



For Immediate Release

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### **AMERICAN V-TWIN COMMITTEE INTRODUCED AT OPEN FORUM IN CINCINNATI**

**Irvine, Calif., January 31, 2005** - The MIC American V-Twin Committee held an open forum meeting on January 31, 2005 at the Cincinnati V-Twin Expo. The forum was attended by more than 60 people from both MIC members and non-members representing the American V-twin market.

Members of the newly formed MIC American V-Twin were introduced and served on a discussion panel at the forum. The committee includes Fred Fox as Chairperson from Parts Unlimited/Drag Specialties, Ted Sand as Vice Chairperson from Performance Machine Inc., Wil Garland from American Ironhorse, Dave Koshollek from Dako Enterprises, Nick Messer from Big Dog Motorcycles, Grady Pfeiffer from GH Marketing, Len Simms from NADA and Brett Smith from S&S Cycle. In addition to these eight positions filled, up to four more committee members may be added.

Key issues for the committee's consideration were identified in a preliminary strategy session at the MIC's offices in Irvine, Calif. on Oct. 12. These issues include Environmental Protection Agency and California Air Resources Board emissions standards; sound limits; local, state, federal, and international regulatory standards; registration and licensing; insurance; wholesale/retail financing; marketing/statistical needs; and communications. During the January 31<sup>st</sup> meeting these issues were addressed again and information and concerns were obtained from the attendees. The committee will be discussing these issues further to determine possible MIC action.

The MIC American V-Twin Committee plans to hold at least four meetings per year, with one being an open forum where non-members can attend and give and receive input. The next committee meeting is tentatively scheduled for May with the date and location to be determined.

#### **MIC**

The Motorcycle Industry Council (MIC) is a not-for-profit, national trade association representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV parts and accessories and members of allied trades, located in Irvine, California.