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For additional copies, please contact the MIC Irvine, California, office.

For more information, visit our website at [www.mic.org](http://www.mic.org).

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# Introduction

**T**he Motorcycle Industry Council (MIC) is a not-for-profit national trade association with its executive office in Irvine, California, and a government relations office near Washington, D.C. The MIC preserves and promotes motorcycling and the motorcycle industry through government relations, statistics and activities surrounding technical and regulatory issues. The MIC communications department, through ongoing media relations efforts such as Discover Today's Motorcycling, promotes responsible riding by generating positive print, broadcast and online coverage, and by maintaining a responsive news bureau that fields thousands of inquiries from journalists nationwide.

The more than 300 MIC members include manufacturers and distributors of motorcycles, scooters, parts and accessories, and allied trades such as publishing companies, advertising agencies, insurance firms and consultants. Dealers, clubs and individuals are not eligible for membership, although the MIC works with these groups on various issues of mutual interest. Nearly 50 staff, with a wide range of talents and specialties serve the diverse MIC membership.

The MIC name was originated in 1970, but the association has roots extending back to the early days of motorcycling in the United States, and it has existed under other names since 1914.

This annual reference book has been developed to provide a greater awareness of the Motorcycle Industry Council and its members. This key networking tool profiles our members' products and services and provides a reference for companies seeking new business contacts.

We strongly encourage you to do business with the companies in this directory as they have made a commitment to industry growth and success by joining the MIC. Many of our members have unselfishly dedicated countless hours and resources to the MIC's efforts to expand and preserve the market.

For more information, please contact the Motorcycle Industry Council.

#### **EXECUTIVE OFFICE**

2 Jenner, Suite 150  
Irvine, California 92618-3806  
949.727.4211  
FAX 949.727.3313  
[www.mic.org](http://www.mic.org)

#### **GOVERNMENT RELATIONS OFFICE**

1235 South Clark Street  
Suite 600  
Arlington, Virginia 22202-3261  
703.416.0444  
FAX 703.416.2269

#### **MEDIA NEWS BUREAU**

2 Jenner, Suite 150  
Irvine, California 92618-3806  
949.727.4211 Extension 3027  
FAX 949.727.3214  
[www.motorcycles.org](http://www.motorcycles.org)

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# About the MIC

## Membership Information

The Motorcycle Industry Council, Inc. (MIC) is a not-for-profit, national trade association with its executive office in Irvine, California, and a government relations office near Washington, D.C.

The MIC's purpose is to promote the responsible growth and prosperity of motorcycling and the motorcycle industry. This is accomplished through government relations, statistics and research, aftermarket programs, and activities involving technical and regulatory issues. The MIC communications department, through ongoing media relations efforts such as Discover Today's Motorcycling, promotes responsible riding by generating positive print, broadcast and online coverage, and by maintaining a responsive news bureau that fields thousands of inquiries from journalists nationwide.

More than 300 MIC members represent manufacturers and distributors of motorcycles, scooters, parts and accessories for motorcycles, all-terrain vehicles (ATVs) and recreational off-highway vehicles (ROVs), and members of allied trades, such as publishing companies, advertising agencies, insurance companies, and consultants. While dealers, clubs and individual riders are not eligible for membership, the MIC works with these groups on issues of mutual interest.

The MIC relies on the advice of its members to help develop industry programs and legislative policy. This is accomplished through the Board of Directors and advisory committees.

### MEMBERSHIP ELIGIBILITY AND DUES

The Board of Directors reviews and votes on MIC membership applications. Each applicant shall be regularly engaged in the business of manufacturing, importing, or wholesale distribution of motorcycles, motorcycle, ATV or ROV parts and accessories, or be in an allied trade such as publishing, advertising, or consulting.

Annual dues are based on the most current annual U.S. gross sales revenue of products and/or services related to the motorcycle industry. Annual dues are a tax-deductible business expense.

For more information about membership and to obtain an application, please contact the MIC Irvine, California, office or visit our web site at [www.mic.org](http://www.mic.org).

### MEMBERSHIP BENEFITS

The MIC communicates with its members on a regular basis through reports and bulletins such as:

- Monthly Executive Brief and News Releases on industry activities and events
- Research Reports summarizing the industry statistics and survey results
- Free access to R.L. Polk national motorcycle registration data by model year, brand and specific model as well as a 70% discount on other geographic areas
- State Legislative Summaries on bills regarding motorcycle

equipment, licensing, operator issues, OHVs, land use, warranty issues and product liability

- Government Relations Bulletins on a variety of state and federal issues of concern to the industry
- Technical Notices on regulations affecting emissions, sound and equipment requirements, manufacturing and other technical developments

MIC members are given exclusive access to special events such as the Communications Symposium which features world-renown economists, market researchers and analysts.

An array of special discounts and privileges are available ranging from up to 5% discount on booth fees at Advanstar trade shows to reduced fees on intellectual property preferred provider services.

### AFTERMARKET / V-TWIN MEMBERSHIP

During 2008, the MIC continued to drive new MIC memberships, bringing in 39 new members and to end the year with a total of 306 member companies. We expect 2009 to be a record year in MIC membership.

The MIC and Aftermarket/Allied Trades Committee continued its membership recruitment efforts in 2008 by exhibiting at the 2008 Dealernews International Powersports Dealer Expo and attending other industry events. As part of our exclusive trade show endorsement contract with Advanstar Communications, MIC members continue to receive up to a 5% discount on their exhibit space at the Advanstar Trade Shows.

The MIC American V-Twin Committee was established in late 2004 to represent V-twin motorcycle, aftermarket and service companies. Thanks to the Committee's persistent efforts in 2008, custom bikes can now be built and sold in California by using an engine that has already been CARB certified in another motorcycle, without having to recertify the motorcycle, provided that specific instructions provided by the engine manufacturer are followed. This option will provide a huge savings in the time and costs that was previously required for certification and R&D. A similar engine certification option was adopted by the U.S. Environmental Protection Agency in 2006, based on a proposal from the American V-Twin Committee. The V-Twin Committee and MIC aftermarket exhaust companies were also successful in convincing CARB staff to make significant revisions to the proposed procedures for aftermarket critical emissions parts for on-highway motorcycles. The new regulations, expected to be adopted in January 2009, will allow for approved catalyst-equipped exhaust systems and other emissions related components to be sold in California for on-highway motorcycles.

Again in 2008, aftermarket members were provided free access to R. L. Polk national motorcycle registration data, by model year, brand and specific model to assist them with marketing, product development and production decisions. Over 150 of our members took advantage of this free report last year. Members may also receive this detailed registration data by other geographic areas for a 70% discount.

The MIC Helmet Task Force continues to address the need for public awareness and understanding of motorcycle helmet issues including: identification of DOT compliant helmets, understand-

ing the advantages of helmet use, and evaluation of helmet-related liability issues. The emphasis is to provide consumers the latest information to aid their decisions regarding helmet use through tools such as the [Helmetcheck.org](http://Helmetcheck.org) website.

Late in the year, the National Highway Traffic Safety Administration (NHTSA) proposed new rules intended to improve motorcycle safety by making it easier for riders, retailers, law enforcement and others to identify and use compliant helmets as opposed to those that are not manufactured to meet DOT standards. MIC submitted comments regarding these proposed rules which represented the consensus position of the MIC by and through its Helmet Task Force, which consists primarily of U.S. helmet distributors.

The MIC continues to provide access to intellectual property information and support to assist members in gaining a better understanding of this complex legal area.

Aftermarket member dues also continued to help protect and expand off-highway vehicle riding opportunities. The Aftermarket provided \$30,000 in grants to OHV organizations and clubs and funded the distribution of the newly revised *Right Rider* that promotes environmental awareness and the responsible use of off-highway motorcycles and ATVs.

The MIC Aftermarket/Allied Trades Committee continued to support the Trailblazers, a "social organization of pioneer motorcycling enthusiasts" by hosting their meetings, assisting with their financial operations, and providing support for their Annual Trailblazer Banquet.

Other existing member services continue to expand and improve including the MIC's Bankcard Processing service handled by Boaz Payment Systems ([www.boazgroup.com](http://www.boazgroup.com)). This service not only provides participants with discounted bankcard processing rates but provides rebates to the MIC to support land use efforts, V-twin activities and other programs. For additional information on the Aftermarket/V-Twin Committees or membership in general, please contact either Mike Mount, Director of Aftermarket Programs or Carole Iannello, Aftermarket Program Coordinator.

## Communications

### CORPORATE COMMUNICATIONS

The MIC communications department facilitates responses to incoming media inquiries from all manner of print, broadcast and online media outlets. The team fields the challenging questions about motorcycling and ATV riding, frequently triggered by news events and investigative reporting. Twenty-four hours a day, seven days a week, calls to the MIC media news bureau are promptly screened, researched, and assigned to the appropriate staff member, who works with the journalist to help develop the story and provide resources that best represent the industry.

Ongoing public affairs efforts include monitoring and tracking media coverage, editing and updating MIC public policy statements, writing and disseminating press materials, distribution of the associations' public service announcements, and distribution of materials that promote responsible use of motorcycles, ATVs and ROVs.

The MIC Communications Symposium, open to all MIC members, features knowledgeable speakers and in-depth presentations covering a number of consumer and economic trends relevant to the motorcycle industry. This daylong event has become an important venue for discussion of critical issues facing individual businesses and the entire industry, as well as future opportunities.

### DISCOVER TODAY'S MOTORCYCLING



Discover Today's Motorcycling is the communications service bureau of the Motorcycle Industry Council. DTM works to establish a secure foundation for the future of motorcycling, helping it expand into a recognized and entrenched place in mainstream America. DTM aims to expand the motorcycle market and increase motorcycle use, help create the next generation of riders, promote positive public awareness and acceptance, and maintain motorcycling's fashionable position in popular culture. The program accomplishes this primarily through mainstream media efforts that generate favorable news in print, over the airwaves and online. DTM's extensive outreach program includes: ongoing media relations to seed dozens of stories each year, media events that provide coverage opportunities, and the fielding of thousands of inquiries through a media hotline. DTM regularly puts product and riding opportunities in the hands of influential media, celebrities, and cultural icons to further promote positive aspects and the "cool factor" of the motorcycling lifestyle.

