



ALL FOR ONE

The AMA Is The One National Organization That Represents The Interests Of All Motorcyclists.



By Rob Dingman

The greatest strength of your AMA is its membership and that membership's great diversity. The AMA is made up of all kinds of motorcyclists, from the 6-year-old motocross racer, to the 20-something sportbike rider, to the middle-aged trail rider, to the urban commuter, to the vintage flat tracker, to the baby boomer cruiser rider, to the adventurous dual-sport rider, to the two-up tourers and everything in-between.

Our greatest strength, however, also presents our greatest challenge—how to be all things to all people. If you joined the AMA because you were a racer, for example, you may expect the AMA to do more for racers and not even be aware of the other things with which the AMA is involved. By the same token, if you are a member of a state motorcycle rights organization, you may wonder why the AMA is involved in racing at all—and why we focus on racing programs as earnestly as we support our government relations activity. If you're an urban street rider, our opposition to more federal Wilderness may not make sense to you.

For many, the motorcycling interest that you joined the AMA to pursue may be what you perceive the AMA to be focused on, yet the fact is that the AMA represents many riding constituencies. The AMA is the one national organization that represents the interests of all motorcyclists. If such an organization didn't exist, it would have to be invented to do all the things that the AMA does for riders in this country.

It's that broad base—the big tent—that makes your AMA the most powerful voice in American motorcycling. When we all work together, there's nothing we can't accomplish.

Since many people aren't familiar with everything the AMA does, this issue of *American Motorcyclist* contains a special section that summarizes the many benefits and services you enjoy as an AMA member. You can also get a full-color copy of the all-new AMA Member Benefits Guide online at AmericanMotorcyclist.com > Members.

There are many benefits of AMA membership. We have made a concerted effort over the last few years to develop the list of member benefits so that there would be something for every type of motorcyclist. We're working all the time, too, on expanding that list. Among the slate of benefits are many tangible member discounts for things like gear or lodging that allow you to get back

much more than the cost of your membership.

At the same time, there are numerous non-monetary benefits that are in many ways even more valuable to riders. I'm talking about our national government relations staff fighting for your rights as a motorcyclist, both in Washington, D.C., and in state capitals across the country, or our racing staff that makes sure all AMA competition is fair and equitable to offer the best experience possible.

Even those of you who understand what the AMA is and does for its members may not fully appreciate the importance of the AMA to the future of motorcycling. Take, for example, the recent lead law victory and its effects on a very important group within the motorcycling community: race promoters.

In addition to kids and families, there are a lot of people who benefited from the AMA's efforts to fix the lead law. Race organizers and promoters are among them because the victory secured the immediate future for young riders and racers who fill the start gates at their events. In turn, it is the efforts of race promoters that help to ensure a strong future for adult motorcyclists and our industry, because if youngsters don't learn to ride, the next generation of riders is suddenly at risk. If the pool of overall riders shrinks because of that, motorcyclists will find themselves with fewer numbers, and less clout, when it comes to protecting and promoting the motorcycle lifestyle.

Dig deep in motorcycling, and you find that everything is interconnected on one level or another. That is why it is important that we all work together. In the above scenario, for example, that means that AMA members should support those promoters who support the AMA. Tell event promoters who don't sanction with the AMA how important their support of the AMA is to you, and encourage them to step up to the gold standard and become AMA sanctioned.

When you participate in an AMA-sanctioned event, you can be secure in the knowledge that the event will be governed by a fair and appropriate set of rules, that it will be safe with stringent risk management protocols in place, that it will be properly insured, that you will be racing against others at your skill level and that the event promoter supports the efforts of the AMA to protect the future of motorcycling. Equally important, only the AMA can award an AMA national No. 1 plate.

This example is, of course, only a small slice of how all motorcyclists can benefit by working together through the AMA's efforts on your behalf. On pages 34-39 of this magazine, you can read about the many other benefits of AMA membership. I hope you'll discover more good things about the AMA that you didn't realize before.

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