



For Immediate Release

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MIC Board of Directors Unanimously Approves Formation of American V-Twin Committee

Irvine, Calif., Nov. 18, 2004 – In its quarterly meeting held Nov. 17, 2004, the MIC Board of Directors approved the formation of an American V-Twin Committee. The key issues that the committee will explore were identified in a preliminary strategy session at the MIC's executive offices in Irvine, Calif. on Oct. 12. These issues include EPA (Environmental Protection Agency) and CARB (California Air Resources Board) standards; noise emissions; local, state, federal, and international regulatory standards; registration and licensing; insurance; wholesale/retail financing; marketing/statistical needs; and communications.

More than two dozen American V-twin companies – including OE manufacturers, distributors, aftermarket parts and component parts manufacturers, and other entities serving the American V-twin market – attended the Oct. 12 meeting.

“Embracing this process is the right thing for the industry and for this group,” said Brett Smith, MIC member and president of S&S Cycle. “I truly believe that what we’ve experienced today is a milestone in the history of the V-twin industry and a true testament to the spirit of America.”

“What’s so significant about this new committee is that this segment of the marketplace is characterized by extremely passionate and independent enthusiasts. Coming together this way to address the critical challenges and opportunities facing the American V-twin market bodes well for the future health and prosperity of their individual businesses and collectively for our industry,” said MIC Chairman Larry Little, vice president and publisher of *Cycle World* magazine. “We’d like to acknowledge the efforts of MIC member Brett Smith and my fellow board members Frank Esposito and Fred Fox, all of whom were heavily involved with promoting this new committee.”

The MIC American V-Twin Committee will hold its first open forum meeting Jan. 31, 2005 at the Cincinnati V-Twin Expo. All interested companies are encouraged to attend, whether they are members of the MIC or not.

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.

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