In addition, DTM hosts demo rides featuring the latest motorcycles and styles of riding gear, and sets up Motorcycle Safety Foundation *RiderCourses*, for both media and also celebrities who help support motorcycling through interviews, photo sessions and public service announcements. Besides spotlighting new bikes, DTM also works with MIC aftermarket members to generate media coverage for newsworthy gadgets and gear. And DTM maintains an informative web site ([www.motorcycles.org](http://www.motorcycles.org)) with content directed at consumers interested in riding and journalists looking for exciting story ideas.

### DISCOVER TODAY'S ATV



Discover Today's All-Terrain Vehicles<sup>SM</sup> is the communications service bureau of the Specialty Vehicle Institute of America (SVIA). DTA's mission is to broaden awareness of the ATV Safety Institute *RiderCourse*<sup>SM</sup> and the "golden rules" of riding, including responsible trail use.

In addition to providing educational materials such as "Your 10-Step Journey to Adventure" in print and online formats, DTA

supplies information on and access to industry experts, safety and training, statistics and trends, and responsible use and environmental issues.

Primarily, DTA strives to reach the widest possible audience by working with mainstream media to generate positive, informative coverage, in publications, with broadcasters and on the Internet. DTA stages media events nationwide to introduce journalists to riding ATVs, first with an ASI class, and then an enjoyable trail ride. DTA also holds training programs and demonstrations at events for outdoor enthusiasts, and for influential legislators and community leaders, showcasing proper use and providing guests with an overview of the ATV world. In addition, DTA partners with organizations like 4-H to educate, train and involve new riders in ATV riding opportunities.

Besides working directly with its funding partners, DTA continues to collaborate with MIC aftermarket members. Many such companies have generously provided products to support DTA's communications efforts, and several have benefited from resulting media coverage for their brands.

## Government Relations

MIC's Government Relations Office (GRO) serves as a voice on behalf of the motorcycle industry at the state and federal government levels and as an accurate source of information on legislation and regulation affecting our industry for MIC members and government entities.

Staff reviews tens of thousands of proposed federal and state laws and regulations each year for potential impact on member companies and their products and represents the interests of our members before state legislatures, the U.S. Congress and numerous regulatory agencies. We also distribute nearly 800 reference CDs to MIC members, ensuring that the most current laws and regulations are available to them. Through on-going issuance of reference materials, from *State Legislative Summaries* to *Technical Notices and Government Relations Bulletins* on a variety of subjects, MIC keeps members up to date on myriad government activities affecting all facets of the Industry. We strive to assist our members in meeting the challenges of government actions by responding promptly and thoroughly to member and government requests for information.

Government Relations staff worked throughout 2008 to increase the visibility of the MIC-initiated Congressional Motorcycle Safety Caucus in coordination with staffs of Caucus co-chairs, Representatives Burgess (R-TX) and Giffords (D-AZ). We worked with the two Representatives to pass a Congressional Resolution that supports the goals of Motorcycle Safety Awareness Month, recognizes the important contribution that motorcycles make to our nation's transportation mix and encourages all road users to be more aware of motorcycles. Ultimately we secured 20 additional co-sponsors and unanimous passage of the Resolution in the U.S. House of Representatives. In conjunction with the Caucus co-chairs, the GRO organized a May event on Capitol Hill to kick off Motorcycle Safety Awareness Month. MIC joined with Reps. Burgess and Giffords, U.S. DOT Secretary Mary Peters, U.S. Capitol Police and AMA to highlight motorcycle safety. Member company motorcycles were on display and MIC staff demonstrated the Honda Smart Trainer. MIC also drafted an op-ed on

Motorcycle Safety Awareness Month, the Resolution and the Capitol Hill event for signature by Reps. Burgess and Giffords that was published in the *Washington Times* the day of the event. GRO staff drafted a letter that the Caucus co-chairs sent to every Member of the House of Representatives on Ride to Work Day. The letter recognized motorcycles as a viable option for motorists suffering from high gas prices, highlighted the need for motorcyclists to get trained and licensed and for all road users to act responsibly, and encouraged Members to join the Caucus. For their extensive work on behalf of motorcycling, MIC recognized Reps. Burgess and Giffords with MIC Chairman's Awards for "Outstanding Public Service and Commitment to Motorcycle Safety." MIC Chairman Larry Little presented the award to Rep. Burgess at a dealership event organized by MIC in his Ft. Worth district.

U.S. DOT Secretary Peters invited President Tim Buche and GRO staff to her office to discuss NHTSA's Section 2010 motorcycle grant program. The NHTSA Administrator, NHTSA Chief of Staff and Assistant to the Secretary for Policy also attended. Peters had proposed legislation to allow the 2010 funds to be used by states to promote helmet use, a proposal of which rider groups had been critical. We asked that the limited 2010 funding continue to be dedicated to rider training and motorist awareness programs; while MIC does not oppose funding for helmet promotion, it should be incremental funding and not at the expense of training and awareness programs authorized under Section 2010. The Secretary committed to promoting helmet use but not by redirection of 2010 funds. We further discussed MSF rider education curriculum development and need for states to support lifelong learning course offerings. The meeting provided an opportunity to update the Secretary on MIC's Helmet Task Force and [Helmetcheck.org](http://Helmetcheck.org) website.

2008 was a busy year for NHTSA rulemaking affecting motorcycles. The long-awaited Notice of Proposed Rulemaking to amend FMVSS #218, Motorcycle Helmets, was issued in November. The proposed amendments primarily address certification labeling requirements to make it more difficult to falsify certification labels and aid consumers and law enforcement in distinguishing between certified and uncertified helmets, facilitating enforcement of state helmet laws. MIC's Helmet Task Force provided input for MIC's comments on the proposal. NHTSA also published a Final Rule on Part 565, VIN Requirements, to ensure that enough numbers will continue to be available. The rulemaking responds to a petition from SAE's VIN/WMI Technical Committee, of which MIC staff is a member. NHTSA also proposed amendments to FMVSS #122, Motorcycle Braking Systems to update requirements and test procedures in order to harmonize #122 with the Global Technical Regulation. MIC worked with our OE Technical Committee to develop MIC's comments for submission to NHTSA.

At the Federal Highway Administration's (FHWA) request, MIC staff gave a presentation at an FHWA Motorcycle Highway Travel Monitoring Technology Demonstration, providing an overview of on-highway motorcycle styles, sales and ridership. Well over 100 people attended, including state DOT officials, sensor industry representatives, and FHWA and NHTSA staff, many of whom rode their motorcycles to participate in sensor demonstrations to learn how various traffic sensors classify vehicle types, including motorcycles, in the traffic stream. The event was part of FHWA's attempt to gather more accurate motorcycle vehicle miles traveled (VMT) data and to work with States to enhance their motorcycle travel monitoring. One of NTSB's three recommendations resulting from its 2006 Motorcycle Safety Forum was for FHWA to develop guidelines for states to use to gather accurate motorcycle registra-

tion and VMT data. FHWA's VMT estimates, on which NHTSA fatality rate statistics are based, are far below those derived from MIC's Motorcycle Owners' Surveys.

Government Relations staff continued to serve on the FHWA Motorcyclist Advisory Council (MAC), established to advise the Secretary of Transportation on infrastructure issues of concern to motorcyclists, including barrier design; road design, construction, and maintenance practices; and intelligent transportation system technologies. The MAC's initial 2-year charter was scheduled to terminate in 2008 but was extended for 2 more years. In renewing the charter, FHWA pointed to the MAC's many accomplishments and Secretary Peters noted the progress achieved, including its success in raising awareness of roadway engineers of the need to incorporate unique motorcycle safety considerations in roadway design, construction, maintenance, and signage. It also developed a *Roadway Safety for Motorcycles* brochure directed to road designers and maintainers that is being distributed by FHWA and FHWA.

In November 2008, motorcycles were caught in the crosshairs of the on-going dispute with the European Union over its import ban on hormone-treated beef from the U.S. The Office of the U.S. Trade Representative (USTR) sought comment on modification of the list of EU products subject to 100% tariffs. Motorcycles over 50 cc but not over 500 cc were included on the list of products under consideration. MIC worked with its affected member companies to oppose motorcycle inclusion on the final list and submitted extensive comments to the USTR. In January 2009, USTR issued the final list which did not include motorcycles.

Far-reaching legislation primarily intended to protect children from unsafe toys was signed by the President in August. The "Consumer Product Safety Improvement Act of 2008" enacted broad-based requirements applicable to all consumer products subject to a CPSC rule or standard and imposed additional and more stringent labeling and testing requirements for any product intended for children 12 years old or younger. The new law also includes ATV industry-supported requirements for all ATVs to comply with the ANSI/SVIA ATV standard and for all ATV manufacturers to comply with action plans outlining mandatory training and other safety initiatives. MIC staff attended CPSC forums on various provisions of the Act and distributed a number of *Technical Notices* on various aspects of the new law to inform members of new requirements that may impact them.

On the state side, accomplishments included success in repealing a Florida law that would have required possession of a motorcycle license in order to register a motorcycle. The law had been interpreted as requiring anyone whose name was on the title, including a co-signer, to have a motorcycle endorsement. MIC also advocated passage of OHV sound limits, opposed inclusion of motorcycles in state lemon laws, opposed legislation to set unreasonable minimum ages for motorcycle passengers and supported the Maryland Motorcycle Dealer Association's effort to amend the state motorcycle definition to include all 3-wheeled motorcycles.

## Land Use and ARRA



Americans for Responsible Recreational Access

Promoting off-highway vehicle (OHV) riding opportunities nationwide is one of MIC's highest priorities. Government Relations staff directs the activities of our national public lands arm, Americans for Responsible Recreational Access (ARRA) and advocates for OHV recreation on Capitol Hill and in state legislatures. Staff participated in countless meetings to promote motorized recreation and multiple use of public lands and addressed myriad OHV access issues. A sample of MIC's efforts is highlighted.

Both U.S. Senate and House of Representatives Committees held hearings on OHV management on public lands in 2008. The Government Relations Office (GRO) worked extensively to ensure that OHV use was presented in the best possible light. We engaged our ARRA grassroots network to generate over 1,000 comments in support of responsible OHV recreation for the two hearings. Upon our recommendation, the House Subcommittee invited NOHVCC to testify, while MIC, SVIA, and ARRA each submitted written testimony for both hearing records. At the hearings, BLM and Forest Service officials recognized OHV recreation as a legitimate use of public lands, along with the need for proper management and enforcement, all themes that MIC echoed.

