling what it is.

I am also not convinced that doing away with gas-powered vehicles is going to save the planet. The electricity necessary to run all those new-age electric vehicles must be generated somehow, and you can bet that the sources are not all wind and solar. There is still a massive carbon footprint associated with the

column space, attributing this concept to former AMA Board member and founder of Aerostich/RiderWearHouse Andy Goldfine.

Riding motorcycles, according to Andy, is a social good, much like exercising, eating healthy and bettering oneself through the pursuit of higher education. Andy once explained to me that when you begin your day commuting to work on a motorcycle, you are more prepared for the day when you get to work because your mind has already been focused on the task of riding. In the

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