



MEMBERSHIP HAS ITS PRIVILEGES

Belonging For The Benefits

Like many AMA members, there is probably a very specific reason you joined the association—and chances are, that reason has a lot to do with the type of motorcycling activity you enjoy most.

One of the most significant benefits of AMA membership is the opportunity to participate in a wide variety of motorcycle competition. Racing has long been a major membership channel for the AMA. Even though less than 20 percent of our membership is made up of current active racers, many of our members initially found their way to the AMA through the racing channel. That is to say, they joined in the first place to race and, although they have stopped competing, they remain active motorcyclists and continue to belong to the AMA to take advantage of the other great benefits of AMA membership.

First and foremost, these members continue to belong to the AMA to support our efforts to protect the future of motorcycling. Unfortunately, the right to own and ride a motorcycle isn't enumerated in the Bill of Rights as a protected activity. That means that we, as motorcyclists, must remain ever vigilant to prevent the infringement of government at all levels on our freedom to ride. Whether it be the closing of our favorite public off-road riding area, the proliferation of motorcycle-only checkpoints, or the mandated expansion of unsafe fuels with ever-increasing percentages of engine-harming, warranty-voiding ethanol, motorcycling is under constant assault from policy makers—the majority of whom don't ride.

I always say that if the AMA didn't exist today, it would have to be invented because there is no other national grassroots organization that looks out for the interests of all motorcyclists. Yes, there are many groups that represent various segments of motorcycling, but none represents all types of motorcyclists like the AMA does, and none has the presence and influence that the AMA has staked out collectively on behalf of motorcyclists.

There are some in our riding community who don't belong to the AMA because they figure the AMA will protect their right to ride whether they belong or not. They are leaving it up to you, our dues-paying AMA members, to fund the protection of their motorcycling interests.

Among them are some who work in the motorcycle industry. It is amazing to me how many people who rely upon motorcycling and its future for a paycheck but don't belong to the AMA. Next time you are transacting business with someone in the motorcycle industry, I encourage you to ask them if they belong to the AMA. If they are not a member, ask them why not and tell them what they are missing.



By Rob Dingman

That said, a great many businesses do support the AMA. There are dealers that provide discounts to AMA members and some that generously give an AMA membership with the purchase of every new motorcycle. There are even companies that ensure that all of their employees are AMA members, and there are a growing number of companies in the motorcycle industry that support the AMA as business members.

Many of those business members are also member benefit providers who offer discounts to individual AMA members. While we strive to provide the best value to AMA members, you may be able to find a better deal if you apply yourself. If you do find a better deal than an advertised AMA member benefit, please let us know and we will bring it to the attention of our benefit providers. We may not always be able to negotiate a better deal, but this will certainly help us evaluate the value of those member benefits.

I encourage you to support businesses that support the AMA. If you don't know if a company supports the AMA, ask them about it. Please also let them know how important their support of the AMA is to you and that you prefer to do business with companies that support the AMA.

One of the greatest member benefits that the AMA provides is our industry-leading AMA Roadside Assistance program. Unlike the product discounts offered by our member benefit partners, the AMA Roadside Assistance program is paid for by the AMA. It is provided at no additional cost to AMA members who sign up for automatic renewal because it is funded in part by the savings from not having to mail renewal notices.

Despite our best efforts, I am surprised by the number of members who aren't aware of their eligibility for this great program. It is amazing how many members don't sign up for AMA Roadside Assistance because they think they are covered by their insurance carrier, their auto club or by some other means. I am quite certain that those other means do not offer the same coverage as the AMA Roadside Assistance program. You owe it to yourself to compare the coverage you think you have with AMA Roadside Assistance.

The AMA program covers not only your motorcycle, but also every vehicle registered to your household, including those of family members living with you. It also includes non-commercial trailers and RVs! I am also quite certain that you will not find this coverage for less than the price of an AMA membership. In fact, similar coverage will likely cost you multiples of the cost of an AMA membership. It's simple to sign up. Just call us at (800) 262-5646.

The benefits of belonging to the AMA are as varied as our members: nationally sanctioned racing, AMA Roadside Assistance, access to money-saving offers, supporting your industry and—most importantly—protecting your freedom to ride. These benefits also grow as the AMA grows.

Our clout comes from our numbers. Working together, we can build a stronger AMA for this and future generations of motorcyclists.

Rob Dingman is president and CEO of the AMA.