Implementation of the US Forest Service Travel Management Rule, which allows motorized vehicle use only on designated routes, continues to be at the forefront of our public lands access advocacy. Staff met regularly with USFS recreation staff to discuss implementation and OHV rider needs and also met with the Department of Agriculture Under Secretary for Natural Resources and the Environment to voice concerns and make recommendations. We continued to partner with NOHVCC to provide Route Designation workshops for riders and USFS staff, holding 2008 workshops in conjunction with Forests in five states. We also developed follow-up trail sustainability workshops, designed to help Forest staff and riders work together to address trail maintenance techniques, trail monitoring and signing, volunteer programs, and funding for long-term sustainability of the trail systems.

An important tool in our OHV route designation strategy is the ability to litigate in select cases where the process has been short-circuited to eliminate OHV access to Forests. In 2008, MIC and SVIA, along with other OHV groups, filed a lawsuit challenging the Travel Management Plan for a portion of the Lewis and Clark National Forest in Montana where its final plan had reduced OHV access by over 50%. Other legal initiatives are pending or being explored to facilitate the best possible outcome of the designation process for OHV riders. The Forest Service intends every Forest to complete its designation process by December 2009, making 2008-2009 pivotal and MIC's continued involvement will be crucial to the final outcome.

Wilderness legislation remained a focus. Since no mechanized transport is allowed in wilderness areas, it is critical that wilderness designations not target federal lands where OHV recreation is currently taking place. Numerous bills were introduced in Congress that together would have put millions upon millions of acres

off-limits to OHV use if enacted. MIC staff had numerous meetings with the staffs of key Committees and individual Members of Congress to express our concerns and coordinated with national rider groups to provide comments on specific areas.

ARRA undertook grassroots advocacy to generate comments to Congress and state legislatures on important land access issues. These campaigns, on issues ranging from wilderness lock-ups to trails funding to landowner liability, generated tens of thousands of letters to elected officials in support of OHV recreation. To enhance our grassroots component, ARRA launched a redesigned web site in 2008. The new web site added state pages with contact information, meetings and issues specific to each state. A new "toolbox" feature contains information to help riders and other stakeholders participate in advocating OHV access. All MIC members are encouraged to register for ARRA at [www.ARRA-access.org](http://www.ARRA-access.org).

MIC hosted a 2-day Land Use Leadership Forum with our key OHV partners in our Irvine offices in January and a follow-up Forum in July at ARRA offices in Washington, DC. The Forums provided an opportunity for national OHV stakeholders to discuss critical OHV access issues and to coordinate our efforts to maximize our effectiveness. Participating organizations included the American Council of Snowmobile Associations, AMA, BlueRibbon Coalition, National 4-H Council, NOHVCC, ORBA, Tread Lightly!, and United Four Wheel Drive Associations, in addition to MIC, SVIA, ARRA, the Recreational Off-Highway Vehicle Association (ROHVA), and MIC/SVIA Land Use Committee representatives. The Forums were so well-received that another was held in November in Las Vegas immediately following the elections to focus on election results and their impact on recreational access issues, as well as on priorities and challenges facing OHV recreation in the 111th Congress. The Forums were valuable in strengthening collaboration among the organizations and in developing cooperative strategies going forward and they complemented on-going biweekly conference calls coordinated by ARRA.

During the July Forum, ARRA organized meetings with USFS Chief Gail Kimbell and other high level Forest Service officials to discuss Travel Management Rule implementation and with the Deputy Director of BLM to discuss closure of the Clear Creek Recreation Area, the on-going BLM OHV route designation process and the proposed annexation by the Marine Corps of BLM-managed Johnson Valley, a popular OHV recreation area in California's Mojave Desert. MIC GRO staff gave an ARRA presentation and distributed ARRA information packets at the Outdoor Writers Association of America's Annual Conference, highlighting the popularity of OHV recreation and encouraging OWAA members to learn more about OHV access issues, including relevance to hunting and fishing activities.

The U.S. Government Accountability Office (GAO) began a study of OHV use on public lands, requested by the House Subcommittee on National Parks, Forests and Public Lands Chairman. GAO staff visited the GRO, where the discussion focused on MIC's advocacy of OHV access, particularly regarding the U.S. Forest Service's Route Designation Rule implementation, and our safety and environmental ethics programs. We also provided a great deal of reference information highlighting the popularity and benefits of OHV recreation. The final study is expected in late 2009. We have worked extensively with the Subcommittee's minority staff to try to ensure that the study will present OHV use fairly and factually.

MIC provided sponsorship for Great Outdoors Week, an annual Washington, DC event to heighten visibility and understanding

of the importance of outdoor recreation to the nation's health, economy and quality of life and highlight key recreation programs at the national policy-making level. One of the week's key events is the Coalition for Recreational Trails Achievement Awards Ceremony on Capitol Hill, highlighting projects funded through the Recreational Trails Program. MIC Government Relations staff chaired the awards committee. Since its 1991 creation, this vital program has provided millions of dollars to states for 10,000 motorized and non-motorized trail projects using federal taxes collected on fuel used by OHVs.

MIC and SVIA provided nearly \$1 million in OHV Organization Support Program funding in 2008. The program funds the National OHV Conservation Council and provides grants to other national and state OHV associations for a variety of projects to enhance OHV opportunities. Funding was provided to ORBA to partner with MIC and SVIA to address California-specific issues including USFS travel management, wilderness legislation, and Johnson Valley where in August, the US Marine Corps filed a request for its annexation. Johnson Valley is one of the premier OHV riding areas in the country with 189,000 acres open to OHV use. Two 2008 grants resulted in long-term benefits for the future of OHV recreation. A grant to the Arizona OHV Coalition enabled passage of OHV program legislation in Arizona to fund trail maintenance, construction and public education, and funding for Hatfield-McCoy trail system initiatives enabled improvements to 6 trails in the West Virginia system and has jump-started the Virginia expansion effort, named "Spearhead Trails." The Virginia system is now progressing at break-neck speed, with the first trails projected to open in 2011 and ultimately connecting to the West Virginia system.

## Research and Technology

### RESEARCH

The MIC is widely regarded as the authoritative source for industry research and statistics. Our information assists members with their strategic business decisions and supports the MIC's efforts to preserve and promote motorcycling and the motorcycle industry.

Members have access to important marketing data on sales trends, owner demographics, usage, and retail outlets including:

- MIC Motorcycle Statistical Annual — Reference book that provides an overview of the motorcycle industry, including information on vehicle population, owner demographics, retail outlets, U.S. manufacturers and distributors and retail sales
- MIC Retail Sales Report — Quarterly motorcycle sales by state, brand, model type and engine size category and quarterly ATV sales by state and engine category for the U.S.
- MIC Motorcycle/ATV Owner Survey — Major, national, consumer, internet survey conducted periodically on motorcycle ownership, usage, aftermarket purchases, owner demographics and interests
- MIC Motorcycle Retail Outlet Audit — Annual audit of the number of motorcycle retail outlets nationwide by state
- MIC Motorcycle Retail Outlet Profile Survey — Periodic mail survey to determine the economic and employment profile of

the U.S. motorcycle dealer network

- MIC / Polk Registration Program – The total motorcycle and ATV registrations by model year, specific model and geographic area (zip code level available) from R.L. Polk & Company

## PARTNERS STANDARD PROTOCOL

# PSP PARTNERS

Standard Protocol

Partners Standard Protocol (PSP), developed by MIC, is the standard for data communications that enables dealers, entirely from within their participating dealer management system, to exchange business data in real time with their OEM and Aftermarket suppliers. For companies that have implemented PSP, their dealers no longer need to phone, fax, or upload data into proprietary web sites to transfer data or track shipments. Dealers benefit through reduced personnel training, fewer data errors, and less redundant data entry. The industry benefits through an improved customer experience.

Through the PSP standards for data communications, OEMs and Aftermarket suppliers are able to minimize development efforts for commodity transaction sets and focus on higher-value activities supporting their dealership community.

Specifications are now being developed for the Product Registration and select aspects of the Warranty Claim transaction sets through “Project Piston” set to be completed in mid-2009. These new transaction sets supplement the comprehensive Parts Suite already available. Project Piston is the group implementation project involving five OEMs and select business system vendors which was initiated in 2008.

In addition to Powersports, PSP is now either endorsed or being implemented in the Marine, Outdoor Power Equipment, and Recreational Vehicle industries, providing a significant benefit to OEMs and Aftermarket suppliers serving these industries.

Recently the PSP program began an initiative called “The Alpha Zone” where a select group of dealers in Texas are now able to conduct PSP-enabled transactions with PSP Certified Adopters using ADP’s Lightspeed NXT dealer management system. The goals of the Alpha Zone are to gather both qualitative and quantitative data about the dealer experience using PSP, ahead of a planned national rollout.

In addition to Project Piston and an expansion of The Alpha Zone, the PSP program is currently recruiting interested companies for the second group implementation project planned to launch in 2009. This second group implementation – code-named “The Joplin Project” – will implement the established Parts Suite and commence with a 2-day kickoff meeting in San Diego in 2009.

The PSP program is supported by MIC staff and specialized technology consultants, receiving guidance and counsel from the MIC’s Technology Advisory Committee and Business Advisory Committee.

For more information about PSP, The Joplin Project, or other PSP initiatives, please contact PSP National Managing Director Scot Begovich at (949) 727-4211 x3072, or visit the PSP website at [www.psp.mic.org](http://www.psp.mic.org).

## Technical Support

The MIC provides technical support to members and serves as liaison with government entities and organizations on a wide range of critical topics, such as exhaust emissions, safety and equipment standards, certification procedures, sound limits and test procedures, global regulatory harmonization, and renewable fuels. In the past year, the MIC distributed over 50 *Technical Notices* to members on federal and state rules and regulations affecting our members’ products.

## EMISSIONS

Based on the MIC American V-Twin Committee proposal, the California Air Resources Board (CARB) adopted an on-highway motorcycle engine emissions certification option in February 2008, following 13 months of negotiations. This option allows a small volume manufacturer, custom builder, assembler and individual to purchase and install an engine that has already been CARB certified in another motorcycle, without having to recertify the motorcycle, provided that specific instructions provided by the engine manufacturer are followed. This option provides a huge savings in the time and costs that is currently required for certification and R&D. A similar engine certification option was adopted by the U.S. Environmental Protection Agency in 2006, based on a proposal from the American V-Twin Committee.

