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For additional copies, please contact the MIC Irvine, California, office.

For more information, visit our website at www.mic.org.

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Introduction

The Motorcycle Industry Council (MIC) is a not-for-profit national trade association with its executive office in Irvine, California, and a government relations office near Washington, D.C. The MIC preserves and promotes motorcycling and the motorcycle industry through government relations, statistics and activities surrounding technical and regulatory issues. The MIC communications department, through ongoing media relations efforts such as Discover Today's Motorcycling, promotes responsible riding by generating positive print, broadcast and online coverage, and by maintaining a responsive news bureau that fields thousands of inquiries from journalists nationwide.

The more than 300 MIC members include manufacturers and distributors of motorcycles, scooters, parts and accessories, and allied trades such as publishing companies, advertising agencies, insurance firms and consultants. Dealers, clubs and individuals are not eligible for membership, although the MIC works with these groups on various issues of mutual interest. Nearly 50 staff, with a wide range of talents and specialties serve the diverse MIC membership.

The MIC name was originated in 1970, but the association has roots extending back to the early days of motorcycling in the United States, and it has existed under other names since 1914.

This annual reference book has been developed to provide a greater awareness of the Motorcycle Industry Council and its members. This key networking tool profiles our members' products and services and provides a reference for companies seeking new business contacts.

We strongly encourage you to do business with the companies in this directory as they have made a commitment to industry growth and success by joining the MIC. Many of our members have unselfishly dedicated countless hours and resources to the MIC's efforts to expand and preserve the market.

For more information, please contact the Motorcycle Industry Council.

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About the MIC

Membership Information

The Motorcycle Industry Council, Inc. (MIC) is a not-for-profit, national trade association with its executive office in Irvine, California, and a government relations office near Washington, D.C.

The MIC's purpose is to promote the responsible growth and prosperity of motorcycling and the motorcycle industry. This is accomplished through government relations, statistics and research, aftermarket programs, and activities involving technical and regulatory issues. The MIC communications department, through ongoing media relations efforts such as Discover Today's Motorcycling, promotes responsible riding by generating positive print, broadcast and online coverage, and by maintaining a responsive news bureau that fields thousands of inquiries from journalists nationwide.

More than 300 MIC members represent manufacturers and distributors of motorcycles, scooters, parts and accessories for motorcycles, all-terrain vehicles (ATVs) and recreational off-highway vehicles (ROVs), and members of allied trades, such as publishing companies, advertising agencies, insurance companies, and consultants. While dealers, clubs and individual riders are not eligible for membership, the MIC works with these groups on issues of mutual interest.

The MIC relies on the advice of its members to help develop industry programs and legislative policy. This is accomplished through the Board of Directors and advisory committees.

MEMBERSHIP ELIGIBILITY AND DUES

The Board of Directors reviews and votes on MIC membership applications. Each applicant shall be regularly engaged in the business of manufacturing, importing, or wholesale distribution of motorcycles, motorcycle, ATV or ROV parts and accessories, or be in an allied trade such as publishing, advertising, or consulting.

Annual dues are based on the most current annual U.S. gross sales revenue of products and/or services related to the motorcycle industry. Annual dues are a tax-deductible business expense.

For more information about membership and to obtain an application, please contact the MIC Irvine, California, office or visit our web site at www.mic.org.

MEMBERSHIP BENEFITS

The MIC communicates with its members on a regular basis through reports and bulletins such as:

- Monthly Executive Brief and News Releases on industry activities and events
- Research Reports summarizing the industry statistics and survey results
- Free access to R.L. Polk national motorcycle registration data by model year, brand and specific model as well as a 70% discount on other geographic areas
- State Legislative Summaries on bills regarding motorcycle

equipment, licensing, operator issues, OHVs, land use, warranty issues and product liability

- Government Relations Bulletins on a variety of state and federal issues of concern to the industry
- Technical Notices on regulations affecting emissions, sound and equipment requirements, manufacturing and other technical developments

MIC members are given exclusive access to special events such as the Communications Symposium which features world-renown economists, market researchers and analysts.

An array of special discounts and privileges are available ranging from up to 5% discount on booth fees at Advanstar trade shows to reduced fees on intellectual property preferred provider services.

AFTERMARKET / V-TWIN MEMBERSHIP

During 2008, the MIC continued to drive new MIC memberships, bringing in 39 new members and to end the year with a total of 306 member companies. We expect 2009 to be a record year in MIC membership.

The MIC and Aftermarket/Allied Trades Committee continued its membership recruitment efforts in 2008 by exhibiting at the 2008 Dealernews International Powersports Dealer Expo and attending other industry events. As part of our exclusive trade show endorsement contract with Advanstar Communications, MIC members continue to receive up to a 5% discount on their exhibit space at the Advanstar Trade Shows.

The MIC American V-Twin Committee was established in late 2004 to represent V-twin motorcycle, aftermarket and service companies. Thanks to the Committee's persistent efforts in 2008, custom bikes can now be built and sold in California by using an engine that has already been CARB certified in another motorcycle, without having to recertify the motorcycle, provided that specific instructions provided by the engine manufacturer are followed. This option will provide a huge savings in the time and costs that was previously required for certification and R&D. A similar engine certification option was adopted by the U.S. Environmental Protection Agency in 2006, based on a proposal from the American V-Twin Committee. The V-Twin Committee and MIC aftermarket exhaust companies were also successful in convincing CARB staff to make significant revisions to the proposed procedures for aftermarket critical emissions parts for on-highway motorcycles. The new regulations, expected to be adopted in January 2009, will allow for approved catalyst-equipped exhaust systems and other emissions related components to be sold in California for on-highway motorcycles.

Again in 2008, aftermarket members were provided free access to R. L. Polk national motorcycle registration data, by model year, brand and specific model to assist them with marketing, product development and production decisions. Over 150 of our members took advantage of this free report last year. Members may also receive this detailed registration data by other geographic areas for a 70% discount.

The MIC Helmet Task Force continues to address the need for public awareness and understanding of motorcycle helmet issues including: identification of DOT compliant helmets, understand-

ing the advantages of helmet use, and evaluation of helmet-related liability issues. The emphasis is to provide consumers the latest information to aid their decisions regarding helmet use through tools such as the Helmetcheck.org website.

Late in the year, the National Highway Traffic Safety Administration (NHTSA) proposed new rules intended to improve motorcycle safety by making it easier for riders, retailers, law enforcement and others to identify and use compliant helmets as opposed to those that are not manufactured to meet DOT standards. MIC submitted comments regarding these proposed rules which represented the consensus position of the MIC by and through its Helmet Task Force, which consists primarily of U.S. helmet distributors.

The MIC continues to provide access to intellectual property information and support to assist members in gaining a better understanding of this complex legal area.

Aftermarket member dues also continued to help protect and expand off-highway vehicle riding opportunities. The Aftermarket provided \$30,000 in grants to OHV organizations and clubs and funded the distribution of the newly revised *Right Rider* that promotes environmental awareness and the responsible use of off-highway motorcycles and ATVs.

The MIC Aftermarket/Allied Trades Committee continued to support the Trailblazers, a "social organization of pioneer motorcycling enthusiasts" by hosting their meetings, assisting with their financial operations, and providing support for their Annual Trailblazer Banquet.

Other existing member services continue to expand and improve including the MIC's Bankcard Processing service handled by Boaz Payment Systems (www.boazgroup.com). This service not only provides participants with discounted bankcard processing rates but provides rebates to the MIC to support land use efforts, V-twin activities and other programs. For additional information on the Aftermarket/V-Twin Committees or membership in general, please contact either Mike Mount, Director of Aftermarket Programs or Carole Iannello, Aftermarket Program Coordinator.

Communications

CORPORATE COMMUNICATIONS

The MIC communications department facilitates responses to incoming media inquiries from all manner of print, broadcast and online media outlets. The team fields the challenging questions about motorcycling and ATV riding, frequently triggered by news events and investigative reporting. Twenty-four hours a day, seven days a week, calls to the MIC media news bureau are promptly screened, researched, and assigned to the appropriate staff member, who works with the journalist to help develop the story and provide resources that best represent the industry.

Ongoing public affairs efforts include monitoring and tracking media coverage, editing and updating MIC public policy statements, writing and disseminating press materials, distribution of the associations' public service announcements, and distribution of materials that promote responsible use of motorcycles, ATVs and ROVs.

The MIC Communications Symposium, open to all MIC members, features knowledgeable speakers and in-depth presentations covering a number of consumer and economic trends relevant to the motorcycle industry. This daylong event has become an important venue for discussion of critical issues facing individual businesses and the entire industry, as well as future opportunities.

DISCOVER TODAY'S MOTORCYCLING



Discover Today's Motorcycling is the communications service bureau of the Motorcycle Industry Council. DTM works to establish a secure foundation for the future of motorcycling, helping it expand into a recognized and entrenched place in mainstream America. DTM aims to expand the motorcycle market and increase motorcycle use, help create the next generation of riders, promote positive public awareness and acceptance, and maintain motorcycling's fashionable position in popular culture. The program accomplishes this primarily through mainstream media efforts that generate favorable news in print, over the airwaves and online. DTM's extensive outreach program includes: ongoing media relations to seed dozens of stories each year, media events that provide coverage opportunities, and the fielding of thousands of inquiries through a media hotline. DTM regularly puts product and riding opportunities in the hands of influential media, celebrities, and cultural icons to further promote positive aspects and the "cool factor" of the motorcycling lifestyle.

In addition, DTM hosts demo rides featuring the latest motorcycles and styles of riding gear, and sets up Motorcycle Safety Foundation *RiderCourses*, for both media and also celebrities who help support motorcycling through interviews, photo sessions and public service announcements. Besides spotlighting new bikes, DTM also works with MIC aftermarket members to generate media coverage for newsworthy gadgets and gear. And DTM maintains an informative web site (www.motorcycles.org) with content directed at consumers interested in riding and journalists looking for exciting story ideas.

DISCOVER TODAY'S ATV



Discover Today's All-Terrain VehiclesSM is the communications service bureau of the Specialty Vehicle Institute of America (SVIA). DTA's mission is to broaden awareness of the ATV Safety Institute *RiderCourse*SM and the "golden rules" of riding, including responsible trail use.

In addition to providing educational materials such as "Your 10-Step Journey to Adventure" in print and online formats, DTA

supplies information on and access to industry experts, safety and training, statistics and trends, and responsible use and environmental issues.

Primarily, DTA strives to reach the widest possible audience by working with mainstream media to generate positive, informative coverage, in publications, with broadcasters and on the Internet. DTA stages media events nationwide to introduce journalists to riding ATVs, first with an ASI class, and then an enjoyable trail ride. DTA also holds training programs and demonstrations at events for outdoor enthusiasts, and for influential legislators and community leaders, showcasing proper use and providing guests with an overview of the ATV world. In addition, DTA partners with organizations like 4-H to educate, train and involve new riders in ATV riding opportunities.

Besides working directly with its funding partners, DTA continues to collaborate with MIC aftermarket members. Many such companies have generously provided products to support DTA's communications efforts, and several have benefited from resulting media coverage for their brands.

Government Relations

MIC's Government Relations Office (GRO) serves as a voice on behalf of the motorcycle industry at the state and federal government levels and as an accurate source of information on legislation and regulation affecting our industry for MIC members and government entities.

Staff reviews tens of thousands of proposed federal and state laws and regulations each year for potential impact on member companies and their products and represents the interests of our members before state legislatures, the U.S. Congress and numerous regulatory agencies. We also distribute nearly 800 reference CDs to MIC members, ensuring that the most current laws and regulations are available to them. Through on-going issuance of reference materials, from *State Legislative Summaries* to *Technical Notices and Government Relations Bulletins* on a variety of subjects, MIC keeps members up to date on myriad government activities affecting all facets of the Industry. We strive to assist our members in meeting the challenges of government actions by responding promptly and thoroughly to member and government requests for information.

Government Relations staff worked throughout 2008 to increase the visibility of the MIC-initiated Congressional Motorcycle Safety Caucus in coordination with staffs of Caucus co-chairs, Representatives Burgess (R-TX) and Giffords (D-AZ). We worked with the two Representatives to pass a Congressional Resolution that supports the goals of Motorcycle Safety Awareness Month, recognizes the important contribution that motorcycles make to our nation's transportation mix and encourages all road users to be more aware of motorcycles. Ultimately we secured 20 additional co-sponsors and unanimous passage of the Resolution in the U.S. House of Representatives. In conjunction with the Caucus co-chairs, the GRO organized a May event on Capitol Hill to kick off Motorcycle Safety Awareness Month. MIC joined with Reps. Burgess and Giffords, U.S. DOT Secretary Mary Peters, U.S. Capitol Police and AMA to highlight motorcycle safety. Member company motorcycles were on display and MIC staff demonstrated the Honda Smart Trainer. MIC also drafted an op-ed on

Motorcycle Safety Awareness Month, the Resolution and the Capitol Hill event for signature by Reps. Burgess and Giffords that was published in the *Washington Times* the day of the event. GRO staff drafted a letter that the Caucus co-chairs sent to every Member of the House of Representatives on Ride to Work Day. The letter recognized motorcycles as a viable option for motorists suffering from high gas prices, highlighted the need for motorcyclists to get trained and licensed and for all road users to act responsibly, and encouraged Members to join the Caucus. For their extensive work on behalf of motorcycling, MIC recognized Reps. Burgess and Giffords with MIC Chairman's Awards for "Outstanding Public Service and Commitment to Motorcycle Safety." MIC Chairman Larry Little presented the award to Rep. Burgess at a dealership event organized by MIC in his Ft. Worth district.

U.S. DOT Secretary Peters invited President Tim Buche and GRO staff to her office to discuss NHTSA's Section 2010 motorcycle grant program. The NHTSA Administrator, NHTSA Chief of Staff and Assistant to the Secretary for Policy also attended. Peters had proposed legislation to allow the 2010 funds to be used by states to promote helmet use, a proposal of which rider groups had been critical. We asked that the limited 2010 funding continue to be dedicated to rider training and motorist awareness programs; while MIC does not oppose funding for helmet promotion, it should be incremental funding and not at the expense of training and awareness programs authorized under Section 2010. The Secretary committed to promoting helmet use but not by redirection of 2010 funds. We further discussed MSF rider education curriculum development and need for states to support lifelong learning course offerings. The meeting provided an opportunity to update the Secretary on MIC's Helmet Task Force and Helmetcheck.org website.

2008 was a busy year for NHTSA rulemaking affecting motorcycles. The long-awaited Notice of Proposed Rulemaking to amend FMVSS #218, Motorcycle Helmets, was issued in November. The proposed amendments primarily address certification labeling requirements to make it more difficult to falsify certification labels and aid consumers and law enforcement in distinguishing between certified and uncertified helmets, facilitating enforcement of state helmet laws. MIC's Helmet Task Force provided input for MIC's comments on the proposal. NHTSA also published a Final Rule on Part 565, VIN Requirements, to ensure that enough numbers will continue to be available. The rulemaking responds to a petition from SAE's VIN/WMI Technical Committee, of which MIC staff is a member. NHTSA also proposed amendments to FMVSS #122, Motorcycle Braking Systems to update requirements and test procedures in order to harmonize #122 with the Global Technical Regulation. MIC worked with our OE Technical Committee to develop MIC's comments for submission to NHTSA.

At the Federal Highway Administration's (FHWA) request, MIC staff gave a presentation at an FHWA Motorcycle Highway Travel Monitoring Technology Demonstration, providing an overview of on-highway motorcycle styles, sales and ridership. Well over 100 people attended, including state DOT officials, sensor industry representatives, and FHWA and NHTSA staff, many of whom rode their motorcycles to participate in sensor demonstrations to learn how various traffic sensors classify vehicle types, including motorcycles, in the traffic stream. The event was part of FHWA's attempt to gather more accurate motorcycle vehicle miles traveled (VMT) data and to work with States to enhance their motorcycle travel monitoring. One of NTSB's three recommendations resulting from its 2006 Motorcycle Safety Forum was for FHWA to develop guidelines for states to use to gather accurate motorcycle registra-

tion and VMT data. FHWA's VMT estimates, on which NHTSA fatality rate statistics are based, are far below those derived from MIC's Motorcycle Owners' Surveys.

Government Relations staff continued to serve on the FHWA Motorcyclist Advisory Council (MAC), established to advise the Secretary of Transportation on infrastructure issues of concern to motorcyclists, including barrier design; road design, construction, and maintenance practices; and intelligent transportation system technologies. The MAC's initial 2-year charter was scheduled to terminate in 2008 but was extended for 2 more years. In renewing the charter, FHWA pointed to the MAC's many accomplishments and Secretary Peters noted the progress achieved, including its success in raising awareness of roadway engineers of the need to incorporate unique motorcycle safety considerations in roadway design, construction, maintenance, and signage. It also developed a *Roadway Safety for Motorcycles* brochure directed to road designers and maintainers that is being distributed by FHWA and FHWA.

In November 2008, motorcycles were caught in the crosshairs of the on-going dispute with the European Union over its import ban on hormone-treated beef from the U.S. The Office of the U.S. Trade Representative (USTR) sought comment on modification of the list of EU products subject to 100% tariffs. Motorcycles over 50 cc but not over 500 cc were included on the list of products under consideration. MIC worked with its affected member companies to oppose motorcycle inclusion on the final list and submitted extensive comments to the USTR. In January 2009, USTR issued the final list which did not include motorcycles.

Far-reaching legislation primarily intended to protect children from unsafe toys was signed by the President in August. The "Consumer Product Safety Improvement Act of 2008" enacted broad-based requirements applicable to all consumer products subject to a CPSC rule or standard and imposed additional and more stringent labeling and testing requirements for any product intended for children 12 years old or younger. The new law also includes ATV industry-supported requirements for all ATVs to comply with the ANSI/SVIA ATV standard and for all ATV manufacturers to comply with action plans outlining mandatory training and other safety initiatives. MIC staff attended CPSC forums on various provisions of the Act and distributed a number of *Technical Notices* on various aspects of the new law to inform members of new requirements that may impact them.

On the state side, accomplishments included success in repealing a Florida law that would have required possession of a motorcycle license in order to register a motorcycle. The law had been interpreted as requiring anyone whose name was on the title, including a co-signer, to have a motorcycle endorsement. MIC also advocated passage of OHV sound limits, opposed inclusion of motorcycles in state lemon laws, opposed legislation to set unreasonable minimum ages for motorcycle passengers and supported the Maryland Motorcycle Dealer Association's effort to amend the state motorcycle definition to include all 3-wheeled motorcycles.

Land Use and ARRA



Americans for Responsible Recreational Access

Promoting off-highway vehicle (OHV) riding opportunities nationwide is one of MIC's highest priorities. Government Relations staff directs the activities of our national public lands arm, Americans for Responsible Recreational Access (ARRA) and advocates for OHV recreation on Capitol Hill and in state legislatures. Staff participated in countless meetings to promote motorized recreation and multiple use of public lands and addressed myriad OHV access issues. A sample of MIC's efforts is highlighted.

Both U.S. Senate and House of Representatives Committees held hearings on OHV management on public lands in 2008. The Government Relations Office (GRO) worked extensively to ensure that OHV use was presented in the best possible light. We engaged our ARRA grassroots network to generate over 1,000 comments in support of responsible OHV recreation for the two hearings. Upon our recommendation, the House Subcommittee invited NOHVCC to testify, while MIC, SVIA, and ARRA each submitted written testimony for both hearing records. At the hearings, BLM and Forest Service officials recognized OHV recreation as a legitimate use of public lands, along with the need for proper management and enforcement, all themes that MIC echoed.

Implementation of the US Forest Service Travel Management Rule, which allows motorized vehicle use only on designated routes, continues to be at the forefront of our public lands access advocacy. Staff met regularly with USFS recreation staff to discuss implementation and OHV rider needs and also met with the Department of Agriculture Under Secretary for Natural Resources and the Environment to voice concerns and make recommendations. We continued to partner with NOHVCC to provide Route Designation workshops for riders and USFS staff, holding 2008 workshops in conjunction with Forests in five states. We also developed follow-up trail sustainability workshops, designed to help Forest staff and riders work together to address trail maintenance techniques, trail monitoring and signing, volunteer programs, and funding for long-term sustainability of the trail systems.

