

Share the road

Are you up to speed  
on rider safety?

Adventurous ATVs

Go off-roading  
in SoCal

Gearing up

Look cool while  
feeling safe

**MEDIA  
PLANET**

December 2011

# DISCOVER MOTORCYCLING



3  
TIPS

## REV UP FOR THE RIDE

**Leslie Porterfield**, fastest woman in the world on a motorcycle, shares her inspirational journey on two wheels



**ALPINESTARS IS MOTORCYCLE RIDING SAFETY.**

ALPINESTARS.COM

PHOTO: SCOOTER GRUBB

## CHALLENGES

There are **hundreds of thousands** of new motorcycles sold every year in the United States. The rider lifestyle offers appeal and a sense of freedom, along with responsibilities of safety on the road.

# THE CHANGING FACE OF MOTORCYCLING

**Motorcyclists in America are changing and, for starters, there are simply more riders among us.**

My Discover Today's Motorcycling friends, armed with statistics from The Motorcycle Industry Council, say that more than 27 million people swing a leg over a bike these days, compared to 23 million nearly 10 years ago. The percentage of riders among all Americans is bigger, so it's not just due to population growth.

Boomers outnumbered Gen Y riders four to one in 2003. Now it's just one and a quarter to one. Boomers still love bikes, but younger generations are joining them. And of the Gen Y group, more are likely to be women, compared with other generations. And Gen Y riders are more ethnically diverse. So, happily, motorcycling has many new, younger faces.

What I love about motorcycling is that no matter where you're at in life, no matter your age, you have that common bond.

There's something attractive or intriguing about you. You're doing something that people



**David Kennedy**  
Angels & Airwaves

are either doing themselves or want to. I think that everyone would rather be riding, even if they don't know it. They're curious about motorcyclists. They assume that you have a story and it's true.

Whoever you are, if you ride a motorcycle you will always have a good story to tell.

*David Kennedy is a member and guitarist of the alternative rock group Angels & Airwaves. The band also produced this year's independent film "Love," as well as wrote and performed the score for the movie.*

**DAVID KENNEDY**

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## Protecting the ride

**Winter always brings motorcyclists together to talk about the past year's rides, plans for next year, and to drool over cool new bikes. Can you imagine what the world would be like without motorcycles and the joy they bring us?**

If the idea seems far-fetched, it's not. This past August, America's motorcyclists joined forces with our industry partners and overturned the "lead law," misguided legislation that banned the sale of kids' motorcycles and ATVs. We succeeded because hundreds of thousands of riders cared enough to make phone calls, send emails and visit Congress to force a bipartisan solution.

The threats that confront motorcycling are ever-present, and the American Motorcyclist Association (AMA) is on the front lines. Today we are focused on eliminating motorcycle-only checkpoints, getting distracted motorists to notice riders, and preserving our right to ride responsibly on America's public lands.

Good things happen when we work collectively to promote motorcycling. Did you know that the AMA was founded in 1924 to organize racing in America, and today sanc-

tions more amateur races than any other organization in the world? Or that the AMA sanctions hundreds of recreational events, like the upcoming AMA International Women & Motorcycling Conference in Carson City, NV., July 26-29, 2012?

Join us to promote the fun—and protect the future—of motorcycling!

Read more about the AMA at [AmericanMotorcyclist.com](http://AmericanMotorcyclist.com).

**ROB DINGMAN**

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**Rob Dingman**

President and CEO of the American Motorcyclist Association



TIP

1

MAKE SURE THE RIGHT TIRES ARE ON YOUR BIKE AND REPLACE AS NEEDED



WE RECOMMEND



**Rider safety**

Motorcycle Safety Foundation advises on keeping safety a priority.

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# MEDIA PLANET

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Way of Life!

2012



V-Strom 650  
ABS

V-Strom 650  
ABS  
Adventure

# Adventure Included

Life is as exciting as you make it. And now you have two new ways to make it more exciting than ever. Introducing the new 2012 Suzuki V-Strom 650ABS and V-Strom 650ABS Adventure. Both bikes have a new 645cc V-twin engine with exceptional low-to-mid rpm performance, matched by enhanced fuel economy and environmental performance. They also boast lightweight, responsive handling that makes every ride a joy. The V-Strom 650ABS Adventure has striking accessories that include sleek aluminum side cases large enough to fit a full-coverage helmet, a rugged accessory engine bar and an adjustable windscreen. Let the adventure begin.

