



Motorcycle Industry Council

Contact
Media Relations
(949) 727-4211, Ext. 3027

Motorcycle Industry Council Publishes 2008 Motorcycle Statistical Annual

IRIVNE, Calif., Nov. 20, 2008 – The 2008 MIC Motorcycle Statistical Annual, an industry reference guide, is available at no charge to MIC members or for \$200 each to non-members. The 28-page annual covers many aspects of the U.S. motorcycle business such as the motorcycle population by model, by state, by region, market share, the retail marketplace, usage and owner demographics, state motorcycle dealer associations and more. To request copies, contact Carole Iannello, at (949) 727-4211, extension 3045 or at ciannello@mic.org.

Table of Contents:

Motorcycle Population / By Model Type and Engine Displacement

Motorcycle Population / By State and Region

Total U.S. Motorcycle Registrations

Market Share – New Motorcycle Sales

Retail Sales / Economic Value / By State

Motorcycle Retail Outlets Profile / Retail Sales Volume

Motorcycle Owner Profile

Rider Education and Safety

State On-Highway Motorcycle Equipment Requirements

State Off-Highway Motorcycle Equipment Requirements

Motorcycle Usage / By Model Type and State

Motorcycle Industry Council Member Roster

Motorcycle Manufacturers and Distributors in the U.S.

State Motorcycle Dealer Associations

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.

#