An important tool in our OHV route designation strategy is the ability to litigate in select cases where the process has been short-circuited to eliminate OHV access to Forests. In 2008, MIC and SVIA, along with other OHV groups, filed a lawsuit challenging the Travel Management Plan for a portion of the Lewis and Clark National Forest in Montana where its final plan had reduced OHV access by over 50%. Other legal initiatives are pending or being explored to facilitate the best possible outcome of the designation process for OHV riders. The Forest Service intends every Forest to complete its designation process by December 2009, making 2008-2009 pivotal and MIC's continued involvement will be crucial to the final outcome.

Wilderness legislation remained a focus. Since no mechanized transport is allowed in wilderness areas, it is critical that wilderness designations not target federal lands where OHV recreation is currently taking place. Numerous bills were introduced in Congress that together would have put millions upon millions of acres

off-limits to OHV use if enacted. MIC staff had numerous meetings with the staffs of key Committees and individual Members of Congress to express our concerns and coordinated with national rider groups to provide comments on specific areas.

ARRA undertook grassroots advocacy to generate comments to Congress and state legislatures on important land access issues. These campaigns, on issues ranging from wilderness lock-ups to trails funding to landowner liability, generated tens of thousands of letters to elected officials in support of OHV recreation. To enhance our grassroots component, ARRA launched a redesigned web site in 2008. The new web site added state pages with contact information, meetings and issues specific to each state. A new "toolbox" feature contains information to help riders and other stakeholders participate in advocating OHV access. All MIC members are encouraged to register for ARRA at www.ARRA-access.org.

MIC hosted a 2-day Land Use Leadership Forum with our key OHV partners in our Irvine offices in January and a follow-up Forum in July at ARRA offices in Washington, DC. The Forums provided an opportunity for national OHV stakeholders to discuss critical OHV access issues and to coordinate our efforts to maximize our effectiveness. Participating organizations included the American Council of Snowmobile Associations, AMA, BlueRibbon Coalition, National 4-H Council, NOHVCC, ORBA, Tread Lightly!, and United Four Wheel Drive Associations, in addition to MIC, SVIA, ARRA, the Recreational Off-Highway Vehicle Association (ROHVA), and MIC/SVIA Land Use Committee representatives. The Forums were so well-received that another was held in November in Las Vegas immediately following the elections to focus on election results and their impact on recreational access issues, as well as on priorities and challenges facing OHV recreation in the 111th Congress. The Forums were valuable in strengthening collaboration among the organizations and in developing cooperative strategies going forward and they complemented on-going biweekly conference calls coordinated by ARRA.

During the July Forum, ARRA organized meetings with USFS Chief Gail Kimbell and other high level Forest Service officials to discuss Travel Management Rule implementation and with the Deputy Director of BLM to discuss closure of the Clear Creek Recreation Area, the on-going BLM OHV route designation process and the proposed annexation by the Marine Corps of BLM-managed Johnson Valley, a popular OHV recreation area in California's Mojave Desert. MIC GRO staff gave an ARRA presentation and distributed ARRA information packets at the Outdoor Writers Association of America's Annual Conference, highlighting the popularity of OHV recreation and encouraging OWAA members to learn more about OHV access issues, including relevance to hunting and fishing activities.

The U.S. Government Accountability Office (GAO) began a study of OHV use on public lands, requested by the House Subcommittee on National Parks, Forests and Public Lands Chairman. GAO staff visited the GRO, where the discussion focused on MIC's advocacy of OHV access, particularly regarding the U.S. Forest Service's Route Designation Rule implementation, and our safety and environmental ethics programs. We also provided a great deal of reference information highlighting the popularity and benefits of OHV recreation. The final study is expected in late 2009. We have worked extensively with the Subcommittee's minority staff to try to ensure that the study will present OHV use fairly and factually.

MIC provided sponsorship for Great Outdoors Week, an annual Washington, DC event to heighten visibility and understanding

of the importance of outdoor recreation to the nation's health, economy and quality of life and highlight key recreation programs at the national policy-making level. One of the week's key events is the Coalition for Recreational Trails Achievement Awards Ceremony on Capitol Hill, highlighting projects funded through the Recreational Trails Program. MIC Government Relations staff chaired the awards committee. Since its 1991 creation, this vital program has provided millions of dollars to states for 10,000 motorized and non-motorized trail projects using federal taxes collected on fuel used by OHVs.

MIC and SVIA provided nearly \$1 million in OHV Organization Support Program funding in 2008. The program funds the National OHV Conservation Council and provides grants to other national and state OHV associations for a variety of projects to enhance OHV opportunities. Funding was provided to ORBA to partner with MIC and SVIA to address California-specific issues including USFS travel management, wilderness legislation, and Johnson Valley where in August, the US Marine Corps filed a request for its annexation. Johnson Valley is one of the premier OHV riding areas in the country with 189,000 acres open to OHV use. Two 2008 grants resulted in long-term benefits for the future of OHV recreation. A grant to the Arizona OHV Coalition enabled passage of OHV program legislation in Arizona to fund trail maintenance, construction and public education, and funding for Hatfield-McCoy trail system initiatives enabled improvements to 6 trails in the West Virginia system and has jump-started the Virginia expansion effort, named "Spearhead Trails." The Virginia system is now progressing at break-neck speed, with the first trails projected to open in 2011 and ultimately connecting to the West Virginia system.

Research and Technology

RESEARCH

The MIC is widely regarded as the authoritative source for industry research and statistics. Our information assists members with their strategic business decisions and supports the MIC's efforts to preserve and promote motorcycling and the motorcycle industry.

Members have access to important marketing data on sales trends, owner demographics, usage, and retail outlets including:

- MIC Motorcycle Statistical Annual — Reference book that provides an overview of the motorcycle industry, including information on vehicle population, owner demographics, retail outlets, U.S. manufacturers and distributors and retail sales
- MIC Retail Sales Report — Quarterly motorcycle sales by state, brand, model type and engine size category and quarterly ATV sales by state and engine category for the U.S.
- MIC Motorcycle/ATV Owner Survey — Major, national, consumer, internet survey conducted periodically on motorcycle ownership, usage, aftermarket purchases, owner demographics and interests
- MIC Motorcycle Retail Outlet Audit — Annual audit of the number of motorcycle retail outlets nationwide by state
- MIC Motorcycle Retail Outlet Profile Survey — Periodic mail survey to determine the economic and employment profile of

the U.S. motorcycle dealer network

- MIC / Polk Registration Program – The total motorcycle and ATV registrations by model year, specific model and geographic area (zip code level available) from R.L. Polk & Company

PARTNERS STANDARD PROTOCOL

PSP PARTNERS

Standard Protocol

Partners Standard Protocol (PSP), developed by MIC, is the standard for data communications that enables dealers, entirely from within their participating dealer management system, to exchange business data in real time with their OEM and Aftermarket suppliers. For companies that have implemented PSP, their dealers no longer need to phone, fax, or upload data into proprietary web sites to transfer data or track shipments. Dealers benefit through reduced personnel training, fewer data errors, and less redundant data entry. The industry benefits through an improved customer experience.

Through the PSP standards for data communications, OEMs and Aftermarket suppliers are able to minimize development efforts for commodity transaction sets and focus on higher-value activities supporting their dealership community.

Specifications are now being developed for the Product Registration and select aspects of the Warranty Claim transaction sets through "Project Piston" set to be completed in mid-2009. These new transaction sets supplement the comprehensive Parts Suite already available. Project Piston is the group implementation project involving five OEMs and select business system vendors which was initiated in 2008.

In addition to Powersports, PSP is now either endorsed or being implemented in the Marine, Outdoor Power Equipment, and Recreational Vehicle industries, providing a significant benefit to OEMs and Aftermarket suppliers serving these industries.

Recently the PSP program began an initiative called "The Alpha Zone" where a select group of dealers in Texas are now able to conduct PSP-enabled transactions with PSP Certified Adopters using ADP's Lightspeed NXT dealer management system. The goals of the Alpha Zone are to gather both qualitative and quantitative data about the dealer experience using PSP, ahead of a planned national rollout.

In addition to Project Piston and an expansion of The Alpha Zone, the PSP program is currently recruiting interested companies for the second group implementation project planned to launch in 2009. This second group implementation – code-named "The Joplin Project" – will implement the established Parts Suite and commence with a 2-day kickoff meeting in San Diego in 2009.

The PSP program is supported by MIC staff and specialized technology consultants, receiving guidance and counsel from the MIC's Technology Advisory Committee and Business Advisory Committee.

For more information about PSP, The Joplin Project, or other PSP initiatives, please contact PSP National Managing Director Scot Begovich at (949) 727-4211 x3072, or visit the PSP website at www.psp.mic.org.

Technical Support

The MIC provides technical support to members and serves as liaison with government entities and organizations on a wide range of critical topics, such as exhaust emissions, safety and equipment standards, certification procedures, sound limits and test procedures, global regulatory harmonization, and renewable fuels. In the past year, the MIC distributed over 50 *Technical Notices* to members on federal and state rules and regulations affecting our members' products.

EMISSIONS

Based on the MIC American V-Twin Committee proposal, the California Air Resources Board (CARB) adopted an on-highway motorcycle engine emissions certification option in February 2008, following 13 months of negotiations. This option allows a small volume manufacturer, custom builder, assembler and individual to purchase and install an engine that has already been CARB certified in another motorcycle, without having to recertify the motorcycle, provided that specific instructions provided by the engine manufacturer are followed. This option provides a huge savings in the time and costs that is currently required for certification and R&D. A similar engine certification option was adopted by the U.S. Environmental Protection Agency in 2006, based on a proposal from the American V-Twin Committee.

In 2008, MIC succeeded in convincing CARB staff to revise their proposed procedures for on-highway motorcycle aftermarket critical emission control parts. The proposal contained provisions that were not feasible for our industry, including extensive warranty and recall requirements, CARB in-use testing, and a statement of compliance to all federal and state statutes. The new regulations, to be adopted in January 2009, will allow for approved aftermarket catalyst-equipped exhaust systems and emissions components to be sold in California for on-highway motorcycles.

Under the direction of the MIC OE Technical Committee, the MIC has been actively monitoring CARB's efforts to develop a proposal for evaporative emissions regulations, including spillage emissions, for off-highway motorcycles and ATVs, and possibly more stringent evaporative controls for on-highway motorcycles. The proposed regulations are expected in 2009.

In 2008, the MIC submitted extensive comments to the U.S. EPA Advance Notice of Proposed Rulemaking (ANPR) on greenhouse gas emissions for motorcycles and ATVs. MIC comments were also submitted on EPA's manufacturer guidance letters regarding permeation requirements and recreational off-highway vehicles (ROVs), as well as the proposed amendments to emission regulations affecting motorcycles and ATVs, as part of a small engine rulemaking.

RENEWABLE FUELS

MIC, with the support of the Alliance for a Safe Alternative Fuel Environment (AISAFE), continued efforts to ensure that the impact on motorcycles and ATVs are considered in the push for renewable fuels. MIC attended meetings and provided information to the EPA and U.S. Dept. of Energy regarding the long-term effect of

ethanol blends greater than 10%.

SOUND

In 2008, the MIC and the SAE Motorcycle Committee completed their work on developing a roadside stationary sound test procedure for on-highway motorcycles. The new procedure will provide an easy, economical, reliable and uniform means for controlling excessive motorcycle noise, a beneficial alternative to bans, restrictions or varying standards and test procedures that could be detrimental to the industry and frustrating to riders. The sound test procedure is expected to be adopted in early 2009. To develop the sound test procedure, the MIC conducted in-depth sound testing on a representative sample of 25 motorcycles and over 50 aftermarket exhaust systems/mufflers, with the support of motorcycle and exhaust system manufacturers, and provided the data analysis and initial draft.

MIC is also committed to reducing excessive sound from off-highway motorcycles and ATVs on public lands, which continues to threaten riding opportunities. MIC's recommended in-use sound limit of 96 dBA for off-highway motorcycles and ATVs, based on the SAE J1287 stationary sound test procedure, has now been adopted by 10 states and by AMA for open and cross country amateur racing. The MIC has distributed over 5,500 copies of the 2006 edition of the *MIC Stationary Sound Test Manual for Off-Highway Motorcycles and ATVs* to OHV clubs, organizations and land management agencies nationwide as an essential tool for effective and economical noise control.

Board of Directors, Committees and Staff

Board of Directors

The Motorcycle Industry Council Board of Directors is responsible for the affairs of the association, including approval and review of policies, positions, programs, and fiscal operations. The Board has twelve governing directors; seven representing motorcycle manufacturers, importers, or distributors and five representing the aftermarket and allied trades members.

The following six motorcycle distributors pay dues based on market share and designate an employee to the Board: American Honda Motor Co., American Suzuki Motor Corp., Kawasaki Motors Corp., USA, KTM North America, Inc., Piaggio Group Americas, Inc., and Yamaha Motor Corporation, USA. The remaining six Board members are elected by the membership, with three Directors elected each year for a two-year term.

Chair

Mr. Larry Little
Cycle World Magazine

Vice Chair/Secretary/Treasurer

Mr. Roger Hagie
Kawasaki Motors Corp., USA

Steve Bortolamedi

American Suzuki Motor Corp.

Mr. Eric Anderson

Scorpion Sports Inc.

Mr. Mark Blackwell

Victory Motorcycles-Polaris Industries, Inc.

Mr. Jon-Erik Burleson

KTM North America, Inc.

Mr. Don Emde

Don Emde Publications, Inc.

Mr. Frank Esposito

Kendon Industries, Inc.

Mr. Mark Pearlstein

American Honda Motor Co., Inc.

Ms. Sarah Schilke

Moto Niche Marketing International

Mr. Mike Schmitt

Yamaha Motor Corp., USA

Mr. Paolo Timoni

Piaggio Group Americas, Inc.

MIC Staff Support

Mr. Tim Buche
Motorcycle Industry Council

MIC Committees

The Motorcycle Industry Council relies on the advice of its members to help develop industry programs and legislative policy. This is accomplished through the Board of Directors and advisory committees.

It is the duty of the Chair of the Board to appoint the committees and confer with the committee chairs to see that their duties are being carried out. It is the responsibility of the individual committees to develop and propose to the Board both long-range and short-range activities consistent with the committees' scope of responsibility.

As a practice, the Chair of the Board confers with the President to select the committee chairs for the year. The committee chairs work with the chair of the Board and the President to appoint the committee members. Committee membership is intended to reflect a cross-section of industry disciplines and may change from time to time as particular skills or experience are sought to address new projects. MIC members are invited to contact the committee chair, committee members or the staff coordinator with appropriate subjects of concern.

AFTERMARKET/ALLIED TRADES COMMITTEE

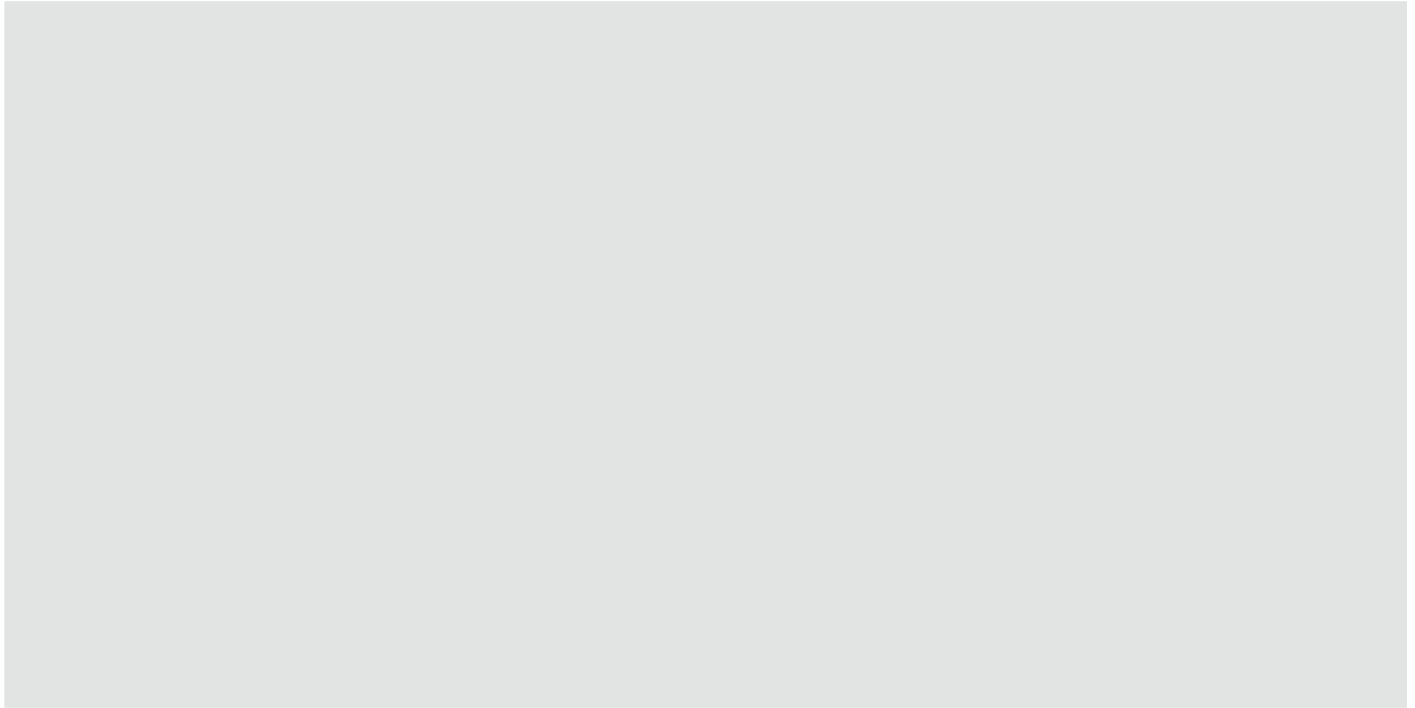
The Aftermarket/Allied Trades Committee's purpose is to provide information, statistics and services which assist aftermarket members' businesses; to establish a common purpose and foster beneficial relationships among all members; to represent and protect the aftermarket industry's best interests and serve as the aftermarket industry's unified voice.

MIC Staff Support
Mr. Mike Mount
Director, Aftermarket Programs

Ms. Carole Iannello
Coordinator, Aftermarket Programs

AMERICAN V-TWIN COMMITTEE

The American V-Twin Committee's purpose is to educate, promote and protect the American V-Twin motorcycle industry.



MIC Staff Support

Mr. Mike Mount

Director, Aftermarket Programs

Ms. Carole Iannello

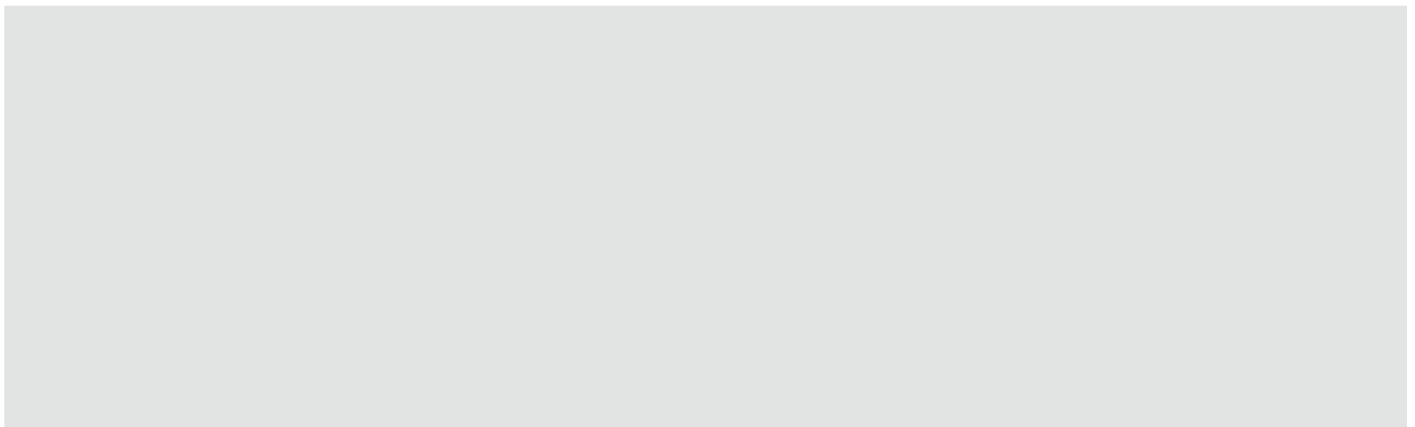
Coordinator, Aftermarket Programs

Ms. Pamela Amette

Vice President

MARKETING AND PUBLIC POLICY COMMITTEE

The Marketing and Public Policy Committee's purpose is to maintain a favorable business climate for the motorcycle industry. The Committee has focused on expanding the industry and its market, addressing the critical and emerging industry and user issues, and developing sophisticated statistical data. Other responsibilities include the oversight of the Discover Today's Motorcycling (DTM) and Statistics Subcommittees.



