



**MOTORCYCLE  
INDUSTRY  
COUNCIL®**

# RIDERSHIP

**Strategy Playbook**  
**(Mobile Version)**

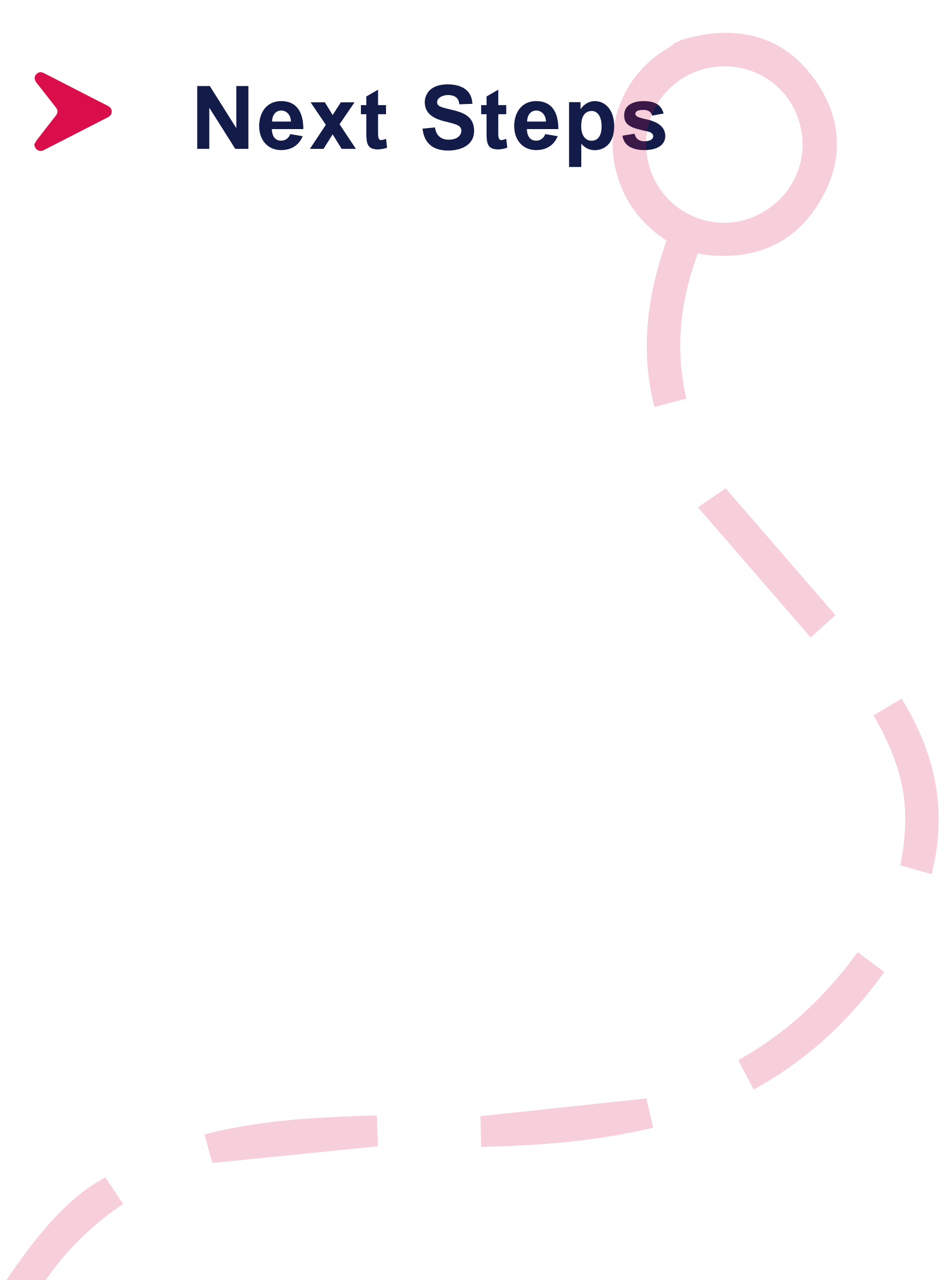


# ***Purpose***

The purpose of this playbook is to provide key insights to creating experiences and messages that will resonate with potential riders.

It is intended to be used as a lens to evaluate current initiatives and spark new ways of thinking to elevate motorcycling in America, no matter what part of the industry you represent.