In 2008, MIC succeeded in convincing CARB staff to revise their proposed procedures for on-highway motorcycle aftermarket critical emission control parts. The proposal contained provisions that were not feasible for our industry, including extensive warranty and recall requirements, CARB in-use testing, and a statement of compliance to all federal and state statutes. The new regulations, to be adopted in January 2009, will allow for approved aftermarket catalyst-equipped exhaust systems and emissions components to be sold in California for on-highway motorcycles.

Under the direction of the MIC OE Technical Committee, the MIC has been actively monitoring CARB’s efforts to develop a proposal for evaporative emissions regulations, including spillage emissions, for off-highway motorcycles and ATVs, and possibly more stringent evaporative controls for on-highway motorcycles. The proposed regulations are expected in 2009.

In 2008, the MIC submitted extensive comments to the U.S. EPA Advance Notice of Proposed Rulemaking (ANPR) on greenhouse gas emissions for motorcycles and ATVs. MIC comments were also submitted on EPA’s manufacturer guidance letters regarding permeation requirements and recreational off-highway vehicles (ROVs), as well as the proposed amendments to emission regulations affecting motorcycles and ATVs, as part of a small engine rulemaking.

## RENEWABLE FUELS

MIC, with the support of the Alliance for a Safe Alternative Fuel Environment (AIISAFE), continued efforts to ensure that the impact on motorcycles and ATVs are considered in the push for renewable fuels. MIC attended meetings and provided information to the EPA and U.S. Dept. of Energy regarding the long-term effect of

ethanol blends greater than 10%.

## SOUND

In 2008, the MIC and the SAE Motorcycle Committee completed their work on developing a roadside stationary sound test procedure for on-highway motorcycles. The new procedure will provide an easy, economical, reliable and uniform means for controlling excessive motorcycle noise, a beneficial alternative to bans, restrictions or varying standards and test procedures that could be detrimental to the industry and frustrating to riders. The sound test procedure is expected to be adopted in early 2009. To develop the sound test procedure, the MIC conducted in-depth sound testing on a representative sample of 25 motorcycles and over 50 aftermarket exhaust systems/mufflers, with the support of motorcycle and exhaust system manufacturers, and provided the data analysis and initial draft.

MIC is also committed to reducing excessive sound from off-highway motorcycles and ATVs on public lands, which continues to threaten riding opportunities. MIC's recommended in-use sound limit of 96 dBA for off-highway motorcycles and ATVs, based on the SAE J1287 stationary sound test procedure, has now been adopted by 10 states and by AMA for open and cross country amateur racing. The MIC has distributed over 5,500 copies of the 2006 edition of the *MIC Stationary Sound Test Manual for Off-Highway Motorcycles and ATVs* to OHV clubs, organizations and land management agencies nationwide as an essential tool for effective and economical noise control.

# Board of Directors, Committees and Staff

## Board of Directors

The Motorcycle Industry Council Board of Directors is responsible for the affairs of the association, including approval and review of policies, positions, programs, and fiscal operations. The Board has twelve governing directors; seven representing motorcycle manufacturers, importers, or distributors and five representing the aftermarket and allied trades members.

The following six motorcycle distributors pay dues based on market share and designate an employee to the Board: American Honda Motor Co., American Suzuki Motor Corp., Kawasaki Motors Corp., USA, KTM North America, Inc., Piaggio Group Americas, Inc., and Yamaha Motor Corporation, USA. The remaining six Board members are elected by the membership, with three Directors elected each year for a two-year term.

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**Chair**

**Mr. Larry Little**  
Cycle World Magazine

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**Vice Chair/Secretary/Treasurer**

**Mr. Roger Hagie**  
Kawasaki Motors Corp., USA

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**Steve Bortolamedi**

American Suzuki Motor Corp.

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**Mr. Eric Anderson**

Scorpion Sports Inc.

---

**Mr. Mark Blackwell**

Victory Motorcycles-Polaris Industries, Inc.

---

**Mr. Jon-Erik Burleson**

KTM North America, Inc.

---

**Mr. Don Emde**

Don Emde Publications, Inc.

---

**Mr. Frank Esposito**

Kendon Industries, Inc.

---

**Mr. Mark Pearlstein**

American Honda Motor Co., Inc.

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**Ms. Sarah Schilke**

Moto Niche Marketing International

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**Mr. Mike Schmitt**

Yamaha Motor Corp., USA

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**Mr. Paolo Timoni**

Piaggio Group Americas, Inc.

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**MIC Staff Support**

**Mr. Tim Buche**  
Motorcycle Industry Council

## MIC Committees

The Motorcycle Industry Council relies on the advice of its members to help develop industry programs and legislative policy. This is accomplished through the Board of Directors and advisory committees.

It is the duty of the Chair of the Board to appoint the committees and confer with the committee chairs to see that their duties are being carried out. It is the responsibility of the individual committees to develop and propose to the Board both long-range and short-range activities consistent with the committees' scope of responsibility.

As a practice, the Chair of the Board confers with the President to select the committee chairs for the year. The committee chairs work with the chair of the Board and the President to appoint the committee members. Committee membership is intended to reflect a cross-section of industry disciplines and may change from time to time as particular skills or experience are sought to address new projects. MIC members are invited to contact the committee chair, committee members or the staff coordinator with appropriate subjects of concern.

### AFTERMARKET/ALLIED TRADES COMMITTEE

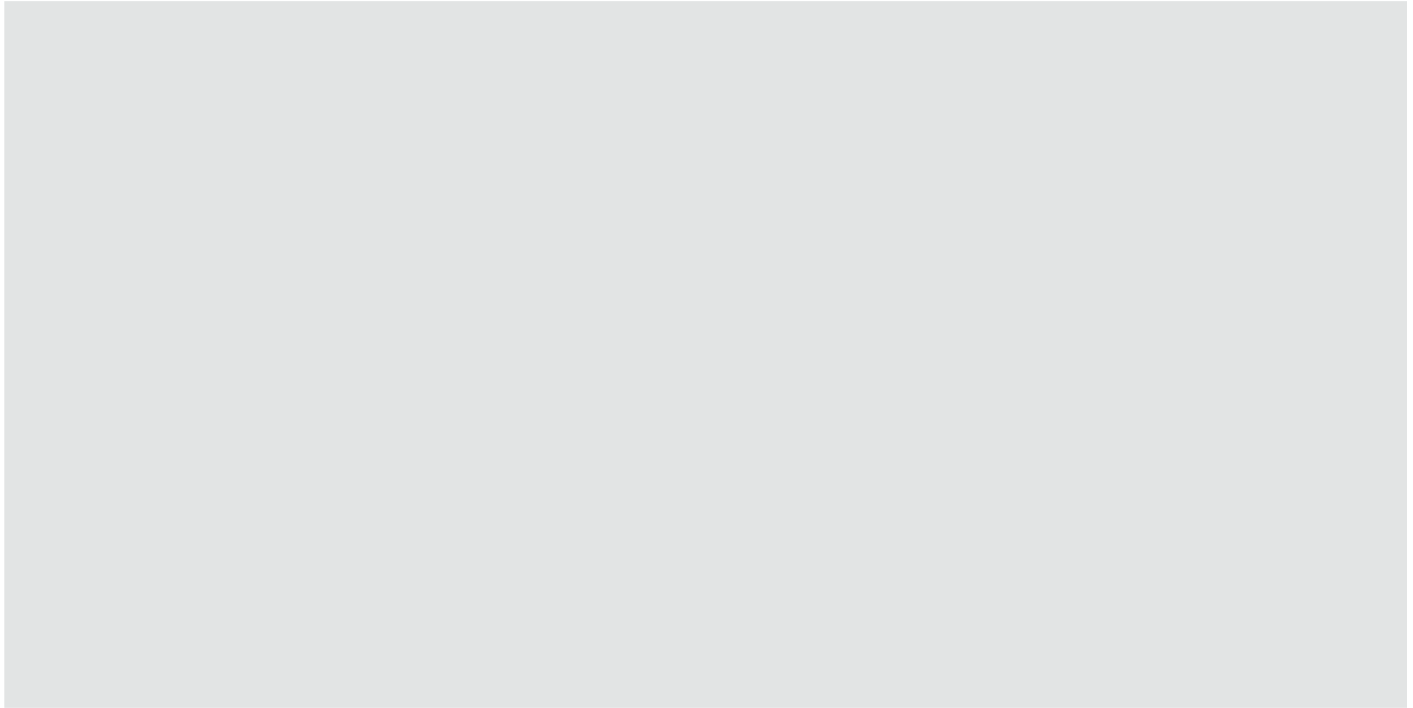
The Aftermarket/Allied Trades Committee's purpose is to provide information, statistics and services which assist aftermarket members' businesses; to establish a common purpose and foster beneficial relationships among all members; to represent and protect the aftermarket industry's best interests and serve as the aftermarket industry's unified voice.

MIC Staff Support  
**Mr. Mike Mount**  
*Director, Aftermarket Programs*

**Ms. Carole Iannello**  
*Coordinator, Aftermarket Programs*

## AMERICAN V-TWIN COMMITTEE

The American V-Twin Committee's purpose is to educate, promote and protect the American V-Twin motorcycle industry.