MIC Staff Support

Mr. Tim Buche

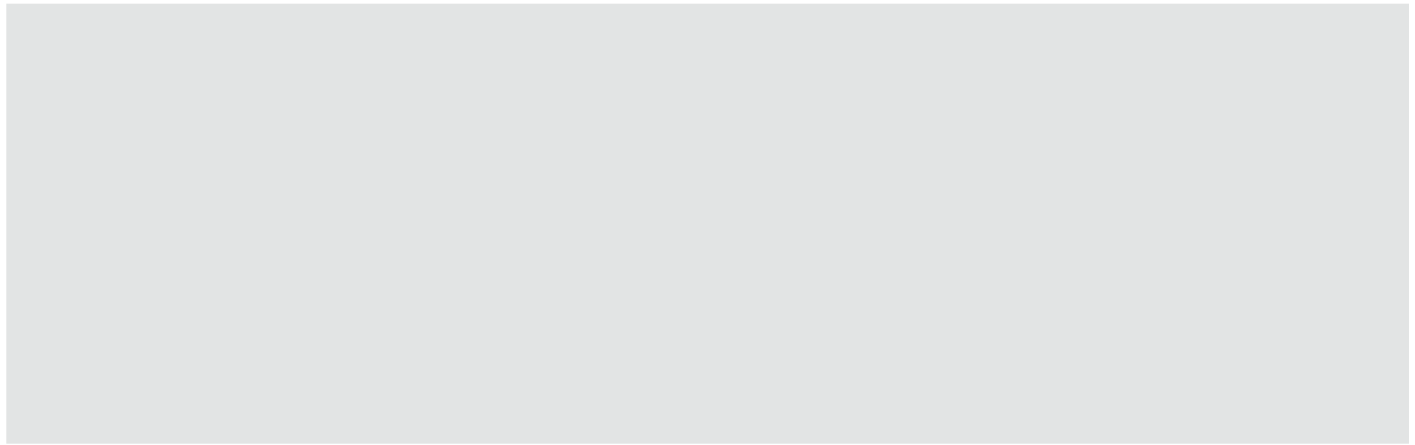
President

Mr. Paul Vitrano

General Counsel

DISCOVER TODAY'S MOTORCYCLING SUBCOMMITTEE

The Discover Today's Motorcycling Subcommittee and staff work to establish a secure foundation for the future of motorcycling, helping it expand into a recognized and entrenched place in mainstream America. DTM aims to expand the motorcycle marketplace and the use of motorcycles, promote positive public awareness and acceptance, and maintain motorcycling's fashionable position in popular culture.



MIC Staff Support
Mr. Tim Buche
President

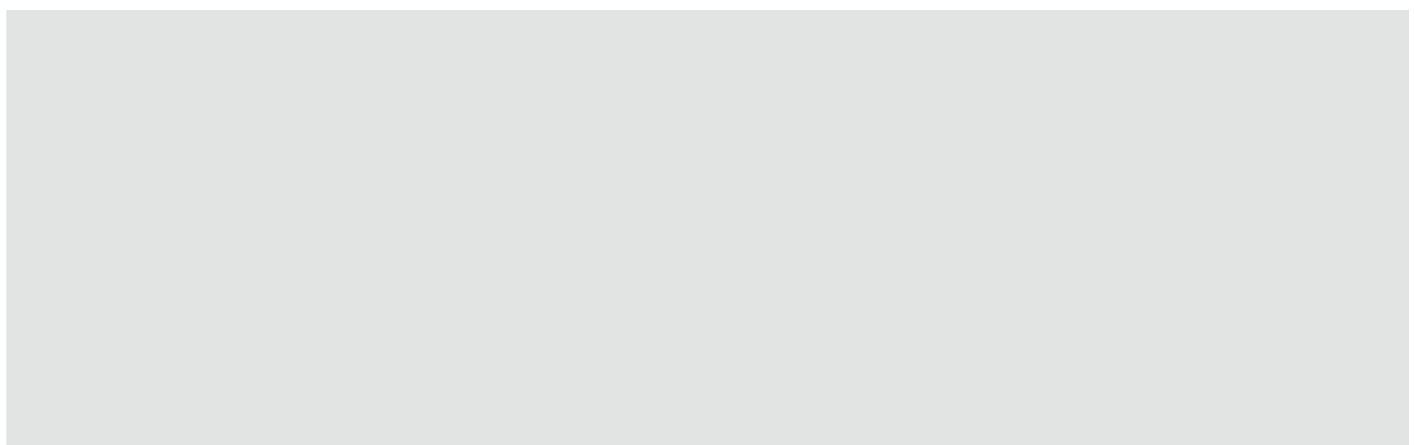
Ms. Cam Arnold
Vice President, Communications / Research

Mr. Ty van Hooydonk
Director, Product Communications

Ms. Jessica Prokup
Director, Emerging Market Communications

STATISTICS SUBCOMMITTEE

The Statistics Subcommittee's purpose is to develop statistical programs for the motorcycle industry as needed to document government relations activities and provide long term historical information which assists members with business decisions; and to advise other MIC committees on techniques and analysis of research and statistically oriented projects considered by those committees.



MIC Staff Support
Ms. Cam Arnold
Vice President, Communications / Research

Ms. Pat Murphy
Vice President, Data Standards Development

BUSINESS ADVISORY COMMITTEE

The Business Advisory Committee (BAC) is initially charged with helping to ensure the successful introduction and ongoing operation of the Partners Standard Protocol (PSP). PSP is an industry specification allowing dealers to transact business with suppliers entirely from within their Dealership Management System (DMS). The Committee considers such matters as overall PSP policy direction, support requirements, communications programs, funding issues and approaches, PSP business partnerships, intellectual property issues, and development priorities. The Committee will be asked to address additional projects as determined by the MIC Board of Directors.

MIC Staff Support

Mr. Scot Begovich

*Senior Vice President, Business
Development*

Mr. Tim Buche

President

TECHNOLOGY ADVISORY COMMITTEE

The Technology Advisory Committee (TAC) provides requirements and strategic direction for the development of the Partners Standard Protocol (PSP) specifications. PSP is an industry specification allowing dealers to transact business with suppliers entirely from within their Dealership Management System (DMS).

MIC Staff Support

Ms. Pat Murphy

*Vice President, Data Standards
Development*

Mr. Scot Begovich

*Senior Vice President, Business
Development*

SVIA / MIC LAND USE ADVISORY COMMITTEE

The SVIA / MIC Land Use Advisory Committee's purpose is to increase the level of involvement of industry leaders in addressing the critical issue of access to public lands and to provide recommendations to the SVIA and MIC Boards relating to activities and resources toward land use and access opportunities.

Over the years the MIC and SVIA have been involved in various land use activities both internally and through outside organizations. The overarching goal has consistently been to preserve and expand responsible motorized recreation opportunities on public and private lands.

MIC/SVIA Staff Support

Mr. Paul Vitrano

*Executive Vice President, Specialty Vehicle
Institute of America*

Ms. Kathy Van Kleeck

*Senior Vice President,
Government Relations*

Mr. Duane Taylor

Government Relations Specialist

OE TECHNICAL COMMITTEE

The OE Technical Committee's purpose is to review a broad range of government activities as they relate to member's products and evaluate the need to study or respond and to carry out technical programs as directed by the Board of Directors. The scope of the Committee's activities includes technical matters related to the growth of the motorcycle industry including, but not limited to, sound, equipment standards, and vehicle emissions.

MIC Staff Support

Ms. Pamela Amette

Vice President

Ms. Kathy Van Kleeck

*Senior Vice President,
Government Relations*

Mr. Mel Stahl

Government Relations Consultant

MIC Staff

The Motorcycle Industry Council maintains two offices, the Executive Office in Irvine, California, and the Government Relations Office in Arlington, Virginia, near Washington, D.C. The daily business of the association is carried out by a professional staff with expertise in government relations, research and technology standards, marketing, technical regulations, communications and media relations. Please feel free to contact the following key staff members for more information about MIC programs and services.

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DISCOVER TODAY'S ALL- TERRAIN VEHICLE (DTA), PUBLIC INFORMATION AND EDUCATION

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PARTNERS STANDARD PROTOCOL (PSP)

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GOVERNMENT RELATIONS OFFICE

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Mr. Travis Goulding

Manager, Legislative Affairs, ext. 13
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Market Share Members

American Honda Motor Co., Inc.

CONTACT

Mark Pearlstein

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Assistant Vice President
Motorcycle Division

ADDRESS

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Torrance, CA 90501-2746

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WEB

www.honda.com

MEMBER SINCE

1970

YEARS IN BUSINESS

49

PRODUCTS/SERVICES

Motorcycles, scooters,
all-terrain vehicles, personal
watercraft, parts, accessories
and apparel



Soichiro Honda established the Honda Motor Company in 1948. The sweeping, worldwide popularity of Honda products – beginning with engines and continuing with motorcycles, automobiles, power equipment, marine equipment and light trucks – was stimulated by Honda's consistent upgrading of its product lines with scores of technical innovations. The company rapidly expanded into a global network of factories and sales and service facilities.

American Honda Motor Co., Inc., was established in 1959 in Los Angeles, California. U.S. Motorcycle production began in Marysville, Ohio in 1979, and an ATV plant was opened in Timmonsville, South Carolina, in 1998. Development and production are fully integrated into American Honda's operations along with marketing, sales and service. To date, Honda has sold more than 17 million motorcycles in the U.S. and more than 22 million automobiles, as well as millions of industrial and recreational power equipment and marine units. Honda's philosophy of building products in the major markets where they are sold has resulted in a strategy of long-term investment in the American economy. More than \$9.0 billion has been invested in state-of-the-art, high-technology U.S. factories, sales and research operations along with more than \$15.5 billion a year in purchases of raw materials and parts from American suppliers. Honda's facilities provide jobs to 27,000 North American families, along with another 100,000 employed by Honda motorcycle, automobile, power equipment and marine retailers. Thousands more work in the nearly 530 shops and plants that supply

parts and materials to Honda's manufacturing facilities. Exporting its U.S.-made products to more than 80 countries has played a major role in Honda's global success, and is an important element in helping America's economy with balance-of-trade issues. Since 1980, Honda's U.S. operations have exported more than \$14 billion in products and components worldwide.

Honda believes in being a good neighbor and a responsible corporate citizen. The company enthusiastically supports community movements for diversity, youth education and cultural enrichment programs. In 1984, the American Honda Foundation was established. Since its inception, the American Honda Foundation has provided more than 479 grants, totaling more than \$23.9 million.

Honda's market leadership has been confirmed by decades of American awards for design and engineering innovation, efficiency, overall excellence and customer satisfaction. The company's legacy of customer satisfaction through product quality continues to guide it today as it strives to develop products that provide fun, utility, and lasting value.

American Suzuki Motor Corp.

CONTACT

Steve Bortolamedi

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Senior Advertising Manager

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WEB

www.suzukicycles.com

MEMBER SINCE

1970

YEARS IN BUSINESS

45

PRODUCTS/ SERVICES

Motorcycles, scooters,
all-terrain vehicles, outboard
motors, parts, accessories
and apparel



American Suzuki Motor Corporation was chartered in the state of California in 1963. The company's motorcycle division was established one year later to oversee the importation and distribution of Suzuki motorcycles in the United States. In a short period of time, Suzuki established itself as one of the major brands in the rapidly expanding motorcycle marketplace, due to Suzuki's new model innovations, its response to customer needs and the reliability of its products.

In the late 1970s, the company made a successful jump from building two-stroke motorcycles, upon which it had built its reputation, to marketing four-stroke motorcycles. The GS750 and GS1000 are generally regarded by motorcycle industry journalists as among the best standard bikes of the era. The GS1100 eventually came to be known as an all-time classic standard.

Success hasn't been limited to two-wheelers. Suzuki is now celebrating the 25th anniversary of its creation of the first four-wheel all-terrain vehicles (ATVs). In 1983, Suzuki revolutionized the powersports world with the four-wheeled Suzuki LT125 and the birth of the QuadRunner ATVs. Suzuki was the First on 4 Wheels, and the entire industry followed by shifting product development into an entirely new industry. Suzuki continued to lead innovation in the ATV industry in both utility and sport vehicles.

Suzuki again set an industry milestone (and created a new class) with the introduction of the 1986 GSX-R750. The new model put the company on the map as the first motorcycle manufacturer to mass-produce a motorcycle closely patterned after racetrack specifications.

Recently the company delivered an exciting new brand to the cruiser market with the Suzuki Boulevard line of cruiser motorcycles and accessories. The Suzuki Boulevard line delivers the attitude and personality of cruising with

the craftsmanship and performance-minded technology that makes Suzuki motorcycles so special. The exciting line of Burgman scooters, the DualSport/Adventure motorcycles that lead their category, the award-winning KingQuad ATV, the debut of the LT-R450 as the first race-ready sport ATV, as well as continued updates to the GSX-R repli-racers and more represent the factory's most recent efforts toward this end.

Suzuki continues to challenge its engineers and designers to apply innovative technology to create outstanding products for the consumer – products that provide both sensible transportation and an exciting riding experience. The all-new B-King motorcycle applies Suzuki performance technology to the standard motorcycle category, in a way that only Suzuki can. This stylish and sporty motorcycle is set to shock the world with its performance and look.

American Suzuki Motor Corporation has sold several million motorcycles and ATVs in the United States to date. The motorcycle division currently offers more than 50 motorcycle and ATV models for American motorcycle enthusiasts. American Suzuki Motor Corporation markets and distributes Suzuki automobiles, motorcycles, ATVs and outboard motors throughout its network of more than 1,200 dealers across the United States. American Suzuki Motor Corporation is a wholly owned subsidiary of Suzuki Motor Corporation of Japan.

Kawasaki Motors Corp., U.S.A.

CONTACT

Roger Hagie

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Director, Public Affairs

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roger.hagie@kmc-usa.com

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MEMBER SINCE

1970

YEARS IN BUSINESS

42

PRODUCTS/SERVICES

Motorcycles, all-terrain vehicles, personal watercraft, utility vehicles, parts, accessories and apparel



In March of 1966, in Chicago, Illinois, Kawasaki Heavy Industries Ltd. (KHI) sent a factory team to open the U.S. market. Called American Kawasaki Motorcycle Corp. (AKMC) and armed only with small Omega two-stroke motorcycles, they soon realized that the U.S. market demanded greater performance and excitement. KHI quickly responded with the Kawasaki Samurai and Avenger, and laid the foundation for its reputation as a high-performance company. Later that year, AKMC moved to Southern California. Eastern Kawasaki Motorcycle Corp. was set up soon afterward to handle the East Coast product distribution. By the end of 1968, the two American companies had merged, forming Kawasaki Motors Corp., U.S.A. (KMC), and established an engine division to sell snowmobile engines to Arctic Industries, Inc.

KMC markets and sells at wholesale Kawasaki motorcycles, ATVs, personal watercraft and utility vehicles through a network of more than

1,500 independent retailers. KMC and its affiliates employ nearly 2,400 people in the United States, with more than 350 of them located at the Irvine, California headquarters.

Kawasaki has grown steadily, and 2006 marked 40 years of doing business in America. Over the years, the company has developed a very distinct personality. Kawasaki's tagline, "Let the good times roll.™", is recognized worldwide, and the brand is aggressively carrying its heritage of leading-edge power, performance and exhilaration into the 21st century. Information about Kawasaki's complete line of recreational products and Kawasaki affiliates can be found on the web at www.kawasaki.com.

KTM North America, Inc.

CONTACT

Jon-Erik Burleson

TITLE

President

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38429 Innovation Ct.
Murrieta, CA 92563

PHONE

951.600.8007

FAX

951.600.8866

WEB

www.ktm.com

MEMBER SINCE

1989

YEARS IN BUSINESS

54

PRODUCTS/SERVICES

Motorcycles, all-terrain vehicles, parts, accessories and apparel



In 1953 KTM was created through the joined efforts of Hans Trunkenpolz and Ernst Kronreif and the production of the company's first production motorcycle – the R100 street bike. Today, KTM's worldwide headquarters are still located in the same European town of its beginnings -- in Mattighofen, Austria. New modern facilities include Motorcycle and ATV Production, Engine Production, Research and Development and Distribution.

The company employs 1,500 people worldwide who use their knowledge and experience of championship racing and their own riding experience to bring world-class, Ready To Race products to the market.

Racing is the backbone of KTM research and development efforts. Proven successes in worldwide competition are embodied in the design and function of each motorcycle and ATV, whether it's raced in competition or ridden for recreation. Only that which withstands the constant rigors of competition is considered and carried forward into actual production.

This dedication ensures that all KTM motorcycles and ATVs fulfill the company's "Ready to Race" philosophy.

The KTM brand in North America represents a leading edge, high-performance position in the powersports industry, with over 40 models delivering the KTM "Ready to Race" promise. Product categories include: Sportminicycles, Motocross, Cross Country, Enduro, Supermoto, Adventure Touring, Sport Street and ATV. Displacement sizes range from single cylinder 50cc to twin cylinder 990cc.

In the future, through the dedication of KTM employees and its dealer network, the company will continue to leverage its "Ready to Race" market position and demonstrate its competitive edge in both off- and on-highway motorcycles and ATVs.

Piaggio Group Americas, Inc.

CONTACT

Paolo Timoni

TITLE

President and CEO

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ptimoni@piaggiogroupusa.com

WEB ADDRESS

www.piaggiouusa.com

MEMBER SINCE

1999

YEARS IN BUSINESS

124

PRODUCTS/SERVICES

Motorcycles, scooters, parts, accessories and apparel



PIAGGIO®



Established in 1884 by Rinaldo Piaggio and based in Pontedera (Pisa, Italy), the Piaggio Group is one of the world's top manufacturers of two-wheel motor vehicles. With over 6,000 employees in 50 countries, the Piaggio Group has a consolidated leadership in the European 2-wheeler market, and a particularly strong presence in the scooter and 50cc vehicles segment, with 40 percent market share in Europe and 48 percent in Italy. Its production includes scooters, motorcycles and mopeds in the 50 cc to over 1000 cc displacement range, marketed under the Piaggio, Vespa, Gilera, Derbi, Aprilia, Moto Guzzi and Scarabeo brands. Today the Piaggio Group engineers, manufactures and markets approximately 600,000 vehicles each year in over 50 countries. The Piaggio Group is controlled by Immsi S.p.A., an industrial and services holding listed on the Milan Stock Exchange.

PIAGGIO

The name Piaggio is synonymous with freedom in daily life. Piaggio offers a complete range of original, intelligent and creative solutions for urban mobility which appeal to the modern individual who is open to change. The scooter line ranges from 50cc to 500cc, and now includes the innovative three-wheel scooter, the MP3.

VESPA

Since the introduction of the Vespa scooter in 1946, the brand has surprised and delighted fans all over the globe. Vespa is the expression of a uniquely distinctive lifestyle. Its enduring success owes much to its extraordinary origins and to its symbolic and iconographic identity. Today Vespa offers a comprehensive, technologically and environmentally advanced range of models, with traditional and vintage-styled models, to the powerful and modern.

APRILIA

Technology, style, innovation and passion: these are the watchwords which have taken Aprilia from humble beginnings in an artisan's workshop to the cutting edge of European

motorcycle production, with a complete range of bikes from 50 to 1000cc. Aprilia has always distinguished itself in the motorcycle world by introducing the most important technological innovations while enriching its experience in the competitive sphere. Such a deep commitment to racing has facilitated the development of the best possible technological solutions, all of which have found their way into the Aprilia product range.

