



Motorcycle Industry Council
Media Relations
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Economic Outlook for Consumers, Regulatory Challenges Facing Small Businesses and MIC Initiatives to Support Dealers, Retailers and Riders are Among Key Themes for the 2010 MIC Annual Meeting

Presentations by Dr. Martin Regalia of the U.S. Chamber of Commerce and Ms. Jade West, National Association of Wholesalers-Distributors, now available online to MIC members

IRVINE, Calif., Feb. 17, 2010 - On February 12, 2010, the Motorcycle Industry Council conducted its members-only annual meeting in Indianapolis in conjunction with the Dealernews International Powersports Dealer Expo.

“The MIC best serves its membership by serving the marketplace,” said MIC President Tim Buche. “And right now that means promoting initiatives that focus on current and prospective motorcyclists, implementing programs like *Revive Your Ride!* to drive traffic to dealers, and leading aggressive grassroots campaigns for overturning the CPSIA ban on youth motorcycles and ATVs.”

MIC members can log on to the password-protected area of the MIC’s website at <http://mic.org/> to access the following guest speakers’ presentations from the meeting:

- Presentation of the Economic Outlook, February 2010, as presented at the Motorcycle Industry Council Annual Meeting by Dr. Martin Regalia, Sr. Vice President and Chief Economist, U.S. Chamber of Commerce on February 12, 2010 in Indianapolis, Indiana.
- 27-page NAW briefing on the impact of public policy issues to small businesses and taxpayers, prepared and presented by Ms. Jade C. West, Sr. Vice President, National Association of Wholesalers-Distributors.

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Additional speakers at the 2010 MIC Annual Meeting included Andre Lacy, Chairman of the Board for LDI, Ltd, and Chairman Emeritus of FinishMaster and Tucker Rocky Distributing, Inc., MIC Board Chairman Larry Little, Senior Vice President and Chief Brand Officer at Cycle World Magazine, MIC General Counsel Paul Vitrano, MIC Vice President, Communications Cam Arnold, and MIC President Tim Buche.

Ramping up the industry's *Revive Your Ride!* campaign was another key theme of the annual meeting.

Launched by the MIC Board of Directors in November of 2009, *Revive Your Ride!* is the first industry-wide promotional campaign designed to help raise consumer awareness about special dealership sales, incentives and activities across the nation to help increase dealership traffic. Dealerships can download logos, advertising templates and other promotional items, all for free at www.mic.org/reviveyourride.

In his industry overview, MIC Chairman Larry Little said, "In order for the *Revive Your Ride!* messages to reach consumers and create a tsunami of floor traffic and boost sales, it's going to take the support of the entire industry. Its ultimate success will determine our collective success."

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, and activities surrounding technical and regulatory issues. It is a not-for-profit, national industry association representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV/ROV parts and accessories, and members of allied trades such as insurance, finance and investment companies, media companies and consultants. The MIC is headquartered in Irvine, Calif., with a government relations office adjacent to Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at www.mic.org.