



Motorcycle Industry Council
Media Relations
(949) 727-4211, ext. 3027

NEW Holiday E-Card Available at *Revive Your Ride!*

Dealerships and MIC member companies can send the animated e-card to customers, vendors, business associates, and friends

Irvine, Calif., Dec. 4, 2009 – The Motorcycle Industry Council (MIC) has an early gift for dealerships and members that spreads good cheer and supports the ***Revive Your Ride!*** promotional campaign.

It's a ready-to-send holiday e-card that features an animated, motorcycle-riding Santa and is accompanied by a public domain rendition of Tchaikovsky's *Dance of the Sugar Plum Fairies*, from The Nutcracker Suite. The MIC invites dealerships and member companies to take advantage of this free tool to share holiday greetings with customers, vendors, business associates, and friends. Part of the industry's ***Revive Your Ride!*** promotional campaign, the e-card can be viewed and downloaded at <http://online2.mic.org/reviveyourride/happyholidays/>. The MIC will also create free personalized versions that include the dealership or member company name. Requests for personalized e-cards should be emailed to info@mic.org.

"In the spirit of the season, we strongly encourage all dealerships and member companies to use this fun and free tool to reach out to their customer base, and help spread the word that now is the perfect time to ***Revive Your Ride!***" said MIC President Tim Buche.

Launched by the MIC Board of Directors in November, ***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.

Early participating MIC members include:

- Advanstar
- Dealernews
- GE Money
- Kendon Industries
- Motorcycle USA
- Parts Magazine
- Powersports Business
- Schiefer Media, Inc.
- The Creative Works
- Vroom Network

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 firms, media companies and consultants.

The MIC is headquartered in Irvine, Calif., with a government relations office near Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at www.mic.org. Visit Revive your Ride! web site at www.mic.org/reviveyourride.

#