MOTO GUZZI

The Moto Guzzi name is synonymous with aristocracy in the motorcycling world. It traces its roots back 85 years to the founding of the legendary plant at Mandello del Lario where the "Brand of the Eagle" was born in 1921. The Moto Guzzi philosophy is based on two guiding principles: sheer driving pleasure and maximum attention to design. Moto Guzzi incarnates a lifestyle which is contrary to the logic of haste and speed and which gives rise to real and powerful emotions: the joy of motorcycling enfolded in the steady throb of the twin cylinder 900 V engine – the real signature of the bike from MandelloItalian creativity and technology at their best.

CONTACT

Bob Starr

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Communications

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WEB

www.yamaha-motor.com

MEMBER SINCE

1970

YEARS IN BUSINESS

48

PRODUCTS/SERVICES

Motorcycles, all-terrain
vehicles, side-by-side
vehicles, snowmobiles,
personal watercraft, marine
products, parts, accessories
and apparel



In 1960 Yamaha International Corporation got its start in the United States. In January of 1977, a new company was born as a division of Yamaha International. This new company was Yamaha Motor Corporation, U.S.A. and its birth brought about an increased focus on building motorized-product based business in the United States.

From this beginning, Yamaha Motor Corporation, U.S.A. has grown into a major player in the powersports industry. Products include: motorcycles, ATVs, side by side off-highway multi-purpose vehicles, snowmobiles, personal watercraft, outboard engines, generators and pumps as well as a large line of accessories and apparel. The motorsports headquarters in Cypress, CA is responsible for sales, marketing, distribution, parts and service of these products through its national dealer network.

Yamaha has one goal leading its charge in the market: To know the customer and their needs better than any other manufacturer.

With the engineering expertise to make the consumer needs and wants a reality, Yamaha has been extremely successful in bringing class leading products to market. Such as:

- one of the most powerful sport ATVs in the industry – Raptor 700
- 113 cubic inch V-twin streamline design cruisers with superior style, power and technology – the Roadliner series and the Stratoliner series of Star Motorcycles
- years of racing experience brings two of the most advanced production bikes ever built – the YZF-R1 and R6
- two of the most sought after side by side vehicles ever – the Rhino 700FI and Rhino 450
- the high performance, lightweight, one of the best-handling, race-bred ATVs ever – the YFZ450

Motorcycle Manufacturers & Distributors

A

ADLY MOTO LLC

Judy Chen
1725 Hurd Dr., Suite 108
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(972) 870-1572, ext. 102
Fax: (972) 582-0888
judychen@adlymoto.com
www.usa.adlymoto.com
MIC Member Since: 2007
Years in Business: 4
Products and Services:
Scooters, off-highway motorcycles, ATVs

B

BMW OF NORTH AMERICA, LLC

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BMW Motorrad USA
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MIC Member Since: 1981
Years in Business: 29
Products and Services:
On-highway and dual motorcycles

BRP US INC.

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(450) 532-2211
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MIC Member Since: 2000
Years in Business: 73
Products and Services:
On-highway motorcycles, ATVs

C

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www.cfmoto-us.com
MIC Member Since: 2007
Years in Business: 4
Products and Services:
On-highway motorcycles, scooters

D

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Fax: (408) 253-4099
jim.viola@ducati.com
www.ducatiusa.com
MIC Member Since: 1985
Years in Business: 83
Products and Services: On-highway motorcycles

H

HUM CYCLES, INC.

Jit Bhattacharya
489 Clementina St., 3rd Floor
San Francisco, CA 94103
(415) 225-7335
jit@humcycles.com
www.humcycles.com
MIC Member Since: 2008
Years in Business: 2
Products and Services:
Electric on-highway motorcycles

HYOSUNG MOTORS AMERICA, INC.

Simon Kim
5815 Brook Hollow Pkwy., Suite B
Norcross, GA 30071
(770) 447-5571
Fax: (770) 447-5528
stkim@hyosungmotorsusa.com
www.hsmc.co.kr
MIC Member Since: 2006
Years in Business: 4
Products and Services:
On-highway motorcycles, scooters, ATVs

I

INDIAN MOTORCYCLE CORPORATION

Christopher Bernauer
116 Battleground Rd.
Kings Mountain, NC 28086
(704) 937-4026
Fax: (704) 937-7776
cbernauer@indianmotorcycle.com
www.indianmotorcycle.com
MIC Member Since: 2007
Years in Business: 5
Products and Services:
On-highway motorcycles

IRBIT MOTORWORKS OF AMERICA, INC.

Madina Merzhoyeva
15411 NE 95th St.
Redmond, WA 98052
(425) 702-8484, ext. 104
Fax: (425) 696-0834
madina@imz-ural.com
www.imz-ural.com
MIC Member Since: 2004
Years in Business: 7
Products and Services:
On-highway, dual motorcycles

K

KYMCO USA

Bruce Ramsey
5 Stan Perkins Rd.
Spartanburg, SC 29307
(864) 327-4744, ext. 4775
Fax: (864) 472-4183
bramsey@kymcousa.com
www.kymcousa.com
MIC Member Since: 2002
Years in Business: 33
Products and Services:
On-highway motorcycles, scooters, ATVs

N

NESS MOTORCYCLES, LLC

Cory Ness
6050 Dublin Blvd.
Dublin, CA 94568
(925) 479-6350
Fax: (925) 479-6351
cory@arlenness.com
www.arlenness.com
MIC Member Since: 2007
Years in Business: 3
Products and Services:
On-highway motorcycles

P

POLARIS INDUSTRIES, INC./ VICTORY MOTORCYCLES

Mark Blackwell
2100 Hwy. 55
Medina, MN 55340
(763) 542-0575
Fax: (763) 847-8136
mark.blackwell@polarisind.com
www.polarisindustries.com
MIC Member Since: 1997
Years in Business: 54
Products and Services:
On-highway motorcycles, ATVs

S

SABERTOOTH MOTORCYCLES, LLC

Ben Daniels
100 Hurricane Creek Rd.
Piedmont, SC 29673
(864) 989-1957
Fax: (864) 989-1940
ben.daniels@sabertoothmotorcycles.com
www.sabertoothmotorcycles.com
MIC Member Since: 2007
Years in Business: 5
Products and Services:
On-highway motorcycles, scooters

SUCKERPUNCH SALLYS, LLC

Robert Jay
14982 N 83rd Pl., Suite 100
Scottsdale, AZ 85260
(626) 240-5603
Fax: (480) 778-9506
rjay@mcfauto.com
www.suckerpunchsallys.com
MIC Member Since: 2007
Years in Business: 3
Products and Services:
On-highway motorcycles

T

TAIWAN GOLDEN BEE CO., LTD.

George Lin
 No. 15, Youn-Kong 2nd Rd.
 Youn-An Industrial Park
 Kaohsiung Hsien
 Taiwan, Province of China
 +886 7 6222101 6
 Fax: +886 7 6222110
 george@tgb.com.tw
 www.tgb.com.tw
MIC Member Since: 2008
Years in Business: 4
Products and Services:
 Scooters, transmissions

TRIUMPH MOTORCYCLES AMERICA, LTD.

Satu Mehta
 385 Walt Sanders Memorial Dr.,
 Suite 100
 Newnan, GA 30265
 (678) 854-2010
 Fax: (678) 854-2027
 satum@triumphmotorcycles.com
 www.triumph.co.uk
MIC Member Since: 1977
Years in Business: 107
Products and Services:
 On-highway motorcycles

V

VECTRIX CORPORATION

Jim Plagenhoef
 76 Hammerlund Way, #250
 Middletown, RI 02842-5640
 (401) 848-9993
 Fax: (401) 848-9994
 jplagenhoef@vectrixusa.com
 www.vectrixusa.com
MIC Member Since: 2001
Years in Business: 13
Products and Services: Electric scooters

VENTO MOTORCYCLES U.S.A.

Isaac Calderon
 6190 Cornerstone Ct., Suite 200
 San Diego, CA 92121
 (858) 427-1451
 Fax: (858) 546-0711
 calderon@vento.com
 www.vento.com
MIC Member Since: 2004
Years in Business: 13
Products and Services:
 On-highway motorcycles, scooters

VENTURE VEHICLES, INC.

Howard Levine
 1801 Century Park East, Suite # 2400
 Los Angeles, CA 90067
 (310) 927-7400
 hlevine@venturevehicles.com
 www.venturevehicles.com
MIC Member Since: 2008
Years in Business: 4
Products and Services: Hybrid, electric
 articulating motorcycles

NOTE

The following manufacturers/distributors are listed on pages 22-27:

AMERICAN HONDA MOTOR CO., INC.

AMERICAN SUZUKI MOTOR CORP.

KAWASAKI MOTORS CORP., U.S.A.

KTM NORTH AMERICA, INC.

PIAGGIO GROUP AMERICAS, INC.
 (APRILIA, MOTO GUZZI, PIAGGIO, VESPA)

YAMAHA MOTOR CORP., U.S.A.

Aftermarket Product Distributors/Importers

B

BRANDENHAUSE

Justin Deschamps
1551 W American Way
Payson, UT 84651
(801) 465-1901
Fax: (801) 465-3793
justind@brandenhouse.com
www.brandenhouse.com
MIC Member Since: 2003
Years in Business: 7
Products and Services:
Multi-line parts and accessories

C

CASTLE SALES CO., INC.

Ron Robinson
1037 Waube Ln.
PO Box 10417
Green Bay, WI 54304
(920) 336-7800
Fax: (920) 425-9000
ron@castlesales.com
www.castlesales.com
MIC Member Since: 1980
Years in Business: 31
Products and Services:
Helmets, riding apparel

F

FULMER HELMETS

Scott Holbrooks
122 Gayoso Ave.
Memphis, TN 38103
(901) 525-5711
Fax: (901) 525-7993
sholbrooks@fulmerco.com
www.fulmerhelmets.com
MIC Member Since: 2007
Years in Business: 38
Products and Services: Helmets

G

GIVI USA INC.

Paul Collins
9309 Forsyth Park Dr.
Charlotte, NC 28210
(704) 679-4123
Fax: (704) 679-4133
paul@giviusa.com
www.giviusa.com
MIC Member Since: 1999
Years in Business: 12
Products and Services: Luggage racks,
saddle bags, tank bags

GLOBAL MOTORSPORT GROUP, INC. (INCLUDES: CUSTOM CHROME, MOTORCYCLE STUFF)

Steve Veltri
16100 Jacqueline Ct.
Morgan Hill, CA 95037
(408) 825-5145
Fax: (408) 778-7001
steve.veltri@globalmotorsport.com
www.customchrome.com,
www.mcstuff.com
MIC Member Since: 1999
Years in Business: 39
Products and Services: Multi-line parts
and accessories

H

HELMET HOUSE, INC.

Bob Miller
26855 Malibu Hills Rd.
Calabasas Hills, CA 91301
(818) 880-0000
Fax: (818) 880-4550
bob@helmethouse.com
www.helmethouse.com,
www.tourmaster.com,
www.cortechperformance.com
MIC Member Since: 1975
Years in Business: 40
Products and Services: Helmets, riding
apparel, saddle bags, tank bags

K

KANEMATSU USA INC.

Koichi Machida
543 W Algonquin Rd.
Arlington Heights, IL 60005
(847) 981-5606
Fax: (847) 981-6764
kmachida@kanematsuusa.com
www.kgclutchfactory.com
MIC Member Since: 2008
Years in Business: 51
Products and Services: Clutches and parts

KEIHIN FUEL SYSTEMS, INC.

Paul Rogers
16341 W Lincoln Ave.
New Berlin, WI 53089
(262) 860-6000, ext. 234
Fax: (262) 860-6001
rogers@keihin-us.com
www.keihin-us.com
MIC Member Since: 2003
Years in Business: 27
Products and Services: Fuel systems
and parts

KK MOTORCYCLE SUPPLY, INC.

Tim Wourms
431 E 3rd St.
PO Box 45
Dayton, OH 45402
(937) 222-1303
Fax: (937) 222-9387
timw@kkcycle.com
www.kkcycle.com
MIC Member Since: 1977
Years in Business: 49
Products and Services: Multi-line parts
and accessories

M

MARSHALL DISTRIBUTING

Roger Marshall
PO Box 113
Cass City, MI 48726
(989) 872-2109
Fax: (989) 872-5350
roger@marshalldistributing.com
www.marshalldistributing.com
MIC Member Since: 1987
Years in Business: 39
Products and Services: Multi-line parts
and accessories

MOTOVAN

James Paladino
1391 Gay Lussac
Boucherville, Quebec J4B 7K1 Canada
(450) 449-3903, ext. 205
james@motovan.com
www.motovan.com
MIC Member Since: 2000
Years in Business: 29
Products and Services: Multi-line parts and
accessories

P

PARTS UNLIMITED / DRAG SPECIALTIES (INCLUDES: AMS, ICON, MOOSE, SLIPPERY, THOR, Z1R)

Fred Fox
PO Box 5222
Janesville, WI 53547
(608) 758-1111
Fax: (608) 758-1144
ffox@parts-unltd.com
www.parts-unlimited.com
MIC Member Since: 1981
Years in Business: 42
Products and Services: Multi-line parts
and accessories

R

REDLINE DISTRIBUTING INC.

Uwe Druckenmueller
4671 Las Positas Rd., #C
Livermore, CA 94551
(510) 468-6951
uwe@redlinedistributing.com
MIC Member Since: 2008
Years in Business: 4
Products and Services: Saddle bags,
tank bags

RIVERA PRIMO INC.

Ben Kudon
12450 Whittier Blvd.
Whittier, CA 90602
(562) 907-2600
Fax: (562) 907-2606
ben@riveraengineering.com
www.riveraengineering.com
MIC Member Since: 2006
Years in Business: 34
Products and Services: Multi-line parts
and accessories

RK EXCEL AMERICA, INC.

Frank Miyake
2645 Vista Pacific Dr.
Oceanside, CA 92056
(760) 732-3161
Fax: (760) 732-3186
frank@rkexcelamerica.com
www.rkexcelamerica.com
MIC Member Since: 1995
Years in Business: 32
Products and Services: Multi-line parts
and accessories

S

SHINDY PRODUCTS, INC.

Shin Suzuki
1622 Centre Point Dr.
Milpitas, CA 95035
(408) 946-7466
Fax: (408) 946-7450
info@shindypro.com
www.shindypro.com
MIC Member Since: 1997
Years in Business: 23
Products and Services: Multi-line parts
and accessories

SOUTHERN MOTORCYCLE SUPPLY, INC.

Gail Richardson
3670 Ruffin Rd.
San Diego, CA 92123-1810
(800) 748-5750
Fax: (858) 560-5005
southern@southernms.com
www.southernmc.com
MIC Member Since: 1993
Years in Business: 42
Products and Services: Multi-line parts
and accessories

SULLIVANS, INC.

Derrick Welch
121 Franklin St.
Hanson, MA 2341
(800) 343-5984, ext. 503
Fax: (781) 293-4570
dwelch@sullivansusa.com
www.sullivansinc.com
MIC Member Since: 1998
Years in Business: 37
Products and Services: Multi-line parts
and accessories

T

T-BAGS

Terry Lovett
1575 Sunflower Ave.
Costa Mesa, CA 92626
(714) 957-6288
Fax: (714) 540-4488
terry@tbags.com
www.t-bags.com
MIC Member Since: 2007
Years in Business: 19
Products and Services: Touring luggage

TUCKER ROCKY DISTRIBUTING

Brian Berney
4900 Alliance Gateway Fwy.
Fort Worth, TX 76177
(817) 258-9214
Fax: (817) 258-9201
bberney@tuckerrocky.com
www.powersportsrider.com
MIC Member Since: 1979
Years in Business: 42
Products and Services: Multi-line parts
and accessories

TWISTED THROTTLE LTD.

Erik Stephens
1080 Kingstown Rd., Bldg 2
Peace Dale, RI 02879
(401) 284-4200
Fax: (707) 922-7276
eriks@twistedthrottle.com
www.twistedthrottle.com
MIC Member Since: 2005
Years in Business: 7
Products and Services: Multi-line parts
and accessories

V

VAN LEEUWEN ENTERPRISES, INC.

Robert Rendall
13275 Paxton St.
Arleta, CA 91331
(818) 896-2200
Fax: (818) 890-2903
bob@vleinc.com
www.vleonline.com
MIC Member Since: 1975
Years in Business: 37
Products and Services: Multi-line parts
and accessories

Aftermarket Product Manufacturers

5

50'S BOY

Mirna Williams
771 Chambers Ln., #330
Simi Valley, CA 93065
(805) 522-5044
Fax: (805) 522-5043
mirna@50sboy.com
www.50sboy.com
MIC Member Since: 2003
Years in Business: 17
Products and Services: Multi-line products and apparel

A

ADVANCE POWER INVESTMENT CO. LTD

Cozy Chang
No. 3, Lin 30 Heng Fong Chun
Tayuan Hsiang, Tao Yuan 33743
Taiwan, Province of China
+886 3 3818001
Fax: +886 3 3818002
cozy@cectek.com
www.cectekpowersports.com
MIC Member Since: 2006
Years in Business: 4
Products and Services: ATVs and ATV engines

ADVANCED FLOW ENGINEERING

Steven Adams
252 Granite St.
Corona, CA 92879-1283
(951) 493-7100
Fax: (951) 493-7177
sadams@afefilters.com
www.afepower.com
MIC Member Since: 2007
Years in Business: 8
Products and Services: Air filters

AERO DESIGN & MFG CO., INC.

Andy Goldfine
8 S 18th Ave. W
Duluth, MN 55806
(218) 722-1927
Fax: (218) 720-3610
info@aerostich.com
www.aerostich.com
MIC Member Since: 1993
Years in Business: 26
Products and Services: Multi-line apparel products

AFX NORTH AMERICA, INC.

Susan Hill
528 Newbold St.
London, Ontario N6E 1K6
Canada
(519) 686-6477
Fax: (519) 686-6056
sue@afxhelmets.com
wwwafxhelmets.com
MIC Member Since: 1999
Years in Business: 14
Products and Services: Helmets

AGRI-FAB, INC.

Sean Ruppert
303 W Raymond St.
Sullivan, IL 61951
(217) 728-3343
Fax: (217) 728-2032
seanr@agri-fab.com
www.agri-fab.com
MIC Member Since: 2002
Years in Business: 29
Products and Services: ATV attachments

AGV USA, INC.

Paolo Bacchiarello
1645 Superior Ave.
Costa Mesa, CA 92627
(949) 645-9500
Fax: (949) 645-9501
pbacchiarello@agv.it
www.agv.com
MIC Member Since: 1982
Years in Business: 27
Products and Services: Helmets

AIRHAWK, INC.

Steve Peyton
100 N. Florida Ave.
Belleville, IL 62223
(800) 850-7646, ext. 2309
stevep@therohogroup.com
www.therohogroup.com
MIC Member Since: 2004
Years in Business: 37
Products and Services: Seats and parts

AKRAPOVIC, D.O.O.

Marko Adamic
Malo Hudo 8A
Ivancna, Gorica 1295
Slovenia
+386 1 78 78 404
Fax: +386 1 78 78 405
marko.adamic@akrapovic.si
www.akrapovic.com
MIC Member Since: 2006
Years in Business: 19
Products and Services: Exhaust systems

ALPINESTARS

Stephanie Shenan
2780 West 237th St.
Torrance, CA 90505
(310) 891-0222
Fax: (310) 891-0299
us.gm@alpinestars.com
www.alpinestars.com
MIC Member Since: 2005
Years in Business: 45
Products and Services: Multi-line parts and accessories

AN CRA INTERNATIONAL

Ed Gohata
4880 W Rosecrans Ave.
Hawthorne, CA 90250
(800) 973-5092, ext. 671
Fax: (310) 973-3488
egohata@ancra.com
www.ancra.com
MIC Member Since: 1976
Years in Business: 40
Products and Services: Restraint equipment/tie downs

ARAI HELMET AMERICAS, INC.

Roger Weston
PO Box 9485
Daytona, FL 32120
(386) 441-8500
Fax: (386) 441-8511
araihelmets@bellsouth.net
www.araiamericas.com
MIC Member Since: 2001
Years in Business: 30
Products and Services: Helmets

ARCTIC CAT, INC.