**MIC Staff Support**

**Mr. Mike Mount**

*Director, Aftermarket Programs*

**Ms. Carole Iannello**

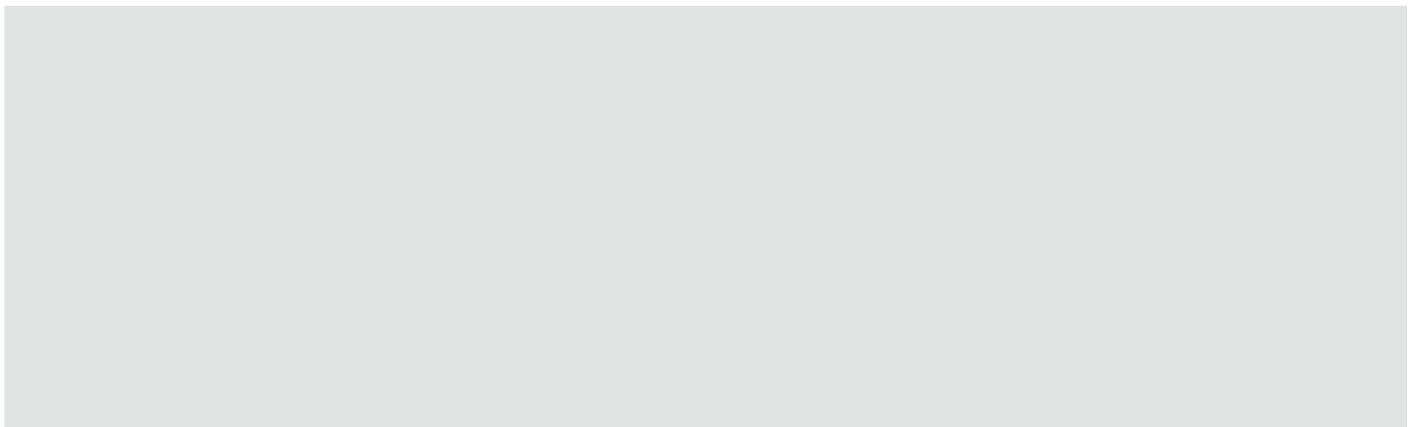
*Coordinator, Aftermarket Programs*

**Ms. Pamela Amette**

*Vice President*

## MARKETING AND PUBLIC POLICY COMMITTEE

The Marketing and Public Policy Committee's purpose is to maintain a favorable business climate for the motorcycle industry. The Committee has focused on expanding the industry and its market, addressing the critical and emerging industry and user issues, and developing sophisticated statistical data. Other responsibilities include the oversight of the Discover Today's Motorcycling (DTM) and Statistics Subcommittees.



**MIC Staff Support**

**Mr. Tim Buche**

*President*

**Mr. Paul Vitrano**

*General Counsel*

## DISCOVER TODAY'S MOTORCYCLING SUBCOMMITTEE

The Discover Today's Motorcycling Subcommittee and staff work to establish a secure foundation for the future of motorcycling, helping it expand into a recognized and entrenched place in mainstream America. DTM aims to expand the motorcycle marketplace and the use of motorcycles, promote positive public awareness and acceptance, and maintain motorcycling's fashionable position in popular culture.

**MIC Staff Support**  
**Mr. Tim Buche**  
*President*

**Ms. Cam Arnold**  
*Vice President, Communications / Research*

**Mr. Ty van Hooydonk**  
*Director, Product Communications*

**Ms. Jessica Prokup**  
*Director, Emerging Market Commu-  
nications*

## STATISTICS SUBCOMMITTEE

The Statistics Subcommittee's purpose is to develop statistical programs for the motorcycle industry as needed to document government relations activities and provide long term historical information which assists members with business decisions; and to advise other MIC committees on techniques and analysis of research and statistically oriented projects considered by those committees.

**MIC Staff Support**  
**Ms. Cam Arnold**  
*Vice President, Communications / Research*

**Ms. Pat Murphy**  
*Vice President, Data Standards  
Development*

## BUSINESS ADVISORY COMMITTEE

The Business Advisory Committee (BAC) is initially charged with helping to ensure the successful introduction and ongoing operation of the Partners Standard Protocol (PSP). PSP is an industry specification allowing dealers to transact business with suppliers entirely from within their Dealership Management System (DMS). The Committee considers such matters as overall PSP policy direction, support requirements, communications programs, funding issues and approaches, PSP business partnerships, intellectual property issues, and development priorities. The Committee will be asked to address additional projects as determined by the MIC Board of Directors.

### MIC Staff Support

#### **Mr. Scot Begovich**

*Senior Vice President, Business  
Development*

#### **Mr. Tim Buche**

*President*

## TECHNOLOGY ADVISORY COMMITTEE

The Technology Advisory Committee (TAC) provides requirements and strategic direction for the development of the Partners Standard Protocol (PSP) specifications. PSP is an industry specification allowing dealers to transact business with suppliers entirely from within their Dealership Management System (DMS).

### MIC Staff Support

#### **Ms. Pat Murphy**

*Vice President, Data Standards  
Development*

#### **Mr. Scot Begovich**

*Senior Vice President, Business  
Development*

## SVIA / MIC LAND USE ADVISORY COMMITTEE

The SVIA / MIC Land Use Advisory Committee's purpose is to increase the level of involvement of industry leaders in addressing the critical issue of access to public lands and to provide recommendations to the SVIA and MIC Boards relating to activities and resources toward land use and access opportunities.

Over the years the MIC and SVIA have been involved in various land use activities both internally and through outside organizations. The overarching goal has consistently been to preserve and expand responsible motorized recreation opportunities on public and private lands.

### MIC/SVIA Staff Support

#### **Mr. Paul Vitrano**

*Executive Vice President, Specialty Vehicle  
Institute of America*

#### **Ms. Kathy Van Kleeck**

*Senior Vice President,  
Government Relations*

#### **Mr. Duane Taylor**

*Government Relations Specialist*

## OE TECHNICAL COMMITTEE

The OE Technical Committee's purpose is to review a broad range of government activities as they relate to member's products and evaluate the need to study or respond and to carry out technical programs as directed by the Board of Directors. The scope of the Committee's activities includes technical matters related to the growth of the motorcycle industry including, but not limited to, sound, equipment standards, and vehicle emissions.

### MIC Staff Support

#### **Ms. Pamela Amette**

*Vice President*

#### **Ms. Kathy Van Kleeck**

*Senior Vice President,  
Government Relations*

#### **Mr. Mel Stahl**

*Government Relations Consultant*

## MIC Staff

The Motorcycle Industry Council maintains two offices, the Executive Office in Irvine, California, and the Government Relations Office in Arlington, Virginia, near Washington, D.C. The daily business of the association is carried out by a professional staff with expertise in government relations, research and technology standards, marketing, technical regulations, communications and media relations. Please feel free to contact the following key staff members for more information about MIC programs and services.

### MIC EXECUTIVE OFFICE

2 Jenner, Suite 150  
Irvine, CA 92618-3806  
Phone (949) 727-4211  
Fax (949) 727-3313

#### Mr. Tim Buche

*President*, ext. 3028  
tbuche@mic.org

#### Ms. Pamela Amette

*Vice President*, ext. 3047  
pamette@mic.org

#### Mr. Paul Vitrano

*General Counsel*, ext. 3119  
pvitrano@mic.org

#### Ms. Wendy Larkin

*Executive Business Assistant*, ext. 3145  
wlarkin@mic.org

### ADMINISTRATION

#### Mr. Joe DiCorpo

*Vice President, Administration*,  
ext. 3022  
jdicorpo@mic.org

#### Ms. Lenore Stjerne

*Supervisor, Administration Services*,  
ext. 3006  
lstjerne@mic.org

#### Mr. Michael Pierce

*Director, Accounting*, ext. 3024  
mpierce@mic.org

#### Ms. Nicole Cross

*Senior Accountant*, ext. 3049  
ncross@mic.org

### AFTERMARKET

#### Mr. Mike Mount

*Director, Aftermarket Programs*,  
ext. 3130  
mmount@mic.org

#### Ms. Carole Iannello

*Coordinator, Aftermarket Programs*,  
ext. 3045  
ciannello@mic.org

### COMMUNICATIONS AND DISCOVER TODAY'S MOTORCYCLING (DTM)

#### Ms. Cam Arnold

*Vice President, Communications /  
Research*, ext. 3129  
carnold@mic.org

#### Mr. Ty van Hooydonk

*Director, Product Communications*,  
ext. 3134  
tvanhooydonk@mic.org

#### Ms. Jessica Prokup

*Director, Emerging Market  
Communications*, ext. 3061  
jprokup@mic.org

#### Ms. Mia MacDougall

*Senior Coordinator, Events*, ext. 3092  
mmacdougall@mic.org

#### Ms. Taryn Sanchez

*Senior Coordinator, Media*, ext. 3053  
tsanchez@mic.org

### DISCOVER TODAY'S ALL- TERRAIN VEHICLE (DTA), PUBLIC INFORMATION AND EDUCATION

#### Ms. Cam Arnold

*Vice President, Communications /  
Research*, ext. 3129  
carnold@mic.org

### INFORMATION TECHNOLOGY

#### Frank Wagenseller

*Vice President, IT*, ext. 3031  
fwagenseller@mic.org

### RESEARCH

#### Ms. Cam Arnold

*Vice President, Communications /  
Research*, ext. 3129  
carnold@mic.org

#### Mr. Brandt Anderson

*Research Analyst*, ext. 3016  
banderson@mic.org

#### Ms. Jessica Goodwin

*Coordinator Data Processing, Research and  
Technology Standards*, ext. 3029  
jgoodwin@mic.org

### PARTNERS STANDARD PROTOCOL (PSP)

#### Mr. Scot Begovich

*Senior Vice President, Business  
Development*, ext. 3072  
sbegovich@mic.org

#### Ms. Pat Murphy

*Vice President, Data Standards  
Development*, ext. 3010  
pmurphy@mic.org

#### Mr. Neven Burica

*Development Manager, Research and  
Technology Standards*, ext. 3026  
nburica@mic.org

#### Ms. Jennifer Fabian

*Operations Manager, Research and  
Technology Standards*, ext. 3159  
jfabian@mic.org

### GOVERNMENT RELATIONS OFFICE

1235 South Clark Street, Suite 600  
Arlington, VA 22202-3261  
Phone (703) 416-0444, Fax (703) 416-2269

#### Ms. Kathy Van Kleeck

*Senior Vice President, Government Rela-  
tions*, ext. 14  
kvankleeck@mic.org

#### Mr. Mel Stahl

*Government Relations Consultant*,  
ext. 15  
mstahl@mic.org

#### Ms. Pata Hall

*Senior Coordinator, IT Database*, ext. 10  
phall@mic.org

#### Ms. Genevieve Boye

*Senior Legislative Analyst*, ext. 12  
gboye@mic.org

#### Mr. Phillip Lighty

*Legislative Analyst*, ext. 11  
plighty@mic.org

#### Mr. Duane Taylor

*Government Relations Specialist*,  
ext. 16  
dtaylor@mic.org

#### Mr. Travis Goulding

*Manager, Legislative Affairs*, ext. 13  
tgoulding@mic.org

# Market Share Members

## American Honda Motor Co., Inc.

### CONTACT

Mark Pearlstein

### TITLE

Assistant Vice President  
Motorcycle Division

### ADDRESS

1919 Torrance Blvd.  
Torrance, CA 90501-2746

### PHONE

310.783.2000

### FAX

310.783.2177

### WEB

[www.honda.com](http://www.honda.com)

### MEMBER SINCE

1970

### YEARS IN BUSINESS

49

### PRODUCTS/SERVICES

Motorcycles, scooters,  
all-terrain vehicles, personal  
watercraft, parts, accessories  
and apparel



Soichiro Honda established the Honda Motor Company in 1948. The sweeping, worldwide popularity of Honda products – beginning with engines and continuing with motorcycles, automobiles, power equipment, marine equipment and light trucks – was stimulated by Honda's consistent upgrading of its product lines with scores of technical innovations. The company rapidly expanded into a global network of factories and sales and service facilities.

