



PHOTO: WOMENRIDERSNOW.COM

Women riders
A win-win for everyone



PHOTO: REDBULL

Travis Pastrana
Youth riding is a positive past time

MEDIA PLANET

GET OUT AND RIDE

3
TIPS

FINDING
YOUR BEST RIDE

MAKE THE MOVE TO MOTORCYCLES

Late night talk show host **Jay Leno** enlightens us to everything great about being a rider and why he loves the lifestyle

PHOTO: PAUL DRINKWATER/NECUPB

The future of motorcycling

All motorcyclists share a common bond—a love for riding on two (and sometimes three) wheels. Whether on the street, track or trail, the enjoyment derived from riding can't be quantified, it simply has to be experienced. And every spring, motorcyclists—men, women and kids of all ages, representing every demographic imaginable—take to two wheels in record numbers. In fact, the Motorcycle Industry Council's Owner Survey estimated that 11 million motorcycles were in use in 2009, and some 27 million Americans swung a leg over a bike that same year. During the American Motorcyclist Association (AMA) Get Out And Ride! Month in April of this year, that's exactly what hundreds of thousands of our members did across the nation. It's the first month when warm spring temperatures arrive in nearly every state, and riders can

rekindle their passion to recreate and commute on one of the greenest forms of transportation available. It's no coincidence that Earth Day is celebrated in the same month, because every day is earth day when riding a motorcycle. A typical motorcycle (or scooter) provides fuel economy that exceeds that of most automobiles. In addition, motorcycles require less oil and other chemicals to operate, take up less space than cars and trucks during operation and when parked, and utilize significantly fewer raw materials during production. **Ride responsibly** By the time May rolls around, most motorcyclists have already taken to the roads and highways. Fittingly, May is celebrated as national Motorcycle Awareness Month to help other road users become more aware of motorcycles in traffic. All too often, crashes occur when another vehicle violates a motorcyclist's right-of-way. Motorcyclists also do their part,

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Rob Dingman
President and CEO of the American Motorcyclist Association

taking it upon themselves to ride responsibly by enrolling in safety training classes, wearing appropriate riding gear that includes a DOT-compliant helmet, and riding sober and free of distractions. Riding responsibly and safely has been a core tenet of the American Motorcyclist Association since our non-profit association was founded in 1924. In the decades following, we've established the gold standard when it comes to fair, fun and well planned recreational and competitive events for tens of millions of motorcyclists. Our mission is to promote the motorcycling lifestyle and protect the future of motorcycling, and it's one that our members pursue with passion, enthusiasm and single-minded determination. If you're not a rider but have always longed to be, why not Get Out And Ride! with us? Experience the common bond that lasts a lifetime.

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