Optional accessories shown. For your safety wear a helmet, eye protection and protective clothing when riding any motorcycle. Study your owner's manual and always inspect your Suzuki before riding. Suzuki, the "S" logo, and Suzuki model and product names are Suzuki Trademarks or ®. © American Suzuki Motor Corporation 2011.

Come see all the new 2012 Suzuki models at the  
International Motorcycle Show at the Long Beach Convention Center,  
December 9th-11th, or soon at your local dealer!

SOUTHLAND CYCLE	8141 GARDEN GROVE BLVD - GARDEN GROVE, CA	714/893-5091
LARRY LILLY MOTORCYCLES	45345 SIERRA HWY - LANCASTER, CA	661/945-5858
SIMI VALLEY CYCLES	2902 E LOS ANGELES AVE - SIMI VALLEY, CA	805/522-3434
BERT'S MEGA MALL	1151 N AZUSA AVE - COVINA, CA	626/974-6600
DEL AMO MOTORSPORTS	2500 MARINE AVE #A - REDONDO BEACH, CA	310/220-2223
BELFLOWER MOTORSPORTS	10401 ALONDRA BLVD - BELFLOWER, CA	562/925-5097
SUZUKI OF VAN NUYS	16141 SHERMAN WAY - VAN NUYS, CA	818/994-2882
SUZUKI OF HOLLYWOOD	6525 SANTA MONICA BLVD - HOLLYWOOD, CA	213/466-7191
CAL COAST MOTORSPORTS	5455 WALKER ST - VENTURA, CA	805/642-0900
SUZUKI OF N HOLLYWOOD	5626 TUJUNGA AVE - NORTH HOLLYWOOD, CA	818/766-6134
PALMDALE SUPERCYCLES	38910 CARRIAGE WAY - PALMDALE, CA	661/273-1533
MISSION MOTORSPORTS	1 DOPPLER - IRVINE, CA	949/582-0351
LONG BCH MOTORSPORTS	3291 CHERRY AVENUE - LONG BEACH, CA	562/427-2779
LA CYCLESPTS	977 WEST HYDE PARK BLVD - INGLEWOOD, CA	310/677-5800

## NEWS



MUST READ!

## Three-wheel motorcycles

Want another option? Try three wheels

Motorcycles with three wheels (3WMC's) are another way to experience the open-air thrill of motorcycle riding. The body of a 3WMC is based on a two-wheel model, but will have two wheels in either the front or rear of the bike. In California, a motorcycle license is not required to operate a 3WMC, but training courses teach riders to keep the 3WMC stable and maneuver safely through traffic.

PETRA CANAN  
editorial@mediaplanet.com

# TO KEEP ON RIDING, KEEP ON LEARNING

■ **Question:** Would it worry you if half of all car drivers on the road had never taken a formal how-to-drive course—you know, “driver’s ed”?

■ **Answer:** Well, that’s actually the case with half the street bike riders in America. And remember, those two-wheeled motorcycles don’t balance themselves.

Whether they’re just starting out or have logged hundreds of thousands of miles on two wheels, the most important thing for all motorcyclists is proper training.

The Motorcycle Safety Foundation’s widely known, two-day Basic *RiderCourse*<sup>SM</sup> is the best first-ride for a beginning street rider. The course arms riders with the skills and strategies needed to deal with the hazards they will face on the road. And being taught by a relative, friend or neighbor doesn’t count as formal training. Leave motorcycle training to the experts (certified MSF RiderCoaches) who now also take new riders through the Basic Bike-Bonding *RiderCourse* and the on-the-road *Street RiderCourse*.



Dr. Jim Heideman  
Motorcycle Safety Foundation  
PHOTO: MSF

TIP  
2  
KNOW THE PROPER AIR PRESSURE FOR YOUR TIRES

If you’re an experienced rider, direct beginners to [msf-usa.org](http://msf-usa.org). And keep coming back for refreshers yourself, like the MSF Advanced *RiderCourse*.

If you don’t think that life-long learning matters, ask yourself: Would you fly on-board an airliner if you knew the pilot hadn’t been going back to the flight simulator for regular, emergency training practice?

Never stop becoming a better rider.

JIM HEIDEMAN  
editorial@mediaplanet.com

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ASSUMING YOU HAVE ONE HECK OF AN IMAGINATION.