Ole Tweet
505 Waterford Pk., Suite 1000
505 North Hwy 169
Plymouth, MN 55441
(218) 681-9799, ext. 4300
Fax: (218) 681-2633
oletweet@arcticcatinc.com
www.arcticcatinc.com
MIC Member Since: 2000
Years in Business: 27
Products and Services: ATVs, parts and accessories

AUBURN LEATHER COMPANY

Shannon O'Neal
PO Box 338
Auburn, KY 42206-0338
(270) 542-4116 ext. 15
Fax: (270) 542-7107
shannon.bess@auburnleather.com
www.auburnleather.com
MIC Member Since: 1995
Years in Business: 145
Products and Services: Saddle bags, tank bags

AXO AMERICA

Nicola Serragiotto
26465 Summit Cir.
Santa Clarita, CA 91350
(661) 257-0916
Fax: (661) 259-1932
nicola.serragiotto@axo.com
www.axo.com
MIC Member Since: 2005
Years in Business: 5
Products and Services: Footwear and apparel

B

BELL POWERSPORTS, INC.

Chris Sackett
380 Encinal St.
Santa Cruz, CA 95060
(831) 420-4116
Fax: (831) 457-4444
csackett@bellsports.com
www.bellpowersports.com
MIC Member Since: 2003
Years in Business: 55
Products and Services: Helmets

BREMBO NORTH AMERICA

Adrian Smith
15300 Centennial Dr.
Northville, MI 48168
(800) 325-3994
Fax: (734) 737-2047
www.brembo.com
MIC Member Since: 1994
Years in Business: 48
Products and Services: Brakes

BRIDGESTONE FIRESTONE NORTH AMERICA TIRE, LLC

Bob Graham
535 Marriott Dr.
Nashville, TN 37214
(615) 937-3442
Fax: (615) 937-3431
grahambob@bfusa.com
www.motorcycle-karttires.com
MIC Member Since: 1983
Years in Business: 78
Products and Services: Tires

BUCHANAN SPOKE & RIM, INC.

Kennie Buchanan
805 W 8th St
Azusa, CA 91702
(626) 969-4655, ext. 16
Fax: (626) 812-0243
kbuchanan@buchananspokes.com
www.buchananspokes.com
MIC Member Since: 1978
Years in Business: 51
Products and Services: Wheels, rims/spokes, consulting

BUZTRONICS, INC. - STREET FX DIVISION

Michael Mallot
4343 W 62nd St.
Indianapolis, IN 46268
(317) 876-3416
Fax: (317) 876-3450
lbayless@buztronics.com
www.streetfxseries.com
MIC Member Since: 2008
Years in Business: 20
Products and Services: Motorcycle and marine performance accent lighting

C

CARDO SYSTEMS, INC.

Kathryn Rhodes
100 High Tower Blvd.
Pittsburgh, PA 15205
(412) 788-4533
Fax: (412) 788-0270
kathryn@cardosystems.com
www.cardosystems.com
MIC Member Since: 2008
Years in Business: 8
Products and Services: Wireless communication systems

CHAMPION TRIKE MANUFACTURING, INC.

Craig Arrojo
11841 Monarch St.
Garden Grove, CA 92841
(714) 847-0949
Fax: (714) 847-1539
www.championtrikes.com
MIC Member Since: 2008
Years in Business: 1
Products and Services: Trike conversion kits, sport trailers

CHRISTINI TECHNOLOGIES INC.

Steven Christini
421 North 7th St., Suite 200
Philadelphia, PA 19123
(215) 351-9895
Fax: (215) 351-9896
steve@christini.com
www.christini.com
MIC Member Since: 2006
Years in Business: 6
Products and Services: Motorcycle frame kits

COBRA ENGINEERING, INC.

Ken Boyko
23801 E La Palma Ave.
Yorba Linda, CA 92887
(714) 692-8180
Fax: (714) 692-5019
ken.boyko@cobrausa.com
www.cobrausa.com
MIC Member Since: 1995
Years in Business: 32
Products and Services: Exhausts, accessories and fuel injection for motorcycles

COMETIC GASKET, INC.

Greg Poe
8090 Auburn Rd.
Concord, OH 44077
(440) 354-0777
Fax: (440) 354-0350
gpoe@cometic.com
www.cometic.com
MIC Member Since: 1997
Years in Business: 18
Products and Services: Gaskets

CONTINENTAL TIRE NORTH AMERICA

Greg Reich
7800 Liberty Church Rd.
Johnstown, OH 43031
(740) 966-3106
Fax: (740) 966-3107
greg.reich@conti-na.com
www.conti-online.com
MIC Member Since: 1997
Years in Business: 138
Products and Services: Tires

COOPER-AVON TYRES, LTD.

Larry Hoppe
6911-A 216th St. SW
Lynnwood, WA 98036
(425) 771-2115
Fax: (425) 771-4246
lhoppe@avonmotorcycleusa.com
www.avonmotorcycle.com
MIC Member Since: 1998
Years in Business: 124
Products and Services: Tires

CYCLE SHACK, INC.

Buzz Dyer
1104 San Mateo Ave.
South San Francisco, CA 94080
(650) 583-7014
Fax: (650) 583-9154
bdyer77@aol.com
www.cycle-shack.com
MIC Member Since: 1976
Years in Business: 38
Products and Services: Exhaust systems, accessories

D

DAIDO CORPORATION OF AMERICA (D.I.D USA)

Masanobu Kato
1031 Fred White Blvd.
PO Box 7659
Portland, TN 37148
(615) 323-4010
Fax: (615) 323-4015
katom@daidocorp.com
www.didchain.com
MIC Member Since: 1990
Years in Business: 6
Products and Services: Chains and parts, tools, wheels, rims/spokes

DAINESE USA, INC. (INCLUDES AGV)

Andrea Onida
1645 Superior Ave.
Costa Mesa, CA 92627
(949) 645-9500
Fax: (949) 645-9501
andrea.onida@dainese.com
www.dainese.com, www.agv.com
MIC Member Since: 2001
Years in Business: 37
Products and Services: Motorcycle apparel

DAYTONA TWIN TEC, LLC

Allen Alvarez
933 Beville Rd., Suite 101-H
South Daytona, FL 32119
(386) 304-0700
Fax: (386) 304-9502
allen@daytona-twintec.com
www.daytona-twintec.com
MIC Member Since: 2005
Years in Business: 8
Products and Services: Electronic fuel injection and ignition systems

DELTRAN CORPORATION

Mike Lenahan
801 US Highway 92 E
DeLand, FL 32724
(386) 736-7900, ext. 230
Fax: (386) 736-0379
mikel@batterytender.com
www.batterytender.com
MIC Member Since: 1997
Years in Business: 44
Products and Services: Battery tender chargers

DOWCO, INC.

Angela Lettenberger
4230 Clipper Dr.
Manitowoc, WI 54220
(920) 682-7796
Fax: (920) 682-1889
arl@dowco-inc.com
www.dowco-inc.com
MIC Member Since: 1993
Years in Business: 87
Products and Services: Motorcycle luggage and accessories, motorcycle/ATV covers

DRUSSEL WILFLEY DESIGN LLC

Mike Wilfley
PO Box 2330
Denver, CO 80201
(303) 779-1777
Fax: (303) 779-1277
pumps@wilfley.com
www.revloc.com
MIC Member Since: 2000
Years in Business:
Products and Services: Clutches

DYNOJET RESEARCH, INC.

Michael Belcher
2191 Mendenhall Dr., Suite 105
N Las Vegas, NV 89081
(702) 399-1423, ext. 1117
Fax: (702) 399-1431
mbelcher@dynojet.com
www.dynojet.com
MIC Member Since: 1997
Years in Business: 37
Products and Services: Jet kits & dynamometers

E

EMGO INTERNATIONAL LTD.

Emil Gomez
PO Box 664
Mableton, GA 30126
(770) 944-3532
Fax: (770) 944-7672
emil@emgo.com
www.emgo.com
MIC Member Since: 1990
Years in Business: 41
Products and Services: Multi-line parts and accessories

ENVIROAUDIO, LLC

Dale Pugh
4008 Louetta Rd., Suite 551
Spring, TX 77388
(832) 563-3937
Fax: (832) 553-7641
dpugh@enviroaudio.com
MIC Member Since: 2008
Years in Business: 2
Products and Services: Audio products and audio solutions for ATVs and UTVs

F

FALICON CRANKSHAFT COMPONENTS, INC.

Glenn Salpaka
1115 Old Coachman Rd.
Clearwater, FL 33765
(727) 797-2468
Fax: (727) 796-3132
techsupport@faliconcranks.com
www.faliconcranks.com
MIC Member Since: 2000
Years in Business: 33
Products and Services: Clutches and parts, engine components, gaskets and parts, sprockets

FAST BY FERRACCI INC.

Larry Ferracci
1901 Davisville Rd.
Willow Grove, PA 19090-4193
(215) 657-1276
Fax: (215) 657-3832
larry@ferracci.com
www.ferracci.com
MIC Member Since: 1996
Years in Business: 29
Products and Services: High performance motorcycle parts

FOWLERS OF BRISTOL LTD.

Sasha Fowler
2-12 Bath Rd.
Pylle Hill, Bristol BS4 3DR
United Kingdom
+44 117 9778899
Fax: +44 117 9725574
sasha@fowlers.co.uk
www.fowlers.co.uk
MIC Member Since: 2008
Years in Business: 1
Products and Services: Motorcycle apparel and accessories.

FOX HEAD, INC.

Brett Nicholas
18400 Sutter Blvd.
Morgan Hill, CA 95037
(408) 776-8633
Fax: (408) 776-8610
brettnicholas@foxracing.com
www.foxracing.com
MIC Member Since: 2005
Years in Business: 35
Products and Services: Apparel and accessories

G

GOODYEAR DUNLOP TIRES NORTH AMERICA

Trish Flanagan
PO Box 1109
Buffalo, NY 14240-1109
(800) 845-8378
Fax: (716) 639-5515
tflanagan@gdtna.com
www.dunlopmotorcycle.com
MIC Member Since: 1976
Years in Business: 86
Products and Services: Tires

H

HJC AMERICA, INC.

George Hong
16918 Edwards Rd.
Cerritos, CA 90703
(562) 407-2186
Fax: (562) 802-7706
george@hjchelmets.com
www.hjchelmets.com
MIC Member Since: 2000
Years in Business: 23
Products and Services: Helmets

HOT CAMS

Curtis Leaverton
2751 Parkside Cir.
Urbandale, IA 50322
(515) 402-8000
Fax: (515) 402-8002
cleaverton@pivotworks.com
www.hotcamsinc.com
MIC Member Since: 2006
Years in Business: 8
Products and Services: Camshafts for off-highway motorcycles/ATVs

I

INFINEUM USA, L.P.

Heather Reinholt
1900 Linden Ave. East
Linden, NJ 7036
(908) 474-3894
Fax: (908) 474-6117
heather.reinholt@infineum.com
www.infineum.com
MIC Member Since: 2005
Years in Business: 23
Products and Services: Engine oil, fuel, driveline additives

J

JARDINE PERFORMANCE PRODUCTS

John Gunter
1180 W Railroad St.
Corona, CA 92882-1837
(951) 739-5900
Fax: (951) 371-1623
jgunter@jardineproducts.com
www.jardineproducts.com
MIC Member Since: 1997
Years in Business: 51
Products and Services: Exhaust systems/mufflers, ATV/motorcycle parts and accessories

K

K & N ENGINEERING, INC.

Dennis Mahan
PO Box 1329
Riverside, CA 92502
(951) 826-4102
Fax: (951) 826-4003
dennism@knfilters.com
www.knfilters.com
MIC Member Since: 1979
Years in Business: 42
Products and Services: Filters

KIBBLEWHITE PRECISION MACHINING, INC.

William Kibblewhite
580-H Crespi Drive
Pacifica, CA 94044
(650) 359-4704
Fax: (650) 359-8574
wkibblewhite@blackdiamondvalves.com
www.blackdiamondvalves.com
MIC Member Since: 2007
Years in Business: 58
Products and Services: Valve train components

KOLPIN POWERSPORTS

Sarah Hudzinskii
205 N Depot St.
Fox Lake, WI 53933
(920) 928-3118
Fax: (920) 928-3687
shudzinski@kolpinpowersports.com
www.kolpin.com
MIC Member Since: 2005
Years in Business: 65
Products and Services: ATV/UTV parts and accessories

KYB INDUSTRY COMPANY, LLC

John Yamada
5790 Katella Ave.
Cypress, CA 90630
(562) 799-3862
Fax: (562) 799-3863
john.yamada@kybcal.com
www.kyb.com
MIC Member Since: 2000
Years in Business: 90
Products and Services: Forks and parts, shock absorbers

L

LEO VINCE EXHAUST & ELECTRONICS

Tim Calhoun
1445 -B S 50th St.
Richmond, CA 94804
(510) 232-4040
Fax: (510) 232-4141
timcalhoun@leovinceusa.net
www.leovinceusa.com
MIC Member Since: 2004
Years in Business: 5
Products and Services: Exhaust systems/mufflers

M

MAHLE, INC.

Riordan Rocha
20 Nutmeg Dr.
Trumbull, CT 6611
(203) 383-5046
Fax: (203) 380-5989
riordan.rocha@us.mahle.com
www.mahle.com
MIC Member Since: 2006
Years in Business: 8
Products and Services: Motorcycle/ATV engine components

MAIER MANUFACTURING CO., INC.

George Maier
416 Crown Pt. Cir.
Grass Valley, CA 95945
(530) 272-9036
Fax: (530) 272-4306
georgem@maier-mfg.com
www.maier-mfg.com
MIC Member Since: 2000
Years in Business: 37
Products and Services: Plastic motorcycle and ATV accessories

MARAZITA & ASSOCIATES

Vincent Marazita
22048 Sherman Wy., Suite 107
Canoga Park, CA 91303
(818) 887-9298
Fax: (818) 887-9299
vmarazita@mindspring.com
www.progrip.com, www.eicma.it, www.ancma.it
MIC Member Since: 2000
Years in Business: 11
Products and Services: Apparel and accessories

MAX POWER INC.

Josh Larkosh
3001 Progress Rd.
Madison, WI 53716
(608) 224-2524
Fax: (608) 224-0447
jlarkosh@maxpower-engines.com
www.maxrpms.com
MIC Member Since: 2007
Years in Business: 11
Products and Services: Engine components

MAXXIS INTERNATIONAL

Mark Wilson
4475 Dartmoore Ln.
Suwanee, GA 30024
(678) 407-6739
Fax: (770) 962-7705
mwilson@maxxis.com
www.maxxis.com
MIC Member Since: 1996
Years in Business: 42
Products and Services: Tires

MC ENTERPRISES

Bill Nichols
460 S Lombard St.
Oxnard, CA 93030
(805) 988-1010
Fax: (805) 988-1006
bnichols@mcenterprises.com
www.mcenterprises.com
MIC Member Since: 1980
Years in Business: 38
Products and Services: Multi-line parts and accessories

MDK MOTORSPORTS LLP

Rick Cording
888 2nd Ave.
Redwood City, CA 94063
(650) 241-1764
Fax: (650) 365-3635
rcording@mdkmoto.com
www.mdkmoto.com
MIC Member Since: 2008
Years in Business: 4
Products and Services: Multi-line performance hard parts and apparel, performance service

MEMPHIS SHADES, INC.

Candice Burkert
PO Box 429
Rossville, TN 38066
(740) 625-5306
Fax: (740) 625-5306
candice@memphisshades.com
www.memphisshades.com
MIC Member Since: 2003
Years in Business: 35
Products and Services: Motorcycle windshields, fairings and accessories

MICHELIN NORTH AMERICA, INC.

Bradley Faucette
One Pkwy. South
PO Box 19001
Greenville, SC 29602
(864) 458-6616
Fax: (864) 459-4153
brad.faucette@us.michelin.com
www.michelin.com/moto
MIC Member Since: 1977
Years in Business: 120
Products and Services: Tires

MIDWEST MOTORCYCLE SUPPLY DIST. CORP.

Larry Miller
2100 State Rd. Z
Pevely, MO 63070
(636) 931-3200, ext. 103
Fax: (636) 931-3300
larrym@midwestmc.net
www.midwestmc.net
MIC Member Since: 2008
Years in Business: 38
Products and Services: Aftermarket parts, specializing in American customs

MIKUNI AMERICAN CORPORATION

Lee Chapin
8910 Mikuni Ave.
Northridge, CA 91324
(818) 885-1242, ext. 350
Fax: (818) 993-7388
lchapin@mikuni.com
www.mikuni.com
MIC Member Since: 1978
Years in Business: 41
Products and Services: Carburetors and parts

MISSION TOOL & MFG. CO. INC.

Dave Smith
3440 Arden Rd. 1
Hayward, CA 94545
(510) 782-8383
Fax: (510) 785-0687
daves@missiontool.com
www.missiontool.com
MIC Member Since: 2007
Years in Business: 41
Products and Services: Precision stamped and machined parts and accessories

MOTION PRO, INC.

Chris Carter
867 American St.
San Carlos, CA 94070
(650) 594-9600
Fax: (650) 594-9610
info@motionpro.com
www.motionpro.com
MIC Member Since: 1994
Years in Business: 25
Products and Services: Multi-line parts and accessories

MOTORCAR PARTS OF AMERICA, INC.

John Foster
2929 California St.
Torrance, CA 90503
(310) 212-7910
Fax: (310) 212-6315
jfoster@motorcarparts.com
www.motorcarparts.com
MIC Member Since: 2007
Years in Business: 3
Products and Services: Motorcycle/ATV alternators and starters

MOTOREX USA

Joe Hurd
900 Mendelssohn Ave. N
Golden Valley, MN 55427
(763) 417-1231
Fax: (763) 746-1431
joehurd@motorex.com
www.motorexusa.com
MIC Member Since: 2004
Years in Business: 92
Products and Services: Lubricants, oils, additives, cleaners, other chemicals

MOTORSPORT AFTERMARKET GROUP, INC. (MAG, INC.) (INCLUDES: BURLY BRAND, DRAGONFIRE RACING, J&P CYCLES, KURYAKYN, MUSTANG MOTORCYCLE SEATS, PERFORMANCE MACHINE, PROGRESSIVE SUSPENSION, RENTHAL, VANCE & HINES)

Brian Etter
2146 Michelson Dr., Suite B
Irvine, CA 92612
(949) 440-5080
Fax: (949) 440-5501
better@maggroup.com
www.kuryakyn.com,
www.performancemachine.com,
www.progressivesuspension.com,
www.renthal.com, www.vanceandhines.com, www.whitebros.com
MIC Member Since: 2002
Years in Business: 9
Products and Services: Multi-line accessories

MOTUL USA, INC.

David Wolman
790 C Indigo Ct.
Pomona, CA 91767
(909) 625-1292
Fax: (909) 625-2697
motul4u@aol.com
www.motul.com
MIC Member Since: 1998
Years in Business: 156
Products and Services: Lubricants, oils, cleaners, other chemicals

N

NATIONAL CYCLE, INC.

Barry Willey
2200 Maywood Dr.
PO Box 158
Maywood, IL 60153-0158
(708) 343-0400, ext. 106
Fax: (708) 343-0625
barry@nationalcycle.com
www.nationalcycle.com
MIC Member Since: 1980
Years in Business: 72
Products and Services: Multi-line parts and accessories

O

ODYSSEY BATTERIES BY ENERSYS

Dave McMullen
PO Box 14145
Reading, PA 19612
(800) 538-3627, ext. 1865
Fax: (610) 372-8613
dave.mcmullen@enersys.com
www.odysseyfactory.com
MIC Member Since: 2005
Years in Business: 53
Products and Services: Batteries

OPTIMUM POWER TECHNOLOGIES, INC.

Cindy Uziel
South Pittsburg Technology Pk.
3117 Washington Pike
Bridgeville, PA 15017-1496
(412) 257-9070, ext. 2272
Fax: (412) 257-9011
cmu@optimum-power.com
www.optimum-power.com
MIC Member Since: 1996
Years in Business: 17
Products and Services: Engine simulation products and engine management conversion systems

P

PACIFIC POWERSPORTS, INC.