The playbook includes:

- **The Culture Code**
  - **Principles**
  - **Journey to Rider**
  - **“On-Strategy” Quiz**
  - **Next Steps**
- 

# CULTURE CODE

## *What is a culture code?*

*Our earliest experiences, and their accompanying emotions, create an “imprint” of culturally based interpretations*



The stronger the emotion, the more clearly the experience is imprinted

*Imprints create a*

**CULTURE CODE**




*A code is like a key to a lock. If you have the right key, you can open the door...*



**Understanding the  
Culture Code  
provides us with a  
remarkable new tool**

***Why is it  
important?***



***Being “on-code” in all aspects  
of product and marketing will  
resonate more strongly, make  
the product or service more  
appealing and persuasive.***

*The Culture Code for  
“Motorcycling” is*

**Personal  
Sovereignty**

Shaping your  
own experience **In the Zone**

*“Do what you want”*

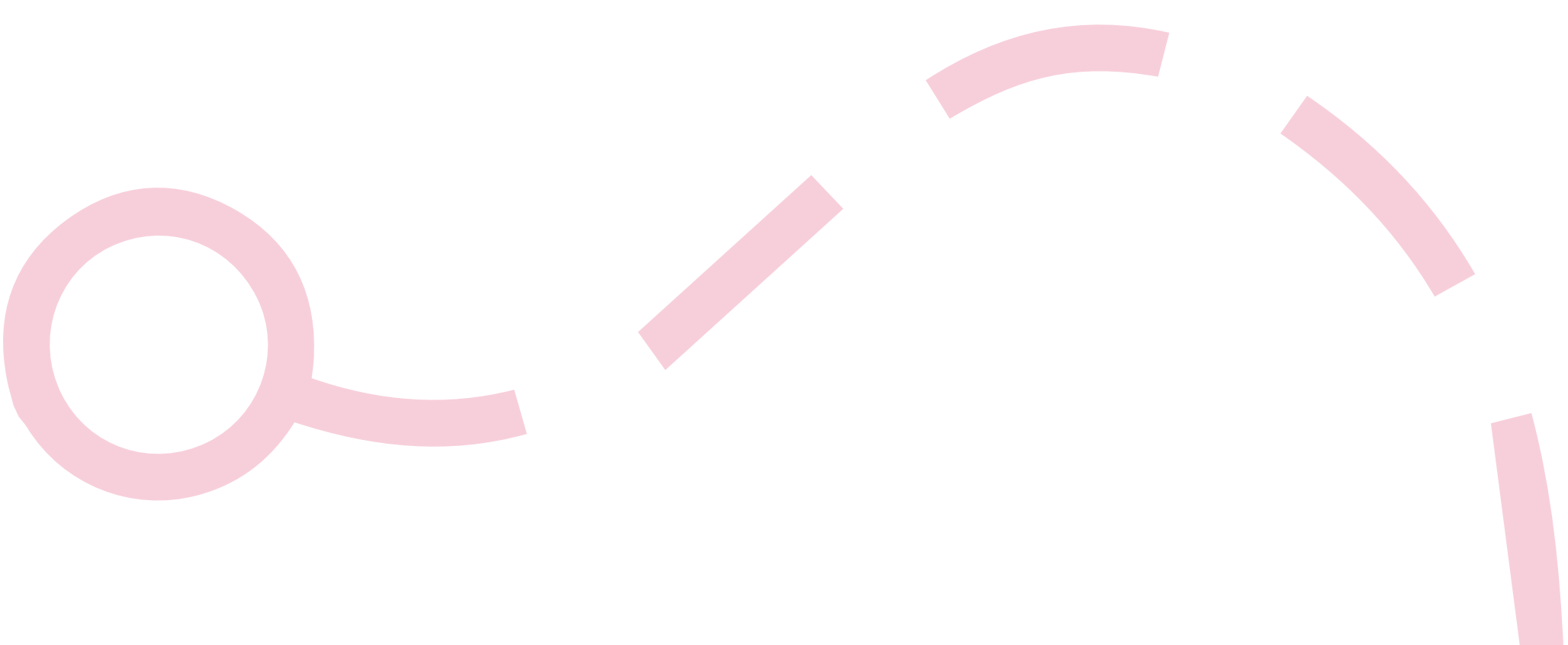
**Power**

**Bad-Ass**

*Master of your  
own domain*

**Self-mastery**

**Independence**



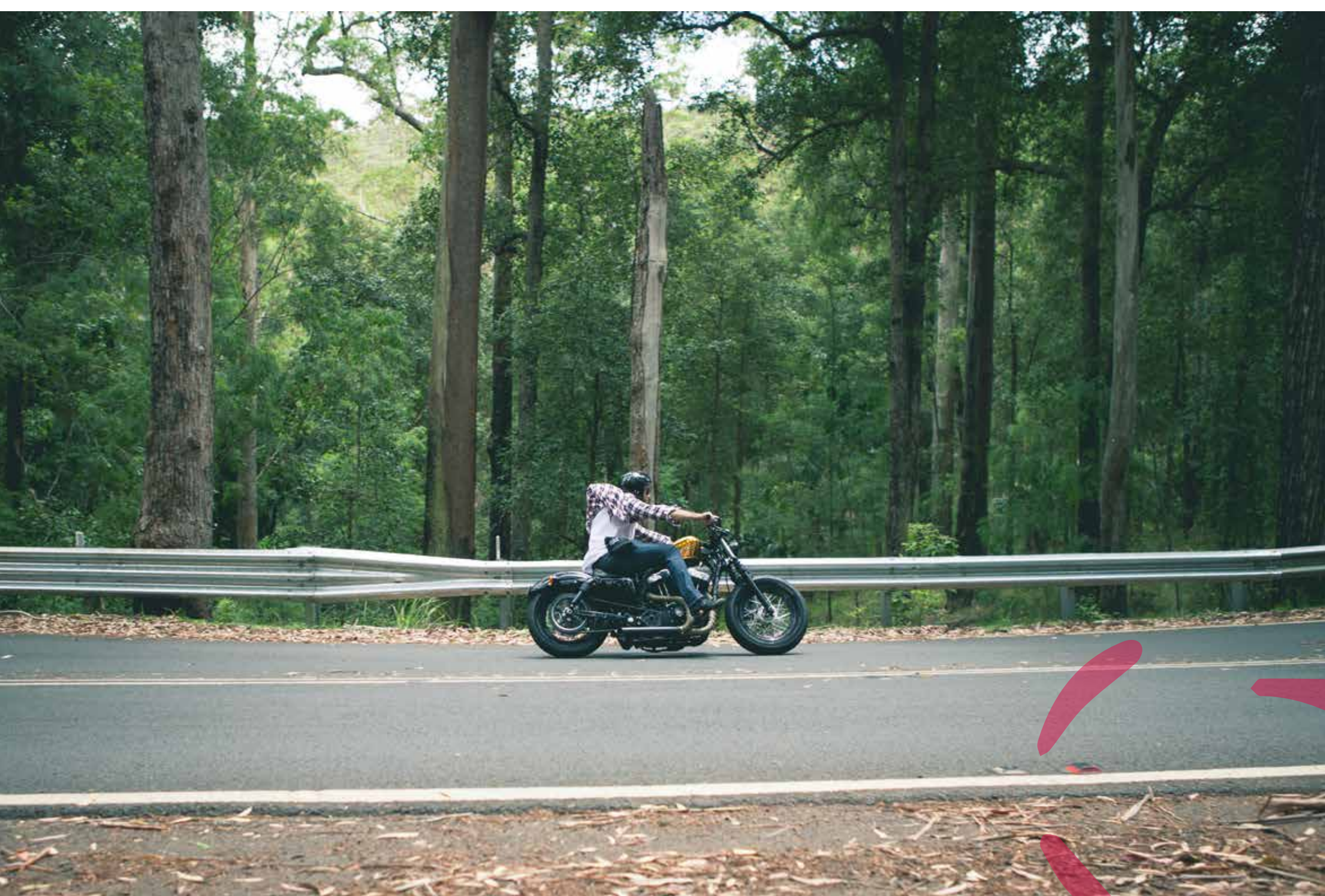
# ***Motorcycling*** evokes feelings of...

