



Motorcycle Industry Council
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Motorcycle Industry Council Wins Top Honors As One of Orange County's "Best Places to Work"

IRVINE, Calif., Oct. 09, 2009 -- At the Motorcycle Industry Council (MIC) many associates "ride" their work home with them every day -- and they love it. So it didn't come as a surprise to them when the MIC recently was named the best place to work in Orange County for medium-sized businesses by the "Orange County Business Journal."

"This honor is especially meaningful because it reflects the positive attitudes of our own valued team members," said MIC President, Tim Buche. "Since many of our associates are motorcycle enthusiasts, they are the greatest ambassadors for this mode of transportation. They clearly understand MIC's mission to preserve, promote and protect motorcycling and deliver on it every day. The MIC thanks them for their ongoing dedication to the industry and motorcycling community."

Buche said the vast majority of motorcycles are sensible transportation exactly right for the times. The latest Motorcycle Industry Council Owner Survey revealed that, among reasons for riding, "commuting and errands" jumped to the No. 2 spot only behind riding for pleasure.

According to the MIC Owner Survey, there are far more riders than ever. The number of American households that own motorcycles jumped 26 percent from 2003 to 2008, while the overall number of U.S. households increased roughly 5 percent. During the same period, the motorcycle population grew 19 percent while the U.S. population rose by about 5 percent. Some 25 million Americans swung a leg over a bike and rode last year.

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Award winners were determined from the results of a survey conducted by independent workplace research organization Best Companies Group (BCG) of Harrisburg, Penn. The survey consisted of a 67-point questionnaire in which employees were asked to rate their respective company on such criteria as purpose, mission, fairness, flexibility, benefits and values. Honors went to three categories of employers based on company size (small, 15-24 employees; medium, 25-249 employees; and large, 250+ employees) deemed to provide exceptional workplace environments.

The Motorcycle Industry Council, based in Irvine, has been recognized five times since 2005 for workplace excellence: Family Friendly Business of the Year by the City of Irvine (2005 and 2008), One of the Best Places to Work in Orange County by OC Metro Business Magazine (2005), #1 Best Small Company to Work for in California by the Employers Group (2007 and 2008). The organization is a not-for-profit, national trade association representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV/ROV parts and accessories, and members of allied trades such as publishing companies, advertising agencies, insurance firms and consultants. MIC exists to preserve, protect and promote motorcycling through its various activities.

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