American Honda Motor Co., Inc., was established in 1959 in Los Angeles, California. U.S. Motorcycle production began in Marysville, Ohio in 1979, and an ATV plant was opened in Timmonsville, South Carolina, in 1998. Development and production are fully integrated into American Honda's operations along with marketing, sales and service. To date, Honda has sold more than 17 million motorcycles in the U.S. and more than 22 million automobiles, as well as millions of industrial and recreational power equipment and marine units. Honda's philosophy of building products in the major markets where they are sold has resulted in a strategy of long-term investment in the American economy. More than \$9.0 billion has been invested in state-of-the-art, high-technology U.S. factories, sales and research operations along with more than \$15.5 billion a year in purchases of raw materials and parts from American suppliers. Honda's facilities provide jobs to 27,000 North American families, along with another 100,000 employed by Honda motorcycle, automobile, power equipment and marine retailers. Thousands more work in the nearly 530 shops and plants that supply

parts and materials to Honda's manufacturing facilities. Exporting its U.S.-made products to more than 80 countries has played a major role in Honda's global success, and is an important element in helping America's economy with balance-of-trade issues. Since 1980, Honda's U.S. operations have exported more than \$14 billion in products and components worldwide.

Honda believes in being a good neighbor and a responsible corporate citizen. The company enthusiastically supports community movements for diversity, youth education and cultural enrichment programs. In 1984, the American Honda Foundation was established. Since its inception, the American Honda Foundation has provided more than 479 grants, totaling more than \$23.9 million.

Honda's market leadership has been confirmed by decades of American awards for design and engineering innovation, efficiency, overall excellence and customer satisfaction. The company's legacy of customer satisfaction through product quality continues to guide it today as it strives to develop products that provide fun, utility, and lasting value.

## American Suzuki Motor Corp.

### CONTACT

Steve Bortolamedi

### TITLE

Senior Advertising Manager

### ADDRESS

3251 E. Imperial Hwy.,  
Brea, CA 92821

### PHONE

714.996.7040

### FAX

714.970.6005

### E-MAIL

steve.b@suz.com

### WEB

www.suzukicycles.com

### MEMBER SINCE

1970

### YEARS IN BUSINESS

45

### PRODUCTS/ SERVICES

Motorcycles, scooters,  
all-terrain vehicles, outboard  
motors, parts, accessories  
and apparel



American Suzuki Motor Corporation was chartered in the state of California in 1963. The company's motorcycle division was established one year later to oversee the importation and distribution of Suzuki motorcycles in the United States. In a short period of time, Suzuki established itself as one of the major brands in the rapidly expanding motorcycle marketplace, due to Suzuki's new model innovations, its response to customer needs and the reliability of its products.

In the late 1970s, the company made a successful jump from building two-stroke motorcycles, upon which it had built its reputation, to marketing four-stroke motorcycles. The GS750 and GS1000 are generally regarded by motorcycle industry journalists as among the best standard bikes of the era. The GS1100 eventually came to be known as an all-time classic standard.

Success hasn't been limited to two-wheelers. Suzuki is now celebrating the 25th anniversary of its creation of the first four-wheel all-terrain vehicles (ATVs). In 1983, Suzuki revolutionized the powersports world with the four-wheeled Suzuki LT125 and the birth of the QuadRunner ATVs. Suzuki was the First on 4 Wheels, and the entire industry followed by shifting product development into an entirely new industry. Suzuki continued to lead innovation in the ATV industry in both utility and sport vehicles.

Suzuki again set an industry milestone (and created a new class) with the introduction of the 1986 GSX-R750. The new model put the company on the map as the first motorcycle manufacturer to mass-produce a motorcycle closely patterned after racetrack specifications.

Recently the company delivered an exciting new brand to the cruiser market with the Suzuki Boulevard line of cruiser motorcycles and accessories. The Suzuki Boulevard line delivers the attitude and personality of cruising with

the craftsmanship and performance-minded technology that makes Suzuki motorcycles so special. The exciting line of Burgman scooters, the DualSport/Adventure motorcycles that lead their category, the award-winning KingQuad ATV, the debut of the LT-R450 as the first race-ready sport ATV, as well as continued updates to the GSX-R repli-racers and more represent the factory's most recent efforts toward this end.

Suzuki continues to challenge its engineers and designers to apply innovative technology to create outstanding products for the consumer – products that provide both sensible transportation and an exciting riding experience. The all-new B-King motorcycle applies Suzuki performance technology to the standard motorcycle category, in a way that only Suzuki can. This stylish and sporty motorcycle is set to shock the world with its performance and look.

American Suzuki Motor Corporation has sold several million motorcycles and ATVs in the United States to date. The motorcycle division currently offers more than 50 motorcycle and ATV models for American motorcycle enthusiasts. American Suzuki Motor Corporation markets and distributes Suzuki automobiles, motorcycles, ATVs and outboard motors throughout its network of more than 1,200 dealers across the United States. American Suzuki Motor Corporation is a wholly owned subsidiary of Suzuki Motor Corporation of Japan.

## Kawasaki Motors Corp., U.S.A.

### CONTACT

Roger Hagie

### TITLE

Director, Public Affairs

### ADDRESS

9950 Jeronimo Rd.  
Irvine, CA 92618-2084

### PHONE

949.770.0400

### FAX

949.460.5505

### E-MAIL

roger.hagie@kmc-usa.com

### WEB

[www.kawasaki.com](http://www.kawasaki.com)

### MEMBER SINCE

1970

### YEARS IN BUSINESS

42

### PRODUCTS/SERVICES

Motorcycles, all-terrain vehicles, personal watercraft, utility vehicles, parts, accessories and apparel



In March of 1966, in Chicago, Illinois, Kawasaki Heavy Industries Ltd. (KHI) sent a factory team to open the U.S. market. Called American Kawasaki Motorcycle Corp. (AKMC) and armed only with small Omega two-stroke motorcycles, they soon realized that the U.S. market demanded greater performance and excitement. KHI quickly responded with the Kawasaki Samurai and Avenger, and laid the foundation for its reputation as a high-performance company. Later that year, AKMC moved to Southern California. Eastern Kawasaki Motorcycle Corp. was set up soon afterward to handle the East Coast product distribution. By the end of 1968, the two American companies had merged, forming Kawasaki Motors Corp., U.S.A. (KMC), and established an engine division to sell snowmobile engines to Arctic Industries, Inc.

KMC markets and sells at wholesale Kawasaki motorcycles, ATVs, personal watercraft and utility vehicles through a network of more than

1,500 independent retailers. KMC and its affiliates employ nearly 2,400 people in the United States, with more than 350 of them located at the Irvine, California headquarters.

Kawasaki has grown steadily, and 2006 marked 40 years of doing business in America. Over the years, the company has developed a very distinct personality. Kawasaki's tagline, "Let the good times roll.™", is recognized worldwide, and the brand is aggressively carrying its heritage of leading-edge power, performance and exhilaration into the 21st century. Information about Kawasaki's complete line of recreational products and Kawasaki affiliates can be found on the web at [www.kawasaki.com](http://www.kawasaki.com).

## KTM North America, Inc.

### CONTACT

Jon-Erik Burleson

### TITLE

President

### ADDRESS

38429 Innovation Ct.  
Murrieta, CA 92563

### PHONE

951.600.8007

### FAX

951.600.8866

### WEB

[www.ktm.com](http://www.ktm.com)

### MEMBER SINCE

1989

### YEARS IN BUSINESS

54

### PRODUCTS/SERVICES

Motorcycles, all-terrain vehicles, parts, accessories and apparel



In 1953 KTM was created through the joined efforts of Hans Trunkenpolz and Ernst Kronreif and the production of the company's first production motorcycle – the R100 street bike. Today, KTM's worldwide headquarters are still located in the same European town of its beginnings -- in Mattighofen, Austria. New modern facilities include Motorcycle and ATV Production, Engine Production, Research and Development and Distribution.

The company employs 1,500 people worldwide who use their knowledge and experience of championship racing and their own riding experience to bring world-class, Ready To Race products to the market.

Racing is the backbone of KTM research and development efforts. Proven successes in worldwide competition are embodied in the design and function of each motorcycle and ATV, whether it's raced in competition or ridden for recreation. Only that which withstands the constant rigors of competition is considered and carried forward into actual production.

This dedication ensures that all KTM motorcycles and ATVs fulfill the company's "Ready to Race" philosophy.

The KTM brand in North America represents a leading edge, high-performance position in the powersports industry, with over 40 models delivering the KTM "Ready to Race" promise. Product categories include: Sportminicycles, Motocross, Cross Country, Enduro, Supermoto, Adventure Touring, Sport Street and ATV. Displacement sizes range from single cylinder 50cc to twin cylinder 990cc.

In the future, through the dedication of KTM employees and its dealer network, the company will continue to leverage its "Ready to Race" market position and demonstrate its competitive edge in both off- and on-highway motorcycles and ATVs.