Brian Cornelius
38340-F Innovation Ct., # 609
Murrieta, CA 92563
(951) 698-7878
Fax: (951) 698-7588
brianempire@yahoo.com
www.quadworks.net
MIC Member Since: 2002
Years in Business: 7
Products and Services: Carburetors and parts, filters

PIAA CORP. USA

Gordon Robertson
3004 N E 181st Ave.
Portland, OR 97230
(800) 525-7422
Fax: (503) 643-9144
gordonr@piala-usa.com
www.piala.com
MIC Member Since: 2001
Years in Business: 46
Products and Services: Lights

PIRELLI TIRE NA, LLC

Scott Griffin
100 Pirelli Dr.
Rome, GA 30161
(706) 368-5826
Fax: (706) 368-5879
scott.griffin@pirelli.com
www.pirelli.com
MIC Member Since: 2000
Years in Business: 26
Products and Services: Motorcycle tires

PJ1 / PJH BRANDS

PJ Harvey
8747 E Via De Commercio
Scottsdale, AZ 85258
(480) 991-8002
Fax: (480) 998-4838
pjhbrands@aol.com
www.pj1.com
MIC Member Since: 1990
Years in Business: 36
Products and Services: Lubricants, chemicals & paints

POWERTRAIN ELECTRONICS, LLC

David Darge
6600 Toro Creek Rd.
Atascadero, CA 93422
(805) 466-5252
Fax: (805) 466-5292
darge@powertrain.net
www.powertrain.net
MIC Member Since: 2007
Years in Business: 6
Products and Services: Air/ fuel ratio analyzers, superchargers, engine calibration

PRO-ONE PERFORMANCE MFG., INC.

Steve Seidner
2700 Melbourne Ave.
Pomona, CA 91767
(909) 445-0900
Fax: (909) 445-0096
T651@aol.com
www.pro-one.com
MIC Member Since: 2006
Years in Business: 20
Products and Services: Multi-line motorcycle parts and accessories

R

REV'IT! SPORT USA, LLC

Jordan Levitt
275 Conover St., 5P
Brooklyn, NY 11231
(888) 681-0180
Fax: (646) 607-2274
jlevitt@revitusa.com
www.revitusa.com
MIC Member Since: 2008
Years in Business: 5
Products and Services: Motorcycle apparel

RMA PARTS LLC

Christopher Ibbotson
3 West End Ave.
Old Greenwich, CT 06870
(203) 979-7155
Fax: (800) 871-3167
christopher@rmaparts.com
www.rmasprockets.com
MIC Member Since: 2006
Years in Business: 6
Products and Services: Sprockets

ROADLOK SECURITY

Adam Xavier
126 Sprague Ave.
Middletown, NY 10940
(845) 343-5191
Fax: (845) 343-5212
axavier@roadlok.com
www.roadlok.com
MIC Member Since: 2008
Years in Business: 3
Products and Services: Motorcycle security systems

ROBISON'S, INC.

Todd Tueller
925 Turnbull Dr.
Idaho Falls, ID 83401
(208) 523-7373
Fax: (208) 523-7390
joerocket@joerocket.com
www.joerocket.com, www.power-trip.com,
www.rapidtransit.com
MIC Member Since: 2000
Years in Business: 40
Products and Services: Apparel and accessories

S

S & S CYCLE, INC.

Michael Scaletta
235 Causeway Blvd.
La Crosse, WI 54603
(608) 627-0312
Fax: (608) 627-0766
mscaletta@sscycycle.com
www.sscycycle.com
MIC Member Since: 1998
Years in Business: 51
Products and Services: Engines

SADDLEMEN

Tom Seymour
17801 S Susana Rd.
Rancho Dominguez, CA 90221
(310) 638-1222, ext. 204
Fax: (310) 761-1234
tom.seymour@saddlemen.com
www.saddlemen.com
MIC Member Since: 1990
Years in Business: 22
Products and Services: Saddle bags, tank bags, seats and parts

SAMSON MOTORCYCLE PRODUCTS, INC.

Kenny Price
655 Tamarack Ave.
Brea, CA 92821
(714) 518-2480
Fax: (714) 518-2466
kenny@samsonusa.com
www.samsonusa.com,
www.shogunexhaust.com,
www.caliberexhaust.com
MIC Member Since: 1998
Years in Business: 18
Products and Services: Exhaust systems

SCANDINAVIAN BRAKE SYSTEMS A/S

Christel Munk Pedersen
Kuopiovej 11
Svendborg, DK-5700 Denmark
+45 6321 1515
Fax: +45 6321 1595
cmp@sbs.dk
www.sbs.dk
MIC Member Since: 1997
Years in Business: 45
Products and Services: Brakes and parts

SCORPION SPORTS INC.

Eric Anderson
25921 Atlantic Ocean Dr.
Lake Forest, CA 92630
(949) 768-5517
Fax: (949) 768-5495
eric@scorpionusa.com
www.scorpionusa.com
MIC Member Since: 2003
Years in Business: 6
Products and Services: Helmets

SCOTT USA

Scott Watanabe
PO Box 2030
Sun Valley, ID 83353
(208) 622-1000, ext. 1058
Fax: (208) 622-1005
swatanabe@scottusa.com
www.scottusa.com
MIC Member Since: 1977
Years in Business: 52
Products and Services: Goggles/sunglasses, boots, grips

SHOEI SAFETY HELMET CORP.

Hiro Mizushima
3002 Dow Ave., Suite 128
Tustin, CA 92780
(714) 730-0941, ext. 108
Fax: (714) 730-0942
hiromizushima@shoei.com
www.shoei-helmets.com
MIC Member Since: 1995
Years in Business: 41
Products and Services: Helmets

SILENT SPORT N.A., INC.

Kerry Bryant
1240 N Simon Cir., Unit # G/H
Anaheim, CA 92806
(714) 630-2386
Fax: (714) 630-2422
kbryantareap@sbcglobal.net
www.silentport.com
MIC Member Since: 2001
Years in Business: 30
Products and Services: Muffler packing material

SMITH OPTICS

Mark Phares
PO Box 2999
Ketchum, ID 83340-2999
(888) 484-5731
Fax: (949) 218-9482
mphares@smithoptics.com
www.smithoptics.com
MIC Member Since: 2004
Years in Business: 44
Products and Services: Goggles/sunglasses, grips

SPARX HELMETS

Connie Hong
2830 N Ontario St.
Burbank, CA 91504
(818) 526-7771
Fax: (818) 526-7766
connie.hong@sparxhelmets.com
www.sparxhelmets.com
MIC Member Since: 2007
Years in Business: 2
Products and Services: Helmets

SPECIALTY SPORTS LIMITED

Chris Hayes
532 Wolverine St
Rockford, MI 49341
(616) 866-3722, ext. 12
Fax: (616) 866-1119
chayes@ssltd.org
www.teknicgear.com,
www.coldwavesnowwear.com
MIC Member Since: 1996
Years in Business: 17
Products and Services: Riding apparel,
saddle bags, tank bags

STARFIRE SYSTEMS, INC.

Adam Stiles
10 Hermes Rd.
Malta, NY 12020
(518) 899-9336
Fax: (518) 899-7198
stilesa@starfiresystems.com
www.starfiresystems.com
MIC Member Since: 2006
Years in Business: 21
Products and Services: Brakes, rotors

SUNNEX, INC.

Richard Ohigashi
700 Watkins Glen Dr.
Franklin, OH 45005
(937) 743-9049, ext. 1333
Fax: (937) 743-9069
rohigashi@sunnexinc.com
www.sunstar-mc.com
MIC Member Since: 1981
Years in Business: 63
Products and Services: Brakes and parts,
sprockets

SUPERTRAPP INDUSTRIES, INC.

Kevin Berger
4540 W 160th St.
Cleveland, OH 44135
(216) 265-8400
Fax: (216) 265-0130
kberger@supertrapp.com
www.supertrapp.com
MIC Member Since: 1999
Years in Business: 27
Products and Services: Exhaust systems

T

TEAM INDUSTRIES

Steve Fagerlie
18880 Dan St.
Detroit Lakes, MN 56501
(218) 847-9582
Fax: (218) 847-1052
stevefagerlie@team-ind.com
www.team-ind.com
MIC Member Since: 2000
Years in Business: 42
Products and Services: ATV attachments,
belt drives, clutches and parts

TECH M3, INC.

(DBA RAYGUN TECHNOLOGY)

Michael Vaughan
1281 Activity Dr.
Vista, CA 92081
(678) 416-2258, ext. 203
Fax: (760) 755-7509
mvaughan@rayguntechnology.com
www.rayguntechnology.com
MIC Member Since: 2008
Years in Business: 1
Products and Services: Brake rotors and
brake pads

TIFORCE JAPAN CO., LTD.

Toshi Suzuki
8160-1, Kou-cho
Suzuka City, Mie 513-0836
Japan
+81 593 70 1881
Fax: +81 593 70 1882
suzuki@tiforce.co.jp
www.tiforce.com
MIC Member Since: 2003
Years in Business: 26
Products and Services: Off-highway exhaust
systems

TORCO INTERNATIONAL CORPORATION

Olivia Tanson
10652 Bloomfield Ave.
Santa Fe Springs, CA 90670
(562) 906-2120
Fax: (562) 906-2130
otanson@torcousa.com
www.torcousa.com
MIC Member Since: 1975
Years in Business: 59
Products and Services: Lubricants

TWO BROTHERS RACING, INC.

Jeff Whitten
401 S. Grand Ave.
Santa Ana, CA 92705
(714) 550-6070, ext. 102
Fax: (714) 550-9249
jeff@twobros.com
www.twobros.com
MIC Member Since: 2007
Years in Business: 24
Products and Services: Exhaust systems and
accessories

U

UNI FILTER, INC.

Tom Gross
1468 S Manhattan Ave.
Fullerton, CA 92831
(714) 535-6933
Fax: (714) 535-6927
tgross@unifilter.com
www.unifilter.com
MIC Member Since: 1975
Years in Business: 39
Products and Services: Filters

UNISON MOTORS

Evonne Lai
16438 Valley Blvd.
La Puente, CA 91744
(626) 401-3888
Fax: (626) 387-5452
elai@hotaglobal.com
www.unisonmotors.com
MIC Member Since: 2007
Years in Business: 6
Products and Services: ATVs, parts and
accessories

UNIVANCE CORPORATION

Kensuke Tani
2418 Washizu
Kosa City, Shizuoka Prefecture 431-0494
Japan
+81 53 576 2440
Fax: +81 53 576 1990
kensuke.tani@champ.uvc.co.jp
www.uvc.co.jp
MIC Member Since: 2006
Years in Business: 10
Products and Services: Front differentials
for ATVs

U.S. KUSHITANI, INC.

Mike Ngo
4059 Lincoln Blvd. #E
Marina Del Rey, CA 90292
(310) 823-9111
Fax: (310) 823-9112
mike@kushitani.com
www.kushitani.com
MIC Member Since: 2008
Years in Business: 20
Products and Services: Racing suits, jackets,
gloves, boots, and back protectors

V**VERLICCHI NORTH AMERICA INC.**

Maurizio Ballicu
 3705 Latrobe Dr., Suite #350
 Charlotte, NC 28211
 (704) 365-3230
 Fax: (704) 365-3231
 mballicu@verlicchinorthamerica.com
 www.verlicchi.it
MIC Member Since: 2008
Years in Business: 10
Products and Services: Original equipment components

VESRAH CO., INC.

Art Fujii
 221 N La Salle St., Suite 1108
 Chicago, IL 60601
 (312) 984-5053
 Fax: (312) 984-5057
 fujii@vesrah.com
 www.vesrah.com
MIC Member Since: 2005
Years in Business: 59
Products and Services: Multi-line parts and accessories

VINCENT MOTORS USA

Bernard Li
 2251 San Diego Ave., Suite B-110
 San Diego, CA 92110
 (858) 759-5691
 Fax: (858) 759-5699
 bernardli@vincentmotors.com
 www.vincentmotors.com
MIC Member Since: 1999
Years in Business: 12
Products and Services: Riding apparel

W**WIND TRADING S.R.L.**

John Boni
 Via Dismano 114/G
 Ravenna 48100
 Italy
 +39 3353 07775
 Fax: +39 0544 64024
 windtrading@windtrading.it
 www.windtrading.it
MIC Member Since: 2008
Years in Business: 26
Products and Services: Motorcycle apparel, protectors, and footwear

WISECO PISTON, INC.

Ralph Johnston
 7201 Industrial Park Blvd.
 Mentor, OH 44060
 (440) 951-6600, ext. 3120
 Fax: (440) 951-6600
 rjohnston@wiseco.com
 www.wiseco.com
MIC Member Since: 1996
Years in Business: 68
Products and Services: Clutches and parts, covers, engine components, gaskets and parts

X**XTREME REVOLUTION, INC.**

Rob Benson
 10625-D Scripps Ranch Blvd.
 San Diego, CA 92131-1012
 (858) 566-5788
 Fax: (858) 566-5788
 rob@xtremerevolution.com
 www.XtremeRevolution.com
MIC Member Since: 2008
Years in Business: 7
Products and Services: Fairings, fenders, side covers, air intakes, floorboards

Y**YOSHIMURA R & D OF AMERICA, INC.**

Brant Russell
 5420 Daniels St., Suite A
 Chino, CA 91710
 (909) 628-4722, ext. 400
 Fax: (909) 691-2198
 theconduit@mac.com
 www.yoshimura-rd.com
MIC Member Since: 1994
Years in Business: 55
Products and Services: Motorcycle & ATV exhaust systems

YUASA BATTERY, INC.

Keith Ordemann
 2901 Montrose Ave.
 Laureldale, PA 19605
 (610) 929-5781, ext. 113
 Fax: (610) 568-1123
 ordemannk@yuasainc.com
 www.yuasabatteries.com
MIC Member Since: 1976
Years in Business: 30
Products and Services: Batteries/chargers

Advertising & Public Relations Agencies

A

ACORN WOODS COMMUNICATIONS

Owen Provence
542 Hopmeadow St., # 177
Simsbury, CT 06070
(860) 653-5300
Fax: (860) 653-5300
owen@acorn-woods.com
www.acorn-woods.com
MIC Member Since: 2007
Years in Business: 4
Products and Services: Communications, media and public relations, marketing services

ARRAS GROUP

Mark Taylor
50 Public Square, Suite 444
Cleveland, OH 44113
(216) 621-1601
Fax: (216) 377-1919
mtaylor@arrasgroup.com
www.arrasgroup.com
MIC Member Since: 2008
Years in Business: 17
Products and Services: Advertising, public relations, marketing, communications

B

BRANDWARE PUBLIC RELATIONS

Elke Martin
8237 Dunwoody Pl., Suite 200
Atlanta, GA 30350
(770) 649-0880
Fax: (770) 649-0820
emartin@brandwaregroup.com
www.brandwaregroup.com
MIC Member Since: 2002
Years in Business: 79
Products and Services: Market research, brand development, public relations

C

CALIBER MEDIA GROUP

Mark Senefsky
20250 SW Acacia, Suite 220
Newport Beach, CA 92660
(949) 266-2852
Fax: (949) 250-4616
mark@calibermg.com
www.calibermediagroup.com
MIC Member Since: 2007
Years in Business: 8
Products and Services: Marketing strategies and communications, creative and design services, Internet/web based services, public relations

D

DAILEY & ASSOCIATES

Steve Mitchell
8687 Melrose Ave.
West Hollywood, CA 90069
(310) 360-3745
Fax: (310) 360-0782
smitchell@daileyads.com
www.daileyads.com
MIC Member Since: 1999
Years in Business: 40
Products and Services: Advertising, public relations

DENTSU NEXT

Carlo Tresser
6 Risero Dr.
Mission Viejo, CA 92692
(310) 586-5600
Fax: (310) 586-5894
ctresser@dentsunext.com
www.dentsu.com
MIC Member Since: 1999
Years in Business: 9
Products and Services: Advertising, communications, Internet services, market research/market analysis

DESIGNWORKS

Matthew Combs
3724 Atlantic Ave.
Long Beach, CA 90807
(562) 424-2722
Fax: (562) 424-3422
mcombs@need-ads.com
www.need-ads.com
MIC Member Since: 2007
Years in Business: 19
Products and Services: Marketing, advertising, design, public relations

F

FREEMAN / MCCUE PUBLIC RELATIONS

Doug Freeman
16271 Laguna Canyon Rd., Suite 240
Irvine, CA 92618
(714) 557-3663
Fax: (714) 557-6690
d.freeman@freemanmccue.com
www.freemanmccue.com
MIC Member Since: 2000
Years in Business: 30
Products and Services: Public relations, communications

G

G-FORCE STRATEGIC MARKETING, INC.

Scott Goodwin
24 Via Jenifer
San Clemente, CA 92673
(949) 361-6636
Fax: (949) 361-6676
scott@gforcesm.com
www.gforcesm.com
MIC Member Since: 2007
Years in Business: 8
Products and Services: Advertising, graphic design, public relations, media planning, web design

GOLIN / HARRIS

Lyndsey Payzant
601 W 5th St., 4th Fl.
Los Angeles, CA 90071
(213) 438-8753
Fax: (213) 627-3887
lpayzant@golinharris.com
www.golinharris.com
MIC Member Since: 1998
Years in Business: 53
Products and Services: Public relations

K

KAVICH REYNOLDS PRODUCTIONS, INC.

John Reynolds
6381 Hollywood Blvd., Suite 580
Hollywood, CA 90028
(323) 466-2490
Fax: (323) 466-3655
johnreynolds@kavichreynolds.com
www.kavichreynolds.com
MIC Member Since: 1999
Years in Business: 27
Products and Services: Production, advertising

M

MARSHALL ADVERTISING & DESIGN, INC.

Michael Kula
2729 Bristol St., Suite 100
Costa Mesa, CA 92626
(714) 545-5757
Fax: (714) 327-1917
m.kula@marshallad.com
www.marshallad.com
MIC Member Since: 2003
Years in Business: 22
Products and Services: Advertising, public relations

M

O'LEARY & PARTNERS

Bruce Barta
5000 Birch St., Suite 1000
Newport Beach, CA 92660
(949) 224-4033
Fax: (949) 833-9155
bbarta@adagency.com
www.adagency.com
MIC Member Since: 2008
Years in Business: 25
Products and Services: Advertising, public relations

P

PAINE PR, INC.

Elizabeth Perry
19000 MacArthur Blvd., 8th Floor
Irvine, CA 92612
(949) 809-6740
Fax: (949) 809-6741
eperry@painpr.com
www.painepr.com
MIC Member Since: 1994
Years in Business: 22
Products and Services: Advertising, public relations

Q**QUESTUS, INC.**

Keyvan Hajjani
 One Beach St., Suite 103
 San Francisco, CA 94133
 (415) 677-5722
 Fax: (415) 677-9517
 keyvan@questus.com
 www.questus.com
MIC Member Since: 2007
Years in Business: 10
Products and Services: Interactive marketing, research

S**SCHIEFER MEDIA, INC.**

Gary Bryson
 3608 Alta Vista Dr.
 Fallbrook, CA 92028
 (760) 723-3118
 Fax: (760) 723-3157
 gary@brysoncomm.com
 www.schiefermedia.com
MIC Member Since: 1999
Years in Business: 24
Products and Services: Advertising, creative, public relations, branded entertainment, marketing strategy

T**THE BOYER SYNDICATE, INC.**

Mark Boyer
 1800 Century Pk. E Suite 600
 Century City, CA 90067
 (310) 229-5956
 Fax: (310) 455-1817
 mark@boyersyn.com
 www.boyersyn.com
MIC Member Since: 2000
Years in Business: 13
Products and Services: Marketing and corporate communications

THE CREATIVE WORKS

Jake Klingensmith
 151 Kalmus Dr., Suite J7
 Costa Mesa, CA 92626
 (714) 546-2088
 Fax: (714) 546-2087
 jake@thecreativeworks.com
 www.thecreativeworks.com
MIC Member Since: 1997
Years in Business: 21
Products and Services: Advertising, graphic design

THE INTEGER GROUP

Mike Manion
 7245 W Alaska Dr.
 Lakewood, CO 80226
 (303) 393-3032
 Fax: (303) 393-3710
 mmanion@integergroup.com
 www.integer.com
MIC Member Since: 2008
Years in Business: 6
Products and Services: Marketing, retail public relations, advertising

THE MCPETERS COMPANY**PUBLIC RELATIONS**

Robyn McPeters
 2074 Galisteo, Suite B4
 Santa Fe, NM 87505
 (505) 982-1428
 Fax: (505) 982-3086
 mcpetersco@aol.com
MIC Member Since: 2000
Years in Business: 17
Products and Services: Advertising, public relations

THE PLUMMER MENAPACE GROUP

Richard Menapace Jr.
 44 Sheffield Ct.
 Collegeville, PA 19426
 (610) 917-9010
 Fax: (610) 917-9011
 Rick@PMGrp.us
MIC Member Since: 1998
Years in Business: 15
Products and Services: Advertising, public relations

V**VELOCITY, INC.**

Robert Hudephol Jr.
 1020 James Dr., Suite 101
 Leesport, PA 19533
 (484) 248-1081
 Fax: (484) 248-1055
 rob@velocityinc.com
 www.velocityinc.com
MIC Member Since: 2005
Years in Business: 13
Products and Services: Advertising, Internet services, market research/market analysis, public relations

VREEKE & ASSOCIATES, INC.

