



Motorcycle Industry Council /
Discover Today's Motorcycling
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The Motorcycle Industry Council Celebrates 18th Annual Ride to Work Day

Riders Invited to MIC Headquarters on June 15

IRVINE, Calif., June 12, 2009 – To save green and be green, Americans need two-wheelers more than ever, so the Motorcycle Industry Council is celebrating the annual Ride to Work Day by inviting local motorcyclists and industry staff to start the morning at its national headquarters with a free breakfast gathering in Irvine, Calif.

The June 15 national grass-roots effort is more relevant than ever. Motorcycles and scooters are a great way to save a lot of green while being more environmentally green at the same time.

“Motorcycles are exactly right for the times,” said Larry Little, chairman of the MIC and vice president and publisher of Cycle World magazine. “Two-wheelers are a practical part of the answer to our economic and ecological troubles. They are real and readily available. There’s no new technology to invent and no new infrastructure required. Right now, motorcycles and scooters reduce traffic congestion and parking problems, benefiting every motorist.”

Americans are adopting this message. The latest Motorcycle Industry Council Owner Survey found that, among reasons for riding, “commuting and errands” jumped to the No. 2 spot only behind “riding for pleasure.” In 2008, as gas prices topped \$4 a gallon, scooter sales rose to 222,000 for the year - the highest level yet seen by the MIC.

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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. That's a 7 percent increase, from 2003, in the number of people who ride but may or may not own motorcycles.

BACKGROUND ON BIKES

SAVING GREEN

- Motorcycles cost much less to buy. There are many fine, capable bikes available for less than \$4,000
- Maintenance costs are much less on a bike.
- Registration is less money.
- So is insurance.

BEING GREEN

- Hundreds or even thousands of pounds less in raw materials, and that can include the toxic elements used in hybrid car batteries.
- Less energy required to ship a motorcycle from factory to dealership.
- With smaller engines and fewer components, there's less use of motor oil and chemicals throughout the life of a bike.
- Less use of gasoline, as a motorcycle or scooter can get two, three, sometimes four times the MPG of four-wheelers using the same roads. Many motorcycles can deliver 50 to 70 miles per gallon. Many scooters can return 60 to 80 MPG.
- Less fuel use means less CO2 emissions, now recognized as a pollutant and long known to cause climate change.

GETTING STARTED – Page 3

For information on getting started with motorcycle riding and two-wheel commuting, visit Discover Today's Motorcycling at www.motorcycles.org

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, and activities surrounding technical and regulatory issues. It 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. The MIC is headquartered in Irvine, Calif., with a government relations office adjacent to Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914.

Discover Today's Motorcycling®, the communications service bureau of the Motorcycle Industry Council, is a source of information about motorcycling to the media and the general public. DTM is funded by the American-based operations of Honda, Kawasaki and Suzuki and supported by more than 300 MIC member companies. To learn more about motorcycling and how to get started the right way, visit www.motorcycles.org.

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