## Piaggio Group Americas, Inc.

### CONTACT

Paolo Timoni

### TITLE

President and CEO

### ADDRESS

140 East 45th Street,  
17th Floor  
New York, NY 10017

### PHONE

212.380.4400

### FAX

212.380.4459

### E-MAIL

ptimoni@piaggiogroupusa.com

### WEB ADDRESS

www.piaggiouusa.com

### MEMBER SINCE

1999

### YEARS IN BUSINESS

124

### PRODUCTS/SERVICES

Motorcycles, scooters, parts,  
accessories and apparel



PIAGGIO®



Established in 1884 by Rinaldo Piaggio and based in Pontedera (Pisa, Italy), the Piaggio Group is one of the world's top manufacturers of two-wheel motor vehicles. With over 6,000 employees in 50 countries, the Piaggio Group has a consolidated leadership in the European 2-wheeler market, and a particularly strong presence in the scooter and 50cc vehicles segment, with 40 percent market share in Europe and 48 percent in Italy. Its production includes scooters, motorcycles and mopeds in the 50 cc to over 1000 cc displacement range, marketed under the Piaggio, Vespa, Gilera, Derbi, Aprilia, Moto Guzzi and Scarabeo brands. Today the Piaggio Group engineers, manufactures and markets approximately 600,000 vehicles each year in over 50 countries. The Piaggio Group is controlled by Immsi S.p.A., an industrial and services holding listed on the Milan Stock Exchange.

### PIAGGIO

The name Piaggio is synonymous with freedom in daily life. Piaggio offers a complete range of original, intelligent and creative solutions for urban mobility which appeal to the modern individual who is open to change. The scooter line ranges from 50cc to 500cc, and now includes the innovative three-wheel scooter, the MP3.

### VESPA

Since the introduction of the Vespa scooter in 1946, the brand has surprised and delighted fans all over the globe. Vespa is the expression of a uniquely distinctive lifestyle. Its enduring success owes much to its extraordinary origins and to its symbolic and iconographic identity. Today Vespa offers a comprehensive, technologically and environmentally advanced range of models, with traditional and vintage-styled models, to the powerful and modern.

### APRILIA

Technology, style, innovation and passion: these are the watchwords which have taken Aprilia from humble beginnings in an artisan's workshop to the cutting edge of European

motorcycle production, with a complete range of bikes from 50 to 1000cc. Aprilia has always distinguished itself in the motorcycle world by introducing the most important technological innovations while enriching its experience in the competitive sphere. Such a deep commitment to racing has facilitated the development of the best possible technological solutions, all of which have found their way into the Aprilia product range.

### MOTO GUZZI

The Moto Guzzi name is synonymous with aristocracy in the motorcycling world. It traces its roots back 85 years to the founding of the legendary plant at Mandello del Lario where the "Brand of the Eagle" was born in 1921. The Moto Guzzi philosophy is based on two guiding principles: sheer driving pleasure and maximum attention to design. Moto Guzzi incarnates a lifestyle which is contrary to the logic of haste and speed and which gives rise to real and powerful emotions: the joy of motorcycling enfolded in the steady throb of the twin cylinder 900 V engine – the real signature of the bike from Mandello .....Italian creativity and technology at their best.

**CONTACT**

Bob Starr

**TITLE**

General Manager, National Communications

**ADDRESS**

6555 Katella Ave.  
Cypress, CA 90630

**PHONE**

714.761.7300

**FAX**

714.761.7302

**WEB**

[www.yamaha-motor.com](http://www.yamaha-motor.com)

**MEMBER SINCE**

1970

**YEARS IN BUSINESS**

48

**PRODUCTS/SERVICES**

Motorcycles, all-terrain vehicles, side-by-side vehicles, snowmobiles, personal watercraft, marine products, parts, accessories and apparel



In 1960 Yamaha International Corporation got its start in the United States. In January of 1977, a new company was born as a division of Yamaha International. This new company was Yamaha Motor Corporation, U.S.A. and its birth brought about an increased focus on building motorized-product based business in the United States.

From this beginning, Yamaha Motor Corporation, U.S.A. has grown into a major player in the powersports industry. Products include: motorcycles, ATVs, side by side off-highway multi-purpose vehicles, snowmobiles, personal watercraft, outboard engines, generators and pumps as well as a large line of accessories and apparel. The motorsports headquarters in Cypress, CA is responsible for sales, marketing, distribution, parts and service of these products through its national dealer network.

Yamaha has one goal leading its charge in the market: To know the customer and their needs better than any other manufacturer.

With the engineering expertise to make the consumer needs and wants a reality, Yamaha has been extremely successful in bringing class leading products to market. Such as:

- one of the most powerful sport ATVs in the industry – Raptor 700
- 113 cubic inch V-twin streamline design cruisers with superior style, power and technology – the Roadliner series and the Stratoliner series of Star Motorcycles
- years of racing experience brings two of the most advanced production bikes ever built – the YZF-R1 and R6
- two of the most sought after side by side vehicles ever – the Rhino 700FI and Rhino 450
- the high performance, lightweight, one of the best-handling, race-bred ATVs ever – the YFZ450



# Motorcycle Manufacturers & Distributors

## A

### ADLY MOTO LLC

Judy Chen  
1725 Hurd Dr., Suite 108  
Irving, TX 75038  
(972) 870-1572, ext. 102  
Fax: (972) 582-0888  
judychen@adlymoto.com  
www.usa.adlymoto.com  
MIC Member Since: 2007  
Years in Business: 4  
Products and Services:  
Scooters, off-highway motorcycles, ATVs

## B

### BMW OF NORTH AMERICA, LLC

Anthony Arbolino  
BMW Motorrad USA  
PO Box 1227  
Westwood, NJ 07675-1227  
(201) 307-3552  
Fax: (201) 307-3726  
Anthony.Arbolino@bmwna.com  
www.bmwmotorcycles.com  
MIC Member Since: 1981  
Years in Business: 29  
Products and Services:  
On-highway and dual motorcycles

### BRP US INC.

Marc Lacroix  
565 de la Montagne  
Valcourt, Quebec J0E 2L0 Canada  
(450) 532-2211  
Fax: (450) 532-5093  
marc.lacroix@brp.com  
www.brp.com  
MIC Member Since: 2000  
Years in Business: 73  
Products and Services:  
On-highway motorcycles, ATVs

## C

### CFMOTO POWERSPORTS INC.

Ivan Escalante  
3555 Holly Ln. N #30  
Plymouth, MN 55447  
(763) 398-2690  
Fax: (763) 398-2695  
ivan@cfmoto-us.com  
www.cfmoto-us.com  
MIC Member Since: 2007  
Years in Business: 4  
Products and Services:  
On-highway motorcycles, scooters

## D

### DUCATI NORTH AMERICA, INC.

Jim Viola  
10443 Bandlely Dr.  
Cupertino, CA 95014  
(408) 343-4415  
Fax: (408) 253-4099  
jim.viola@ducati.com  
www.ducatiusa.com  
MIC Member Since: 1985  
Years in Business: 83  
Products and Services: On-highway motorcycles

## H

### HUM CYCLES, INC.

Jit Bhattacharya  
489 Clementina St., 3rd Floor  
San Francisco, CA 94103  
(415) 225-7335  
jit@humcycles.com  
www.humcycles.com  
MIC Member Since: 2008  
Years in Business: 2  
Products and Services:  
Electric on-highway motorcycles

### HYOSUNG MOTORS AMERICA, INC.

Simon Kim  
5815 Brook Hollow Pkwy., Suite B  
Norcross, GA 30071  
(770) 447-5571  
Fax: (770) 447-5528  
stkim@hyosungmotorsusa.com  
www.hsmc.co.kr  
MIC Member Since: 2006  
Years in Business: 4  
Products and Services:  
On-highway motorcycles, scooters, ATVs

## I

### INDIAN MOTORCYCLE CORPORATION

Christopher Bernauer  
116 Battleground Rd.  
Kings Mountain, NC 28086  
(704) 937-4026  
Fax: (704) 937-7776  
cbernauer@indianmotorcycle.com  
www.indianmotorcycle.com  
MIC Member Since: 2007  
Years in Business: 5  
Products and Services:  
On-highway motorcycles

### IRBIT MOTORWORKS OF AMERICA, INC.

Madina Merzhoyeva  
15411 NE 95th St.  
Redmond, WA 98052  
(425) 702-8484, ext. 104  
Fax: (425) 696-0834  
madina@imz-ural.com  
www.imz-ural.com  
MIC Member Since: 2004  
Years in Business: 7  
Products and Services:  
On-highway, dual motorcycles

## K

### KYMCO USA

Bruce Ramsey  
5 Stan Perkins Rd.  
Spartanburg, SC 29307  
(864) 327-4744, ext. 4775  
Fax: (864) 472-4183  
bramsey@kymcousa.com  
www.kymcousa.com  
MIC Member Since: 2002  
Years in Business: 33  
Products and Services:  
On-highway motorcycles, scooters, ATVs

## N

### NESS MOTORCYCLES, LLC

Cory Ness  
6050 Dublin Blvd.  
Dublin, CA 94568  
(925) 479-6350  
Fax: (925) 479-6351  
cory@arlenness.com  
www.arlenness.com  
MIC Member Since: 2007  
Years in Business: 3  
Products and Services:  
On-highway motorcycles

## P

### POLARIS INDUSTRIES, INC./ VICTORY MOTORCYCLES

Mark Blackwell  
2100 Hwy. 55  
Medina, MN 55340  
(763) 542-0575  
Fax: (763) 847-8136  
mark.blackwell@polarisind.com  
www.polarisindustries.com  
MIC Member Since: 1997  
Years in Business: 54  
Products and Services:  
On-highway motorcycles, ATVs

## S

### SABERTOOTH MOTORCYCLES, LLC

Ben Daniels  
100 Hurricane Creek Rd.  
Piedmont, SC 29673  
(864) 989-1957  
Fax: (864) 989-1940  
ben.daniels@sabertoothmotorcycles.com  
www.sabertoothmotorcycles.com  
MIC Member Since: 2007  
Years in Business: 5  
Products and Services:  
On-highway motorcycles, scooters

### SUCKERPUNCH SALLYS, LLC

Robert Jay  
14982 N 83rd Pl., Suite 100  
Scottsdale, AZ 85260  
(626) 240-5603  
Fax: (480) 778-9506  
rjay@mcfauto.com  
www.suckerpunchsallys.com  
MIC Member Since: 2007  
Years in Business: 3  
Products and Services:  
On-highway motorcycles

## T

### **TAIWAN GOLDEN BEE CO., LTD.**

George Lin  
 No. 15, Youn-Kong 2nd Rd.  
 Youn-An Industrial Park  
 Kaohsiung Hsien  
 Taiwan, Province of China  
 +886 7 6222101 6  
 Fax: +886 7 6222110  
 george@tgb.com.tw  
 www.tgb.com.tw  
*MIC Member Since:* 2008  
*Years in Business:* 4  
*Products and Services:*  
 Scooters, transmissions

