



## 2014 AMA MOTORCYCLISTS OF THE YEAR

Bryan Carroll & James Walker

It has often been said about motorcycling that if it has to be explained to you, you wouldn't understand. This is one of the challenges we face as a community. It is difficult for non-motorcyclists to understand our passion for motorcycling and why exactly it is that we ride.

Like it or not, many others have can influence our decision to ride motorcycles. This is true whether they be parents, spouses, girlfriends/boyfriends or co-workers whose perception of motorcycles and motorcyclists are shaped by misinformation and stereotypes, or whether they are bureaucrats or elected officials who don't know the first thing about motorcycling but are suddenly experts when it comes to protecting us from ourselves.

Of course, the most proven way of enlightening people about the fun of motorcycling is to take them out for a ride. But it is not always possible to make that happen.

Two notable individuals have accomplished the next best thing. They have arguably produced the most compelling demonstration for why we ride, short of physically experiencing riding itself. These two people created a full-length movie about motorcycling, aptly titled "Why We Ride." Their mission was to promote motorcycling to riders and non-riders alike. A year after its debut, their film has become one of the best advertisements for motorcycling available anywhere.

The motorcyclists behind "Why We Ride" are producer/director Bryan Carroll and producer James Walker, and for creating this film, Bryan and James are the 2014 AMA Motorcyclists of the Year.

The AMA Motorcyclist of the Year Award acknowledges the profound impact that an individual or individuals have had on motorcycling over the last year. There is no question that the



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Carroll/Walker creation had a most profound impact on motorcycling throughout 2014, and that impact will certainly continue to be felt for years to come.

Not since "On Any Sunday," which so many motorcyclists credit with igniting their passions for motorcycling, has there been greater promotion of the motorcycling lifestyle through film. "Why We Ride" has been compared to "On Any Sunday" with regard to its ability to paint motorcycling in a positive light and promote motorcycling to the general public. "Why We Ride" has also demonstrated a real potential to reach the non-motorcycling community, while at the same time giving all motorcyclists a film with which we can identify.

The production of "Why We Ride" came at an opportune time. With the motorcycle industry still reeling from the ill effects of the worst economy since the Great Depression, this film provided a much-needed boost in terms of the promotion of motorcycling and the motorcycle lifestyle.

I had the opportunity to visit with James and Bryan in March 2014 at a movie premier event hosted by the AMA in Daytona Beach, Fla. Both are not only passionate motorcyclists themselves but are also eager to share that passion with others, motorcyclists and non-motorcyclists alike.

"Why We Ride" is at once inspirational, educational and celebratory of all things motorcycling. The positive impact of this film on motorcycling will endure well beyond 2014. For their success in this achievement, I congratulate AMA Motorcyclists of the Year James Walker and Bryan Carroll.

*Rob Dingman is AMA president and CEO.*