Kenneth Vreeke
 250 Easy St., Suite 3
 Simi Valley, CA 93065
 (805) 584-6680, ext. 101
 Fax: (805) 584-6687
 kvreeke@vreeke.com
MIC Member Since: 2007
Years in Business: 30
Products and Services: Advertising, public relations, consulting, marketing

Insurance, Finance & Investment Services

A

AIG AGENCY AUTO

Stothard Deal
13010 Morris Rd., Suite 600
Alpharetta, GA 30004
(877) 244-4288, ext. 64162
Fax: (866) 362-7904
john_stoddart@mindspring.com
www.aig4.com
MIC Member Since: 2003
Years in Business: 30
Products and Services: Insurance

ALLSTATE INSURANCE

Jeff May
2775 Sanders Rd.
Northbrook, IL 60062
(847) 402-2913
Fax: (847) 326-7511
jmayv@allstate.com
www.allstate.com, www.allstategarage.com
MIC Member Since: 2001
Years in Business: 78
Products and Services: Insurance

AMERICAN MODERN INSURANCE GROUP

Steve Mackie
7000 Midland Blvd.
Amelia, OH 45102
(513) 947-5394
Fax: (513) 947-4172
SMackie@amig.com
www.amig.com
MIC Member Since: 2000
Years in Business: 70
Products and Services: Insurance

ASSURANT SOLUTIONS

Jimmy Atkinson
260 Interstate North Cir. SE
Atlanta, GA 30339
(770) 763-1833
Fax: (770) 859-4090
jimmy.atkinson@assurant.com
www.assurantsolutions.com/arvs
MIC Member Since: 2006
Years in Business: 27
Products and Services: Finance and insurance services, extended service contracts, education and training, consulting, 20 clubs

B

BANC OF AMERICA SECURITIES

Ravi Trivedi
9 W 57th St., 30th Floor
New York, NY 10019
(212) 847-6189
ravi.trivedi@bofasecurities.com
www.bofasecurities.com
MIC Member Since: 1999
Years in Business:
Products and Services: Equity research

BMO CAPITAL MARKETS

Edward Williams
3 Times Square, 26th Floor
New York, NY 10036
(212) 885-4054
Fax: (212) 885-4080
edward.s.williams@bmo.com
www.harrisnesbitt.com
MIC Member Since: 2004
Years in Business: 125
Products and Services: Investment, banking services

BUSINESS APPRAISAL SERVICES, LLC

Jeffrey Brewster
17050 Candleberry Ln.
Yorkville, IL 60560
(630) 698-6401
Fax: (630) 717-8170
jbrewster@businessappraisalservices.com
www.businessappraisalservices.com
MIC Member Since: 2007
Years in Business: 11
Products and Services: Investment services

C

CREDIT SUISSE SECURITIES LLC

Rodny Nacier
11 Madison Ave.
New York, NY 10010
(212) 538-8046
rodny.nacier@credit-suisse.com
www.credit-suisse.com
MIC Member Since: 2000
Years in Business: 16
Products and Services: Investment services

D

DEALERS DIVERSIFIED SYSTEMS, INC.

P. Nick Trost
660 Griswold, Suite 100
Northville, MI 48167
(888) 999-6860
Fax: (248) 735-5549
ntrost@dealersresources.com
www.pppcoverage.com
MIC Member Since: 1994
Years in Business: 27
Products and Services: Service contracts

F

FARMERS GROUP INC,

Joe Venturella
PO Box 2450
Grand Rapids, MI 49501-2450
(616) 956-3627
Fax: (616) 956-4917
Joe.Venturella@foremost.com
www.foremost.com
MIC Member Since: 2001
Years in Business: 57
Products and Services: Insurance

FIRST EXTENDED SERVICE CORP.

Stephen Amos
1345 River Bend Dr., Suite 200
Dallas, TX 75247
(800) 527-3448, ext. 300
Fax: (214) 965-9079
www.firstextended.com
MIC Member Since: 2000
Years in Business: 34
Products and Services: Service contracts

FTN-MIDWEST RESEARCH

James Hardiman
1301 E 9th St., Suite 3232
Cleveland, OH 44114
(216) 592-1921
Fax: (216) 592-1799
james.hardiman@ftnmidwest.com
www.midwestresearch.com
MIC Member Since: 2003
Years in Business: 13
Products and Services: Investment research

G

GE COMMERCIAL DISTRIBUTION FINANCE (INCLUDES GE CONSUMER FINANCE)

Paul Puma
4 Park Plaza, Suite 2000
Irvine, CA 92614
(949) 225-2045
Fax: (949) 476-5078
paul.r.puma@ge.com
www.gecdf.com
MIC Member Since: 1985
Years in Business: 34
Products and Services: Financial services

GEICO MOTORCYCLE

Kirk La
1345 Perimeter Pkwy.
Virginia Beach, VA 23456
(757) 233-6061
kla@geico.com
www.geico.com
MIC Member Since: 2006
Years in Business: 31
Products and Services: Insurance, financing

H

HSBC RETAIL SERVICES

Kevin Walsh
26525 N. Riverwoods Blvd.
Mettawa, IL 60045
(224) 544-6195
Fax: (847) 205-7400
kevin.p.walsh@us.hsbc.com
www.hsbcusa.com
MIC Member Since: 2004
Years in Business: 21
Products and Services: Financial, banking services

J

JPMORGAN CHASE

Dara Mohsenian
383 Madison Ave.
32nd Floor
New York, NY 10179
(212) 622-6542
Fax: (212) 622-0122
dara.mohsenian@jpmorgan.com
www.jpmorgan.com
MIC Member Since: 2008
Years in Business: 9
Products and Services: Equity research firm

K

K & K INSURANCE GROUP, INC.

Sheila Morton
1712 Magnavox Wy.
Fort Wayne, IN 46804
(866) 554-4636
Fax: (260) 459-5800
sheila_morton@kandkinsurance.com
www.kandkinsurance.com
MIC Member Since: 2001
Years in Business: 56
Products and Services: Insurance

KEYBANC CAPITAL MARKETS, INC.

Scott Hamann
800 Superior Ave.
OH-01-02-1772
Cleveland, OH 44114
(216) 563-2137
Fax: (216) 443-2304
shamann@keybanccm.com
www.key.com
MIC Member Since: 2008
Years in Business: 1
Products and Services: Market and equity research

L

LEONARD GREEN & PARTNERS, L.P.

Alyse Wagner
11111 Santa Monica Blvd., Suite 2000
Los Angeles, CA 90025
(310) 954-0434
Fax: (310) 954-0404
wagner@leonardgreen.com
www.leonardgreen.com
MIC Member Since: 2007
Years in Business: 20
Products and Services: Equity investment

M

MARKEL AMERICAN INSURANCE COMPANY

Audrey Hanken
PO Box 906
Pewaukee, WI 53072-0906
(262) 548-9880, ext. 3371
Fax: (262) 544-4443
ahanken@markelcorp.com
www.markelamerican.com,
www.markelinsuresfun.com
MIC Member Since: 1999
Years in Business: 40
Products and Services: Insurance

MERRICK BANK

Scott Anderson
10705 S Jordan Gtwy., # 200
South Jordan, UT 84095
(801) 545-6614
Fax: (801) 545-6123
scott.anderson@merrickbank.com
www.merrickbank.com
MIC Member Since: 2007
Years in Business: 12
Products and Services: Financial, investment services

MERRILL LYNCH LEISURE RESEARCH

Amanda Bryant
250 Vesey St.
4 World Financial Center, Fl. 20
New York, NY 10080
(212) 449-2922
Fax: (866) 303-0812
amanda_bryant@ml.com
www.ml.com
MIC Member Since: 2000
Years in Business: 95
Products and Services: Equity research, financial, investment services

MOTORCYCLE INDUSTRY CONSULTING SERVICES, LLC

Ed Lemco
217 Strand St.
Frederiksted, St.Croix 00840
Virgin Islands, U.S.
(340) 719-8591
Fax: (340) 719-8593
edlemco@aol.com
www.edlemco.com
MIC Member Since: 2006
Years in Business: 6
Products and Services: Financial services, consulting to retail dealers

N

NATIONWIDE INSURANCE

Brandy Omundson
1100 Locust St., Dept. 4115
Des Moines, IA 50391
(515) 508-6306
Fax: (515) 508-4401
omundsb1@nationwide.com
www.nationwide.com
MIC Member Since: 2004
Years in Business: 83
Products and Services: Insurance

P

PROGRESSIVE INSURANCE

Marcy Gray
300 North Commans Blvd.
OHW 91
Mayfield Village, OH 44143
(440) 395-7409
Fax: (440) 395-7445
marcy_gray@progressive.com
www.progressive.com
MIC Member Since: 1986
Years in Business: 72
Products and Services: Insurance

PROTECTIVE

Chris Lange
14755 N Outer Forty Dr., Suite 400
Chesterfield, MO 63017
(800) 328-8690, ext. 105
Fax: (952) 807-0205
chris.lange@protective.com
www.protective.com
MIC Member Since: 2000
Years in Business: 102
Products and Services: Insurance and investment services

R

RAYMOND JAMES & ASSOCIATES, INC.

Joe Hovorka
3414 Peachtree Rd. NE, Suite 850
Atlanta, GA 30326
(404) 442-5863
Fax: (404) 233-0768
joseph.hovorka@raymondjames.com
www.raymondjames.com
MIC Member Since: 2001
Years in Business: 47
Products and Services: Financial services

RBC CAPITAL MARKETS / DAIN RAUSCHER

Paul Burton
1200 Seventeenth St., #2200
Denver, CO 80207
(303) 595-1164
Fax: (303) 595-1214
paul.burton@rbccm.com
www.rbccm.com
MIC Member Since: 2002
Years in Business: 140
Products and Services: Banking services

RON COWLES STATE FARM AGENCY

Ron Cowles
1341 Pacheco St.
Santa Fe, NM 87505
(505) 982-3604
Fax: (505) 820-0430
ron@rjcowles.com
www.statefarm.com
MIC Member Since: 2000
Years in Business: 39
Products and Services: Insurance

RPMONE

Roslyn Smith
4495 Military Trail, Suite 207
Jupiter, FL 33458
(561) 741-4447
Fax: (561) 741-4449
marketing@rpmone.com
www.rpmone.com
MIC Member Since: 2002
Years in Business: 9
Products and Services: Finance, insurance

S

SAFECO INSURANCE COMPANY

Robert Enna
14123 Denver West Pkwy.
Golden, CO 80401
(720) 497-9454
Fax: (720) 497-9495
bobenn@safeco.com
www.safeco.com
MIC Member Since: 2002
Years in Business: 86
Products and Services: Insurance

SENTRY INSURANCE / DAIRYLAND CYCLE INSURANCE

Pete Anhalt
1800 N Point Dr.
Stevens Point, WI 54481
(715) 346-7974
Fax: (715) 346-7266
pete.anhalt@sentry.com
www.dairylandcycle.com
MIC Member Since: 2007
Years in Business: 104
Products and Services: Insurance

U

U.S. INSURANCE SERVICES, INC.

Blair Fox
PO Box 47000
Jacksonville, FL 32247-7000
(904) 680-0530, ext. 228
Fax: (904) 396-5920
bfox@us-insurance.com
www.us-insurance.com
MIC Member Since: 1998
Years in Business: 37
Products and Services: Insurance

UBS

Robin Farley
1285 Avenue of the Americas
10th Floor
New York, NY 10019
(212) 713-2060
Fax: (212) 713-3801
robin.farley@ubs.com
www.ubs.com
MIC Member Since: 2001
Years in Business: 11
Products and Services: Financial, investment services

W

WACHOVIA CAPITAL MARKETS

Timothy Conder
1 N Jefferson Ave.
Saint Louis, MO 63103
(314) 955-5743
Fax: (314) 955-7614
tim.conder@wachovia.com
www.wachovia.com
MIC Member Since: 1999
Years in Business: 122
Products and Services: Financial, investment services

WILLIAM BLAIR & CO., LLC

Sharon Zackfia
222 W Adams St.
Chicago, IL 60606
(312) 364-5386
Fax: (312) 236-1330
szackfia@williamblair.com
www.williamblair.com
MIC Member Since: 2000
Years in Business: 75
Products and Services: Financial, investment services

WIND POINT PARTNERS

Nathan Brown
676 N Michigan Ave., Suite 3700
Chicago, IL 60611
(312) 255-4811
Fax: (312) 255-4820
nab@wppartners.com
www.wppartners.com
MIC Member Since: 1998
Years in Business: 25
Products and Services: Equity investment

Z

ZURICH DIRECT UNDERWRITERS

Nancy Wilson
7045 College Blvd.
Overland Park, KS 66204
(913) 339-1294
Fax: (913) 906-2131
nancy.wilson@zurichna.com
www.zurichna.com/zdu
MIC Member Since: 2004
Years in Business: 87
Products and Services: Insurance

Publications/Media

A

ADVANSTAR COMMUNICATIONS

Tracy Harris
The Powersports Group
201 Sandpointe Ave., Suite 600
Santa Ana, CA 92707-8700
(714) 513-8478
tharris@advanstar.com
www.teampowersports.com,
www.dealerepo.com,
www.bigwinwest.com
MIC Member Since: 1975
Years in Business: 44
Products and Services: Dealernews, 2Wheel
Tuner, trade show producers

AFFINITY MEDIA

Steve Schiffman
6420 Sycamore Ln. N Suite 100
Maple Grove, MN 55369
(763) 383-4420
sschiffman@affinitygroup.com
www.powersportsbusiness.com
MIC Member Since: 1995
Years in Business: 29
Products and Services: American Rider,
ATV Magazine, ATV Magazine TV, ATV
Sport, ATV Sport TV, Cruising Rider, Rider,
Powersports Business

AUTODATA PUBLICATIONS INC.

Richard Gunderson
6301 Bandel Rd. NW, Suite 403
Rochester, MN 55901-8661
(507) 285-4803
Fax: (507) 285-3131
richard@autodatapubs.com
www.autodatapubs.com
MIC Member Since: 2003
Years in Business: 34
Products and Services: Motorcycle Technical
Data and Labor Guide

B

BLACK BOOK

Ricky Beggs
PO Box 758
Gainesville, GA 30503
(770) 533-5221
Fax: (800) 387-0607
rbeggs@blackbookusa.com
www.blackbookusa.com
MIC Member Since: 1998
Years in Business: 54
Products and Services: Black Book AMA
Official Motorcycle & Powersports Value
Guide

C

CLYMER REPAIR MANUALS

Matt Tusken
9800 Metcalf Ave.
Overland Park, KS 66212
(913) 967-1984
Fax: (913) 967-1901
mtusken@clymer.com
www.clymer.com
MIC Member Since: 1980
Years in Business: 108
Products and Services: Repair manuals

CYCLE WORLD MAGAZINE

Larry Little
1499 Monrovia Ave.
Newport Beach, CA 92663
(949) 720-5359
Fax: (949) 631-0651
llittle@hfmus.com
www.cycleworld.com
MIC Member Since: 1976
Years in Business: 47
Products and Services: Cycle World
Magazine

D

DEALERWORLD INC.

Chris McGee
1601 Pacific Coast Hwy., #290
Hermosa Beach, CA 90254
(310) 698-0830
Fax: (310) 698-0701
chris@dealer-world.com
www.dealer-world.com
MIC Member Since: 2005
Years in Business: 16
Products and Services: American
Motorcycle Dealer, Dealer World

DON EMDE PUBLICATIONS, INC.

Don Emde
92 Argonaut, Suite 160
Aliso Viejo, CA 92656
(949) 215-4780, ext. 206
Fax: (949) 215-9042
don@partsmag.com
www.partsmag.com
MIC Member Since: 1990
Years in Business: 19
Products and Services: Parts Magazine, Drag
Specialties Magazine

H

HAYNES MANUALS, INC.

George Brueggeman
861 Lawrence Dr.
Newbury Park, CA 91320
(805) 498-6703
Fax: (805) 498-2867
georgebrueggeman@haynes.com
www.haynes.com
MIC Member Since: 1979
Years in Business: 48
Products and Services: Repair manuals

HI-TORQUE PUBLICATIONS, INC.

Roland Heinz
25233 Anza Dr.
Valencia, CA 91355
(661) 295-1910
Fax: (661) 295-1278
carrie@hi-torque.com
www.hi-torque.com
MIC Member Since: 1996
Years in Business: 39
Products and Services: Motocross Action,
Motocross Journal, 4Wheel ATV Action, Dirt
Bike, Dirtwheels

I

IGNITION 3, LLC

Dick Lague
2111 Cold Canyon Rd.
Calabasas, CA 91302
(818) 225-7335
Fax: (818) 225-7697
dick@ignition3.tv
www.ignition3.tv
MIC Member Since: 2005
Years in Business: 7
Products and Services: Video and TV
production, motorcycle programming

INDUSTRY SHOPPER PUBLISHING, INC.

Rick Campbell
PO Box 160
Gardnerville, NV 89410
(775) 782-0222
Fax: (775) 782-0266
rick@mimag.com
www.mimag.com, www.atv-industry.com
MIC Member Since: 1980
Years in Business: 28
Products and Services: Motorcycle Industry
Magazine, ATV Industry Magazine

K

KELLEY BLUE BOOK

Tricia DeBacker
PO Box 19691
Irvine, CA 92623
(949) 770-7704, ext. 8230
Fax: (949) 727-3400
debacker@kbb.com
www.kbb.com
MIC Member Since: 1985
Years in Business: 83
Products and Services: Kelly Blue Book-
Motorcycle, ATV Value Guide

M

MOTORCYCLE PRODUCT NEWS

Colleen Brouil
4130 Lien Rd.
Madison, WI 53704
(608) 249-0186
Fax: (608) 249-1153
colleen@mpnmag.com
www.mpnmag.com
MIC Member Since: 1976
Years in Business: 34
Products and Services: Motorcycle Product
News

N**N.A.D.A. APPRAISAL GUIDES**

Lenny Sims
 PO Box 7800
 Costa Mesa, CA 92628
 (800) 966-6232, ext. 235
 Fax: (714) 556-8715
 lsims@nadaguides.com
 www.nadaguides.com
MIC Member Since: 1986
Years in Business: 37
Products and Services: NADA Motorcycle/
 ATV Appraisal Guides

R**RACER X ILLUSTRATED**

Scott Wallenberg
 5241 N. Farrow St.
 Boise, ID 83713
 (208) 321-0037
 Fax: (661) 245-2421
 scottw@frazmtn.com
 www.racerxill.com
MIC Member Since: 2000
Years in Business: 11
Products and Services: Racer X, Road Racer
 X

S**SOURCE INTERLINK MEDIA**

John Cobb
 6420 Wilshire Blvd., 17th Floor
 Los Angeles, CA 92530
 (323) 782-2338
 Fax: (323) 782-2534
 john.cobb@sourceinterlinkmedia.com
 www.sourceinterlink.com
MIC Member Since: 2001
Years in Business: 60
Products and Services: Motorcyclist,
 Hot Bike, Baggers, Dirt Rider, ATV Rider,
 Motorcycle Cruiser, Sport Rider, Super Street
 Bike, Street Chopper, Hot Bike

SUSAN BUCK

Susan Buck
 43-08 39th Pl.
 Sunnyside, NY 11104
 (718) 392-4428
 susanbuck@aol.com www.susanbuck.com
MIC Member Since: 2002
Years in Business: 15
Products and Services: Consulting, commu-
 nications, advertising, public relations

T**TOY & HAULER BUSINESS MAGAZINE**

Mike Wieber
 PO Box 1416
 Broomfield, CO 80038
 (303) 469-0424
 Fax: (303) 469-5730
 mike@nbm.com
 www.nbm.com
MIC Member Since: 2007
Years in Business: 3
Products and Services: Toy & Hauler
 Business

W**WEBWORLD INTERNATIONAL, LLC**

Richard Korchak
 6506 Carrie Lynn Ct.
 Mount Airy, MD 21771-7616
 (301) 788-5439
 rick@webbikeworld.com
 www.webbikeworld.com
MIC Member Since: 2005
Years in Business: 8
Products and Services: Producer of
 webBikeWorld.com, motorcycle
 information source

Related Professional Services / Consulting

5

50 BELOW

John Schuldt
PO Box 16827
Duluth, MN 55816
(218) 720-4828
Fax: (218) 722-7546
john.schuldt@50below.com
www.50below.com
MIC Member Since: 2004
Years in Business: 12
Products and Services: Internet services, websites, online stores

A

ADP LIGHTSPEED

Adam Shiflett
5184 Wiley Post Way
Salt Lake City, UT 84116
(801) 519-7532
Fax: (801) 521-0329
adam_shiflet@adp.com
www.adplightspeed.com
MIC Member Since: 1986
Years in Business: 25
Products and Services: Computers/software consulting, consulting, dealer management systems/services, education and training

AGILITY ANALYTICS, INC.

