



Motorcycle Industry Council

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

**10th Annual MIC Communications Symposium
Examines Important Issues Facing Powersports Industry**

IRVINE, Calif., Nov. 20, 2008 – “Inroads to the Future,” the 10th Annual MIC Communications Symposium, will feature nine speakers with new and vital information on important topics affecting the powersports industry. Attendees at this MIC-members event, Nov. 20 in Long Beach, Calif., will benefit from post-election political analysis, a look at recent surveys on our cultural climate, a review of government recommendations on motorcycle safety, and discussion on youth, ATVs and a changing rural America. There also will be updates on the state of the industry, the 2008 MIC Owner Survey and other MIC initiatives.

“With today's economic challenges and rapidly changing marketplace, there's never been a more important MIC presentation to help members stay on top of the powersports business,” said MIC President Tim Buche. “This is an opportunity to hear top experts present their findings on matters that will directly impact our industry, right when we're all preparing for 2009 and beyond.”

Speaking at the Symposium once again is Dr. Paul Leinberger of TDi Consulting, on what Americans are thinking and feeling today, how it affects their buying decisions and how businesses must adjust to new realities. Russell L. Smith, special counsel for Willkie Farr & Gallagher, will talk about the results of the presidential election, a changing political scene and what it means for motorcycling.

-more-

MIC COMMUNICATIONS SYMPOSIUM – Page 2

Safety issues are of critical importance to the industry and Mark V. Rosenker, acting chairman of the National Transportation Safety Board, an independent federal agency, will review NTSB recommendations for motorcycling. Roger Olson, National 4-H Council vice president, will present an overview of partnerships to promote safe ATV riding among youth. And he'll examine the new rural lifestyle in America that matters so much to the four-wheel side of the business.

In addition, MIC Board Chairman Larry Little will provide an industry update. And he will present the latest MIC Chairman's Awards during a lunchtime ceremony. MIC President Tim Buche and Cam Arnold, vice president of communications, will deliver a preliminary report on the 2008 MIC Owner Survey, the "census of motorcycling." The survey already is providing indications of trends among customers, their reasons for riding, what they are riding, as well as a look at the new demographics of American motorcyclists.

There will be an update on Partners Standard Protocol from Scot Begovich, the senior vice president of business development for PSP, the industry standard that allows any dealer to transact business online with any certified supplier, entirely from within a certified dealership management system.

And Jessica Prokup of Discover Today's Motorcycling will present an update on the new RockMoto Web site, launching Dec. 5, that explores the emotional power of motorcycling and music and aims to get more young people on two wheels the right way.

-more-

MIC COMMUNICATIONS SYMPOSIUM – Page 3

For those MIC members and staff who can't be in Long Beach for the Symposium, a live webcast will be available. The event will be held at the Hyatt Regency Long Beach, beginning with a continental breakfast at 7:30 a.m. For more on the event and the webcast, MIC members can visit www.mic.org.

Located in Irvine, Calif., the Motorcycle Industry Council is a not-for-profit national trade association representing manufacturers and distributors of motorcycles and scooters, parts and accessories for motorcycles, all-terrain vehicles and recreational off-highway vehicles, as well as members of allied trades.

#