Belonging



Relaxation

*Exhilaration*



***Freedom***

Strength



Empowerment



ALIVE

Feelings of Control

Cool



Engaged

Accomplishment



# **Culture Code + Personal Sovereignty**

- 1** Riders ride for the feelings of exhilaration, freedom, empowerment and relaxation – all of which co-exist simultaneously
- 2** Motorcycling makes riders feel cool and badass; alive and present; strong and accomplished
- 3** Conquering the skills and managing the risks feeds feelings of control and accomplishment
- 4** Being a motorcycle rider marks you as special and unique

*Products, services, and messages that are “on-code” will resonate more strongly and be more appealing and persuasive with people than those that are not “on-code”*



# PRINCIPLES

To unlock the hearts and minds of potential riders we must be:

## **1) *Expansive***

Target a broader, more diverse population of riders

## **2) *Consumer-centric***

Make every decision based on walking in the shoes of the potential rider: what they think, feel, want, need and/or fear

## **3) *Comprehensive***

Connect with potential riders both emotionally and rationally

## **4) *Responsible***

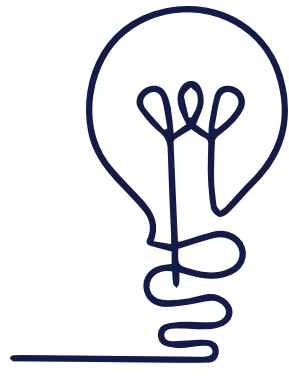
Promote responsible riding by ensuring each rider is properly geared up, competent, and matched with the right equipment

## **5) *Collaborative***

Align efforts with the ridership program and your company's success

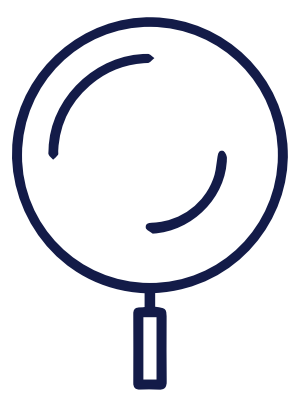
# JOURNEY TO RIDER

Accelerate the Journey - Remove the friction



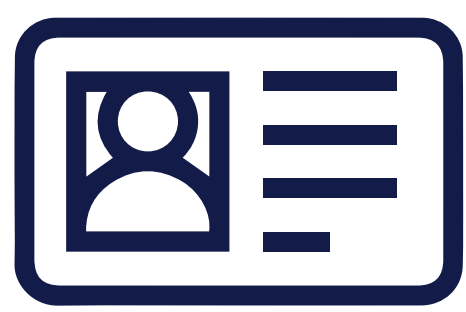
## Inspire

Ignite the imagination and interest of potential riders



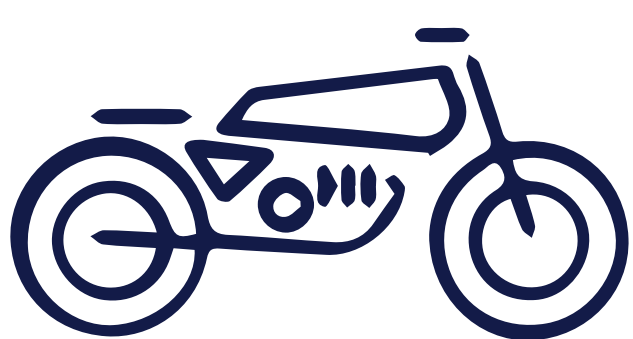
## Explore

Ease the path to provide potential riders with information about how to get started



## Engage

Smooth the path to increase excitement and guide new riders to the next step



## Integrate

Support new riders to devote time and resources to riding

# “ON-STRATEGY” QUIZ

*To what extent do my company's customer experience and messaging efforts:*

Align with the culture code of motorcycling – personal sovereignty

Rarely

Sometimes

Always

1

2

3

4

5

Target a broad, diverse population of riders

Rarely

Sometimes

Always

1

2

3

4

5

Take into account the point of view, needs and desires of potential riders

Rarely

Sometimes

Always

1

2

3

4

5

Connect with potential riders on both an emotional and rational level

Rarely

Sometimes

Always

1

2

3

4

5

Promote responsible riding – the right skill set, equipment and gear for the individual rider

Rarely

Sometimes

Always

1

2

3

4

5

# ***Call to Action***



- Partner with MIC's initiatives
- Assess what you're already doing and change it to align with ridership program
- Establish partnerships, experiment and create messages and experiences that resonate with the target audience

**THANK YOU**

***Got questions?***

Send emails to: [newriders@mic.org](mailto:newriders@mic.org)