Brett Herrmann
4 Jenner, Suite 190
Irvine, CA 92618
(949) 546-8111
Fax: (949) 546-8150
www.agilityanalytics.com
MIC Member Since: 2008
Years in Business: 5
Products and Services: Consulting, analysis, and software development to powersports industry

AMERICADE, INC.

William Dutcher
PO Box 2205
Glens Falls, NY 12801-2205
(518) 798-0858
Fax: (518) 798-0169
bill@tourexpo.com
www.tourexpo.com
MIC Member Since: 2007
Years in Business: 26
Products and Services: Producers of the American touring rally and TourExpo

ARI NETWORK SERVICES, INC.

Campion Jaques
11425 W. Lake Park Dr.
Milwaukee, WI 53224
(414) 973-4342
Fax: (414) 973-4620
jaques@arinet.com
www.arinet.com
MIC Member Since: 2002
Years in Business: 28
Products and Services: Electronic parts catalogs, website development/hosting, technology tools

AUDATEX, A SOLERA COMPANY

George Ramirez
15030 Avenue of Science, #100
San Diego, CA 92128
(858) 946-1441
george.ramirez@audatex.com
www.audatex.com
MIC Member Since: 2006
Years in Business: 3
Products and Services: Motorcycle estimating database, consulting and insurance services

B

BOAZ PAYMENT SYSTEMS

Matt Tanzy
1000 Holcomb Woods Pkwy. #136
Roswell, GA 30076
(678) 352-1629
Fax: (678) 819-0153
smtanzy@boazgroup.com
www.boazgroup.com
MIC Member Since: 1996
Years in Business: 13
Products and Services: Consulting, financing services

BRIDGEWORKS, INC.

Cheri Haganey
204 E 2nd Ave., Suite 118
San Mateo, CA 94401
(877) 295-7462 ext. 7
Fax: (650) 341-4711
cheri@bridgeworksinc.com
www.bridgeworks.com,
www.bikeshopft.com
MIC Member Since: 2006
Years in Business: 6
Products and Services: Multi-vendor catalog software

C

C-SYSTEMS SOFTWARE, INC.

Kathie Gentry
2201 Arlington Downs
Arlington, TX 76011
(800) 334-3114
Fax: (817) 649-3100
kgentry@csystemssoftware.com
www.csystemssoftware.com
MIC Member Since: 2004
Years in Business: 26
Products and Services: Computers/software consulting

CANADIAN INTERNATIONAL MOTORCYCLE SUPERSHOW

Bar Hodgson
8780 Baldwin St.
Ashburn, Ontario L0B 1A0
Canada
(905) 655-5403
Fax: (905) 655-3812
supersho@idirect.com
www.supershowevents.com
MIC Member Since: 2000
Years in Business: 32
Products and Services: Motorcycle shows producer

CLARITY RESEARCH, LLC

Mike Curtis
781 Cardinal Dr.
Brevard, NC 28712-4227
(828) 862-4886
Fax: (828) 862-6509
mcurtis@clarityresearch.net
www.clarityresearch.net
MIC Member Since: 2006
Years in Business: 5
Products and Services: Powersports market research

CLARK J. VITULLI

Clark Vitulli
2708 Shawnee Way
Saint Johns, FL 32259
(615) 207-2581
Fax: (615) 771-7514
cjvitulli@aol.com
MIC Member Since: 2006
Years in Business: 10
Products and Services: Consulting

COLLISION & INJURY DYNAMICS

David Thom
149 Sheldon St.
El Segundo, CA 90245
(310) 414-0449
Fax: (310) 414-9490
dthom@ci-dynamics.com
www.ci-dynamics.com, www.act-lab.com
MIC Member Since: 2008
Years in Business: 5
Products and Services: Helmet testing and consulting

CONSUMER RESEARCH SOLUTIONS, INC.

Andrea Desilets
83 Oakmont Ave.
Westminister, MA 1473
(508) 864-6264
adesilets@wantfacts.com
www.wantfacts.com
MIC Member Since: 2004
Years in Business: 5
Products and Services: Consulting, Internet services, market research/market analysis

CYCLETRADER.COM

Jim Jensen
150 Granby St., 12th Floor
Norfolk, VA 23510
(757) 351-7994
jim.jensen@dominionenterprises.com
www.cycletrader.com
MIC Member Since: 2000
Years in Business: 11
Products and Services: Internet Services

D

DAKO MANAGEMENT COMPANY, LLC

David Koshollek
2394 Oakwood Dr.
Prescott, AZ 86305
(928) 445-8286
Fax: (928) 443-508
dave1dako@cs.com
MIC Member Since: 1994
Years in Business: 11
Products and Services: Employee sales, management and product training

DEALERSHIP UNIVERSITY

Rod Stuckey
6000 Shakerag Hill, Suite 108
Peachtree City, GA 30269
(770) 692-1750, ext. 102
Fax: (770) 692-1754
rstuckey@dealershipuniversity.com
www.dealershipuniversity.com
MIC Member Since: 2005
Years in Business: 4
Products and Services: Consulting, education and training

DENIS LABONGE ASSOCIATES

Denis LaBonge
38 Via Coralle
Newport Coast, CA 92657
(949) 433-5050
Fax: (949) 464-0076
dlassociates@cox.net
MIC Member Since: 2004
Years in Business: 38
Products and Services: Consulting, market research/market analysis

DJB / ASSOCIATES, LLC

Don Brown
18762 Via Verona
Irvine, CA 92603
(949) 854-5227
Fax: (949) 854-5293
djb-index@msn.com
MIC Member Since: 1981
Years in Business: 28
Products and Services: Consulting, market research/market analysis

DPS TECHNICAL, INC.

Chris Real
1160 Dewey Way, Suite D
Upland, CA 91786
(909) 981-5228
Fax: (909) 982-3747
chrisreal@aol.com
www.chemhelp.com,
www.fuel-tank-wash.com,
www.motorcyclenoise.com
MIC Member Since: 2006
Years in Business: 14
Products and Services: Consulting, sound measurement education and training, vehicle sound testing, sound equipment

E

EAGLERIDER, INC.

Chris McIntyre
11860 S La Cienega Blvd.
Hawthorne, CA 90250
(310) 536-6777
Fax: (310) 536-6770
chris@eaglerider.com
www.eaglerider.com
MIC Member Since: 2001
Years in Business: 17
Products and Services: Powersports tourism, vehicle rentals

EBAY MOTORS

Anson Tse
2145 Hamilton Ave.
San Jose, CA 95125
(408) 376-4638
atse@ebay.com
www.ebaymotors.com
MIC Member Since: 2006
Years in Business: 9
Products and Services: Online marketplace for vehicles, parts, accessories and apparel

F

FELD MOTOR SPORTS, INC.

Todd Jendro
4255 Meridian Parkway
Aurora, IL 6054
(630) 566-6100
Fax: (630) 566-6180
tjendro@feldentertainment.com
www.feldentertainment.com
MIC Member Since: 1998
Years in Business: 40
Products and Services: Event promotion

FULL THROTTLE EVENTS

Harry Schwartz
343 Fourth St., Suite 203
San Diego, CA 92101
(619) 234-3344
Fax: (619) 234-3370
hschwartz@schwarzeventgroup.com
www.schwarzeventgroup.com
MIC Member Since: 2006
Years in Business: 8
Products and Services: Production and management of motorcycle enthusiast special events

G

GADLIGHT, INC.

Jessica Shaanan
7979 Ivanhoe Ave., Suite 550
La Jolla, CA 92037
(858) 729-9951
Fax: (858) 729-9937
jessica@gadlight.com
www.gadlight.com
MIC Member Since: 2008
Years in Business: 2
Products and Services: Product innovation/invention, product/brand placement and consulting, market consulting

GH MARKETING

Grady Pfeiffer
9795 Megan Terrace
Escondido, CA 92026
(760) 751-7342
Fax: (760) 751-7364
ghmktg@aol.com
MIC Member Since: 2004
Years in Business: 11
Products and Services: Consulting

H

HARRISON WOLF CONSULTING, INC.

Ryan Tovatt
1370 S Acacia Ave.
Fullerton, CA 92646
(714) 991-0707
Fax: (714) 991-0717
ryan@harrisonwolf.com
www.harrisonwolf.com
MIC Member Since: 2000
Years in Business: 28
Products and Services: Consulting, product certification services, education and training

HILTY MOORE & ASSOCIATES

Janice Lindstrom
10160 Queens Way, Suite 1
Chagrin Falls, OH 44023
(440) 543-1520, ext. 202
Fax: (440) 338-6284
jalindstrom@hiltymoore.com
www.hiltymoore.com
MIC Member Since: 2002
Years in Business: 11
Products and Services: Market research & branding

I

IAMA, LLC (INTELLECTUAL ASSET MANAGEMENT ASSOCIATES)

Don Kelly
127 South Fairfax St., Suite 140
Alexandria, VA 22314
(703) 548-8213
Fax: (703) 548-8213
donkelly@patentagentplus.com
www.patentagentplus.com
MIC Member Since: 2008
Years in Business: 8
Products and Services: Patent application prosecution, trademark registration, IP consulting/counseling

INDIANAPOLIS MOTOR SPEEDWAY

Mel Harder
4790 W 16th St.
Indianapolis, IN 46222
(317) 492-6553
Fax: (317) 492-6564
mharder@brickyard.com
www.brickyard.com
MIC Member Since: 2005
Years in Business: 4
Products and Services: Motorcycle venue

INTELLIGENT PRODUCTS AND SYSTEMS, INC. (I.P.S.)

Don Coker
3414- A Lorna Ln.
Birmingham, AL 35216
(205) 824-0032 ext. 23
dcoker@ipsincweb.com
www.ipsincweb.com
MIC Member Since: 2007
Years in Business: 23
Products and Services: Motorcycle and ATV testing systems

IRWIN BROH & ASSOCIATES

Robert Rowe
1011 E Touhy Ave., Suite 450
Des Plaines, IL 60018
(847) 297-7515
Fax: (847) 297-7847
browe@irwinbroh.com
www.irwinbroh.com
MIC Member Since: 1996
Years in Business: 38
Products and Services: Market research/ market analysis

J.D. POWER & ASSOCIATES

Frank Forkin
5435 Corporate Dr., Suite 300
Troy, MI 48098
(248) 267-6800
Fax: (248) 267-6840
frank.forkin@jdpa.com
www.jdpower.com
MIC Member Since: 1998
Years in Business: 41
Products and Services: Research & marketing

JM FAMILY ENTERPRISES

Harry Spanos
111 Jim Moran Blvd.
Deerfield Beach, FL 33442
(954) 363-5475
harry.spanos@jmfamil.com
www.jmfamil.com
MIC Member Since: 2004
Years in Business: 41
Products and Services: Vehicle distribution and processing, finance and warranty services, insurance activities, retail sales and technology products and services

M

MANHEIM AUCTIONS

Karen Braddy
6205 Peachtree Dunwoody Rd.
Atlanta, GA 30328
(678) 645-2103
Fax: (678) 645-3331
karen.braddy@manheim.com
www.manheim.com
MIC Member Since: 2005
Years in Business: 63
Products and Services: Vehicle auction/marketplace, Internet and financial services

MITCHELL INTERNATIONAL

Gil Silva
9889 Willow Creek Rd.
San Diego, CA 92131
(800) 854-7030, ext. 7449
Fax: (858) 549-4263
gil.silva@mitchell.com
www.mitchell.com
MIC Member Since: 2005
Years in Business: 63
Products and Services: Collision estimating solutions, imaging and repair

MOTORCYCLE MANAGEMENT CONSULTING SERVICES, INC.

Tom McCarthy
905 Hyde Ct.
Costa Mesa, CA 92626-6900
(714) 546-6627
Fax: (714) 546-0849
tom@motorcyclemanagement.com
www.motorcyclemanagement.com
MIC Member Since: 1983
Years in Business: 52
Products and Services: Consulting, extended service contracts

MOTO NICHE MARKETING INTERNATIONAL

Sarah Schilke
P.O. Box 3441
Long Beach, CA 90803
(310) 933-4602
sarah@motoniche.com
www.motoniche.com
MIC Member Since:
Years in Business:
Products and Services: Consulting, marketing, communications

MOTORCYCLE MECHANICS INSTITUTE

Bill Schuette
2844 W Deer Valley Rd.
Phoenix, AZ 85027
(623) 879-4392
Fax: (623) 869-0813
bschuette@uticorp.com
www.mmitech.com
MIC Member Since: 1991
Years in Business: 15
Products and Services: Mechanic training

MSX INTERNATIONAL

Paul Farah
1950 Concept Dr.
Warren, MI 48091
(248) 829-5160
Fax: (248) 829-6415
pfarah@msxi.com
www.msxi.com
MIC Member Since: 2008
Years in Business: 8
Products and Services: Dealer development, warranty management, information management systems, training to OEMs, dealers and aftermarket service providers

N

NATIONAL POWERSPORTS AUCTIONS

Justyn Amstutz
13175 Gregg St.
Poway, CA 92064
(858) 513-1500
Fax: (858) 513-1599
jamstutz@npauctions.com
www.npauctions.com
MIC Member Since: 2006
Years in Business: 18
Products and Services: Powersports auctions for dealers

O

OMS SPORTS, LLC

Fred Bramblett
PO Box 418
Hebron, KY 41048
(859) 647-0718
prorepoms@aol.com
www.omsltd.com
MIC Member Since: 1999
Years in Business: 12
Products and Services: Consulting, sports management

P

POWER PRODUCTS MARKETING

Greg Boeder
7525 Mitchell Rd., Suite 203
Minneapolis, MN 55344
(952) 893-6872
Fax: (952) 893-6879
gboeder@powerprods.com
www.powerproductsmarketing.com
MIC Member Since: 2008
Years in Business: 21
Products and Services: Market research/ market analysis

POWERSPORTS INDUSTRY CONSULTING

Robert Moffit
1623 Heather's Cove Road
Hiawasse, GA 30546
(706) 897-8509
rmoffit@brmemc.net
MIC Member Since: 2007
Years in Business: 4
Products and Services: Consulting

POWERSPORTS UPDATE.COM

Joe Delmont
25 Dorset Rd.
Mendota Heights, MN 55118
(952) 893-6876
Fax: (952) 893-6879
joe@powersportsupdate.com
www.powersportsupdate.com
MIC Member Since: 2006
Years in Business: 11
Products and Services: News/communications website, marketing services

R

R.L. POLK & CO.

John Sinski
447 Lake St.
Crystal Lake, IL 60014
(815) 477-7530
Fax: (815) 477-9283
john_sinski@polk.com
www.polk.com
MIC Member Since: 2003
Years in Business: 139

Products and Services: New and used motorcycle registration data, motorcycles in operation data, customer profiles, direct marketing and custom analytical solutions

RADICAL POWERSPORTS SALES AND MARKETING

Todd Shafer
1701 Poppy Dr.
Rocklin, CA 95765
(916) 412-2200
todd@radicalpowersports.com
www.radicalpowersports.com
MIC Member Since: 2008
Years in Business: 6
Products and Services: Consulting, Internet services

RUNZHEIMER INTERNATIONAL

Kraig Rodenbeck
Runzheimer Park
Rochester, WI 53167
(262) 971-3212
Fax: (262) 971-2373
krr@runzheimer.com
www.runzheimer.com
MIC Member Since: 2007
Years in Business: 76

Products and Services: Employee mobility services for business vehicles, relocations, travel management, and virtual office programs

S

SERVICESHEET, INC.

Chris Hajer
300 Maplewood Rd.
Riverside, IL 60546
(866) 241-6747
Fax: (708) 221-0408
chris@servicesheet.com
www.servicesheet.com
MIC Member Since: 2006
Years in Business: 5

Products and Services: Computer/software consulting, dealer management systems/services, Internet services

SOFTPORT, INC.

Bob Senger
455 Boston Post Rd., Suite 205
Old Saybrook, CT 6475
(860) 388-1126, ext. 110
Fax: (860) 388-1176
bob@softpower.com
www.softpower.com
MIC Member Since: 2007
Years in Business: 21
Products and Services: Business management software for powersports industry

STACY TESTING & TIRE SPECIALIST, INC.

Carol Stacy
5915 E Cielo Run N
Cave Creek, AZ 85331
(602) 549-9797
Fax: (480) 488-8057
casmkt@msn.com
www.stacytesting.com
MIC Member Since: 1997
Years in Business: 12
Products and Services: Product durability evaluation, determine lifecycle of components, aftermarket accessories and tires

SUSAN BUCK

Susan Buck
43-08 39th Pl.
Sunnyside, NY 11104
(718) 392-4428
susanbuck@aol.com
www.susanbuck.com
MIC Member Since: 2002
Years in Business: 15
Products and Services: Consulting, communications, advertising, public relations

T

THE EARLY YEARS OF MOTOCROSS, INC.

Tom White
18976 Mesa Dr.
Villa Park, CA 92861
(714) 921-9137
Fax: (714) 921-9137
twhite80@sbcglobal.net
www.earlyyearsofmx.com
MIC Member Since: 2008
Years in Business: 7
Products and Services: Motorcycle museum

THE PARTHENON GROUP

Frank O'Connell
200 State St., 14th Floor
Boston, MA 2109
(617) 478-2550
Fax: (617) 478-2555
franko@parthenon.com
www.parthenon.com
MIC Member Since: 2006
Years in Business: 17
Products and Services: Consulting

V

VANTAGE STRATEGIC MARKETING LLC

Rit Lefrancois
7755 Center Dr., Suite 1100
Huntington Beach, CA 92647
(714) 372-2260
Fax: (714) 372-2261
rit@vantagesmg.com
www.vantagesmg.com
MIC Member Since: 2008
Years in Business: 2
Products and Services: Full-service marketing programs

V-SEPT., INC.

James Vaughn
3001 N Rocky Point Dr.
Tampa, FL 33607
(813) 281-5484
Fax: (866) 226-3508
jvaughn@v-sept.com
www.v-sept.com
MIC Member Since: 2008
Years in Business: 4
Products and Services: Web-based management solutions for powersports, marine, and RV retailers

W

WIECK MEDIA

Tim Roberts
12801 N Central Expressway, #770
Dallas, TX 75243
(972) 392-0888
Fax: (972) 934-8848
tim@wieck.com
www.wieck.com
MIC Member Since: 2007
Years in Business: 5
Products and Services: Design and maintain digital newsrooms

WYOTECH- DAYTONA

Barbara Hallett
470 Destination Daytona Ln.
Ormond Beach, FL 32174
(386) 255-0295
Fax: (386) 252-3523
bhallett@cci.edu
www.wyotech.com
MIC Member Since: 1989
Years in Business: 37
Products and Services: Technician training programs

X

XTRM INC.

Joe Lynam
PO Box 5184
Belmont, CA 94002
(866) 367-9289
Fax: (773) 496-3677
joe@xtrm.com
www.xtrm.com
MIC Member Since: 2008
Years in Business: 5
Products and Services: Manages racing contingency payments for manufacturers, sponsors, riders/racers

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