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For training in California, visit [CA-MSP.org](http://CA-MSP.org), or call toll-free 1.877.RIDE.411

NEWS



1

↓ RULES OF ATV RIDING

- Always wear a DOT-compliant helmet, goggles, long sleeves, long pants, over-the-ankle boots, and gloves.
- Never ride on paved roads except to cross when done safely and permitted by law—another vehicle could hit you. ATVs are designed to be operated off-highway.
- Never carry a passenger on a single-rider ATV, and no more than one passenger on an ATV specifically designed for two people.
- Supervise young riders.
- Ride only on designated trails and at a safe speed.
- Take a hands-on *ATV Rider Course* and the free online E-Course. Visit [ATVsafety.org](http://ATVsafety.org) to sign up.

2

ATV SAFETY INSTITUTE  
editorial@mediaplanet.com

**ATV INSTRUCTION**  
**1. Experiencing the four-wheeled fun of off-roading**  
**2. Students get hands-on learning from the ATV pros**  
 PHOTO: ATV SAFETY INSTITUTE

# Try ATVs for some four-wheeled fun

**Getting behind the handlebars doesn't necessarily mean motorcycling.**

All-Terrain Vehicles serve up a different kind of fun off the road, with four, fat knobby tires.

ATVs go just about anywhere and are a blast to ride. Compact, nimble and versatile, ATVs can take you on adventures inaccessible by an SUV.

ATVs handle differently than other motor vehicles, so it's important that your first ride is at an ATV Safety Institute *ATV Rider Course*.

You'll learn about properly using ATVs from licensed instructors, and eight important rules to follow. This half-day course is free when you buy a new ATV from a major manufacturer. You might even qualify for up to \$100 back.

Visit [atvsafety.org](http://atvsafety.org) and take the free E-Course, then enroll in the hands-on course right there, or by calling (800) 887-2887.

There are ATVs for recreation, for work around the ranch or construction site, and everything in between. Shop for the right model, especially when buying for a child. Always follow the age guidelines posted right on the ATV and never put a youngster on an adult-size model.

Then, go and enjoy the great riding areas of California, from the desert in Ocotillo Wells, to the mountains and valleys of Hungry Valley, to the ocean sand of Pismo Dunes. The Golden State offers so much to explore on an ATV.

**JUN VILLEGAS**  
editorial@mediaplanet.com

## The Can-Am Commander™ 1000 X™, with its 85-hp Rotax 1000 engine, leaves all other rec-utility side-by-side vehicles in its dust.

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## INSPIRATION

**A NEED FOR SPEED**

Leslie earned the title as the fastest woman in the U.S. on a motorcycle when she recorded 234.197 mph at the 2008 BUB Speed Trials at the Bonneville Salt Flats. In 2009, she broke her record when she was clocked at 232 mph and became the fastest woman in the world resulting in her acceptance by the Guinness Book of World Records in March 2010 for her achievement.

PHOTO CREDIT FOR PICTURE 1 & 2: RIC MOORE PHOTOGRAPHY; PHOTO CREDIT FOR PICTURE 3: VISUALPOISON.COM

**Question:** What makes a woman a good rider?

**Answer:** The same things that make anybody a good rider. It takes somebody who can react to unusual circumstances effectively and stay panic free and calm.

# Motivating motorcyclist: Leslie Porterfield

## DEDICATED TO SPEED

**Leslie Porterfield is the kind of person who if you say she can't do something will set about making you humbly eat those words. She's also an unlikely motorcyclist who went from a timid teenage girl to owning her own motorcycle shop and setting world records at 200-plus mph on that ultimate stage of speed, the Bonneville Salt Flats.**

"Motorcycles changed my life," she said. "I was a really shy kid and when I got my first motorcycle at sixteen everybody said I'd never get it running and be able to ride. Getting that thing on the road was a huge accomplishment for me. Learning how to ride gave me lots of self-confidence."

That confidence eventually led Porterfield to the famous, white, dry lake bed known as Bonneville. There, in 2008, she set her first record at 209 mph on a "naked," or unfaired

**"I'm glad I didn't listen to people who said I'd never be able to do it, or I wouldn't be where I'm at now."**

motorcycle. Pushing it further, Porterfield then set the fastest world record of any woman on a motorcycle at 232 mph. The next year she came back to Utah and did 240 mph.

"A lot of people never try new things because they don't think it's going to be acceptable to someone else, or they're afraid," Porterfield said. "I encourage anybody who wants to get into racing or riding a scooter or getting their first dirt bike or anything else, I'm behind it."

Motorcycling is also Porterfield's livelihood, as the owner of High Five Cycles in Dallas, a used-bike dealership. Her crew shares the two-wheeled passion and besides seeing that enthusiasm spreading to more women,

she's also a genuine inspiration.

A girls' school once phoned her, with students having to choose a role model for their class project. They picked Porterfield.

"I get e-mails and phone calls from women and younger girls who want to get into racing and it's an honor to be able to encourage them. I'm glad I didn't listen to people who said I'd never be able to do it, or I wouldn't be where I'm at now."

TY VAN HOYDONK

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NEWS

# GEARING UP FOR A SAFE RIDE

TIP  
**3**  
 CHECK THE CONDITION OF YOUR TIRES BEFORE EVERY RIDE

**Advances in technology make for a safer ride: Proper gear helps protect motorcyclists and their passengers in the event of a crash.**

**Be over prepared**

A helmet, gloves and boots taller than the ankle are the basics. Additional body armor is available in leather or textile.

"We suggest riders always use the A.T.G.A.T.T. system (All The Gear All The Time) because a rider should dress for the crash as well as the ride," said Scorpion Sports, Inc. Product Manager Michael MacGregor. Look for helmets that comply with U.S. Department of Transportation

*"Proper fit keeps the garment well in place on the rider, so that it is not too baggy or loose."*

standards. This compliance is indicated by a DOT label on the back of the helmet.

**Choosing your gear**

MacGregor said to consider your riding position and conditions when shopping.

"Proper fit keeps the garment well in place on the rider, so that it is not

too baggy or loose," said Emily Blood, communications representative for Alpinestars.

Jeffery Boaz of Fulmer Helmets recommends asking for help and trying on the gear before purchasing.

**Moving forward**

Manufacturers are using lighter materials for better energy absorption and dispersion while incorporating body armor into jackets and pants as well as airbag technology. Never hit the road without your gear. As Boaz said, "It works best when worn."

PETRA CANAN

editorial@mediaplanet.com

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- It doesn't believe in traffic.
- It gets great gas mileage.
- It parks just about anywhere.
- It costs way less than a car.
- It makes a commute desirable.
- It would be MY motorcycle.

**CONS**

motorcycles.org

↓ DON'T MISS!

## Motorcycle event calendar

\* **DECEMBER 9 - 11, 2011**  
**INTERNATIONAL MOTORCYCLE SHOW**

■ **Long Beach Convention Center**  
 300 E. Ocean Blvd.  
 Long Beach, CA 90802  
[motorcycleshows.com](http://motorcycleshows.com)

\* **DECEMBER 16 - 18, 2011**  
**INTERNATIONAL MOTORCYCLE SHOW**

■ **Washington State Convention Center**  
 800 Convention Place  
 Seattle, WA 98101-2350  
[motorcycleshows.com](http://motorcycleshows.com)

\* **JANUARY 21, 2012**  
**MONSTER ENERGY SUPERCROSS**

■ **Dodger Stadium**  
 1000 Elysian Park Ave,  
 Los Angeles, CA 90012  
[amasupercross.com/events.aspx](http://amasupercross.com/events.aspx)

\* **MARCH 14-17, 2012**  
**INTERNATIONAL MOTORCYCLE SHOW**

■ **Ocean Center Daytona Beach**  
 101 N. Atlantic Ave,  
 Daytona Beach, FL 32118  
[motorcycleshows.com](http://motorcycleshows.com)

\* **APRIL 22, 2012**  
**SOUTHERN CALIFORNIA RIDE FOR KIDS®**

■ **Glen Helen Raceway Park**  
 18585 Verdemon Ranch Rd.,  
 San Bernardino, CA 92407  
[rideforkids.org](http://rideforkids.org)

\* **MAY 6, 2012**  
**LOS ANGELES RIDE FOR KIDS®**

■ **American Honda Motor Co. Corporate HQ**  
 1919 Torrance Blvd.  
 Torrance, CA 90501  
[rideforkids.org](http://rideforkids.org)

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LONG BEACH MOTORCYCLE SHOW

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PARTIAL TOUR



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HONDA

KAWASAKI

TRIUMPH

VICTORY

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