### **TRIUMPH MOTORCYCLES AMERICA, LTD.**

Satu Mehta  
 385 Walt Sanders Memorial Dr.,  
 Suite 100  
 Newnan, GA 30265  
 (678) 854-2010  
 Fax: (678) 854-2027  
 satum@triumphmotorcycles.com  
 www.triumph.co.uk  
*MIC Member Since:* 1977  
*Years in Business:* 107  
*Products and Services:*  
 On-highway motorcycles

## V

### **VECTRIX CORPORATION**

Jim Plagenhoef  
 76 Hammerlund Way, #250  
 Middletown, RI 02842-5640  
 (401) 848-9993  
 Fax: (401) 848-9994  
 jplagenhoef@vectrixusa.com  
 www.vectrixusa.com  
*MIC Member Since:* 2001  
*Years in Business:* 13  
*Products and Services:* Electric scooters

### **VENTO MOTORCYCLES U.S.A.**

Isaac Calderon  
 6190 Cornerstone Ct., Suite 200  
 San Diego, CA 92121  
 (858) 427-1451  
 Fax: (858) 546-0711  
 calderon@vento.com  
 www.vento.com  
*MIC Member Since:* 2004  
*Years in Business:* 13  
*Products and Services:*  
 On-highway motorcycles, scooters

### **VENTURE VEHICLES, INC.**

Howard Levine  
 1801 Century Park East, Suite # 2400  
 Los Angeles, CA 90067  
 (310) 927-7400  
 hlevine@venturevehicles.com  
 www.venturevehicles.com  
*MIC Member Since:* 2008  
*Years in Business:* 4  
*Products and Services:* Hybrid, electric  
 articulating motorcycles

## **NOTE**

The following manufacturers/distributors are listed on pages 22-27:

AMERICAN HONDA MOTOR CO., INC.

AMERICAN SUZUKI MOTOR CORP.

KAWASAKI MOTORS CORP., U.S.A.

KTM NORTH AMERICA, INC.

PIAGGIO GROUP AMERICAS, INC.  
 (APRILIA, MOTO GUZZI, PIAGGIO, VESPA)

YAMAHA MOTOR CORP., U.S.A.



# Aftermarket Product Distributors/Importers

## B

### BRANDENHAUSE

Justin Deschamps  
1551 W American Way  
Payson, UT 84651  
(801) 465-1901  
Fax: (801) 465-3793  
justind@brandenhouse.com  
www.brandenhouse.com  
MIC Member Since: 2003  
Years in Business: 7  
Products and Services:  
Multi-line parts and accessories

## C

### CASTLE SALES CO., INC.

Ron Robinson  
1037 Waube Ln.  
PO Box 10417  
Green Bay, WI 54304  
(920) 336-7800  
Fax: (920) 425-9000  
ron@castlesales.com  
www.castlesales.com  
MIC Member Since: 1980  
Years in Business: 31  
Products and Services:  
Helmets, riding apparel

## F

### FULMER HELMETS

Scott Holbrooks  
122 Gayoso Ave.  
Memphis, TN 38103  
(901) 525-5711  
Fax: (901) 525-7993  
sholbrooks@fulmerco.com  
www.fulmerhelmets.com  
MIC Member Since: 2007  
Years in Business: 38  
Products and Services: Helmets

## G

### GIVI USA INC.

Paul Collins  
9309 Forsyth Park Dr.  
Charlotte, NC 28210  
(704) 679-4123  
Fax: (704) 679-4133  
paul@giviusa.com  
www.giviusa.com  
MIC Member Since: 1999  
Years in Business: 12  
Products and Services: Luggage racks,  
saddle bags, tank bags

### GLOBAL MOTORSPORT GROUP, INC. (INCLUDES: CUSTOM CHROME, MOTORCYCLE STUFF)

Steve Veltri  
16100 Jacqueline Ct.  
Morgan Hill, CA 95037  
(408) 825-5145  
Fax: (408) 778-7001  
steve.veltri@globalmotorsport.com  
www.customchrome.com,  
www.mcstuff.com  
MIC Member Since: 1999  
Years in Business: 39  
Products and Services: Multi-line parts  
and accessories

## H

### HELMET HOUSE, INC.

Bob Miller  
26855 Malibu Hills Rd.  
Calabasas Hills, CA 91301  
(818) 880-0000  
Fax: (818) 880-4550  
bob@helmethouse.com  
www.helmethouse.com,  
www.tourmaster.com,  
www.cortechperformance.com  
MIC Member Since: 1975  
Years in Business: 40  
Products and Services: Helmets, riding  
apparel, saddle bags, tank bags

## K

### KANEMATSU USA INC.

Koichi Machida  
543 W Algonquin Rd.  
Arlington Heights, IL 60005  
(847) 981-5606  
Fax: (847) 981-6764  
kmachida@kanematsuusa.com  
www.kgclutchfactory.com  
MIC Member Since: 2008  
Years in Business: 51  
Products and Services: Clutches and parts

### KEIHIN FUEL SYSTEMS, INC.

Paul Rogers  
16341 W Lincoln Ave.  
New Berlin, WI 53089  
(262) 860-6000, ext. 234  
Fax: (262) 860-6001  
rogers@keihin-us.com  
www.keihin-us.com  
MIC Member Since: 2003  
Years in Business: 27  
Products and Services: Fuel systems  
and parts

### KK MOTORCYCLE SUPPLY, INC.

Tim Wourms  
431 E 3rd St.  
PO Box 45  
Dayton, OH 45402  
(937) 222-1303  
Fax: (937) 222-9387  
timw@kkcycle.com  
www.kkcycle.com  
MIC Member Since: 1977  
Years in Business: 49  
Products and Services: Multi-line parts  
and accessories

## M

### MARSHALL DISTRIBUTING

Roger Marshall  
PO Box 113  
Cass City, MI 48726  
(989) 872-2109  
Fax: (989) 872-5350  
roger@marshalldistributing.com  
www.marshalldistributing.com  
MIC Member Since: 1987  
Years in Business: 39  
Products and Services: Multi-line parts  
and accessories

### MOTOVAN

James Paladino  
1391 Gay Lussac  
Boucherville, Quebec J4B 7K1 Canada  
(450) 449-3903, ext. 205  
james@motovan.com  
www.motovan.com  
MIC Member Since: 2000  
Years in Business: 29  
Products and Services: Multi-line parts and  
accessories

## P

### PARTS UNLIMITED / DRAG SPECIALTIES (INCLUDES: AMS, ICON, MOOSE, SLIPPERY, THOR, Z1R)

Fred Fox  
PO Box 5222  
Janesville, WI 53547  
(608) 758-1111  
Fax: (608) 758-1144  
ffox@parts-unltd.com  
www.parts-unlimited.com  
MIC Member Since: 1981  
Years in Business: 42  
Products and Services: Multi-line parts  
and accessories

## R

### REDLINE DISTRIBUTING INC.

Uwe Druckenmueller  
4671 Las Positas Rd., #C  
Livermore, CA 94551  
(510) 468-6951  
uwe@redlinedistributing.com  
MIC Member Since: 2008  
Years in Business: 4  
Products and Services: Saddle bags,  
tank bags

## RIVERA PRIMO INC.

Ben Kudon  
12450 Whittier Blvd.  
Whittier, CA 90602  
(562) 907-2600  
Fax: (562) 907-2606  
ben@riveraengineering.com  
www.riveraengineering.com  
*MIC Member Since:* 2006  
*Years in Business:* 34  
*Products and Services:* Multi-line parts and accessories

## RK EXCEL AMERICA, INC.

Frank Miyake  
2645 Vista Pacific Dr.  
Oceanside, CA 92056  
(760) 732-3161  
Fax: (760) 732-3186  
frank@rkexcelamerica.com  
www.rkexcelamerica.com  
*MIC Member Since:* 1995  
*Years in Business:* 32  
*Products and Services:* Multi-line parts and accessories

## S

## SHINDY PRODUCTS, INC.

Shin Suzuki  
1622 Centre Point Dr.  
Milpitas, CA 95035  
(408) 946-7466  
Fax: (408) 946-7450  
info@shindypro.com  
www.shindypro.com  
*MIC Member Since:* 1997  
*Years in Business:* 23  
*Products and Services:* Multi-line parts and accessories

## SOUTHERN MOTORCYCLE SUPPLY, INC.

Gail Richardson  
3670 Ruffin Rd.  
San Diego, CA 92123-1810  
(800) 748-5750  
Fax: (858) 560-5005  
southern@southernms.com  
www.southernmc.com  
*MIC Member Since:* 1993  
*Years in Business:* 42  
*Products and Services:* Multi-line parts and accessories

## SULLIVANS, INC.

Derrick Welch  
121 Franklin St.  
Hanson, MA 2341  
(800) 343-5984, ext. 503  
Fax: (781) 293-4570  
dwelch@sullivansusa.com  
www.sullivansinc.com  
*MIC Member Since:* 1998  
*Years in Business:* 37  
*Products and Services:* Multi-line parts and accessories

## T

### T-BAGS

Terry Lovett  
1575 Sunflower Ave.  
Costa Mesa, CA 92626  
(714) 957-6288  
Fax: (714) 540-4488  
terry@tbags.com  
www.t-bags.com  
*MIC Member Since:* 2007  
*Years in Business:* 19  
*Products and Services:* Touring luggage

### TUCKER ROCKY DISTRIBUTING

Brian Berney  
4900 Alliance Gateway Fwy.  
Fort Worth, TX 76177  
(817) 258-9214  
Fax: (817) 258-9201  
bberney@tuckerrocky.com  
www.powersportsrider.com  
*MIC Member Since:* 1979  
*Years in Business:* 42  
*Products and Services:* Multi-line parts and accessories

### TWISTED THROTTLE LTD.

Erik Stephens  
1080 Kingstown Rd., Bldg 2  
Peace Dale, RI 02879  
(401) 284-4200  
Fax: (707) 922-7276  
eriks@twistedthrottle.com  
www.twistedthrottle.com  
*MIC Member Since:* 2005  
*Years in Business:* 7  
*Products and Services:* Multi-line parts and accessories

## V

### VAN LEEUWEN ENTERPRISES, INC.

Robert Rendall  
13275 Paxton St.  
Arleta, CA 91331  
(818) 896-2200  
Fax: (818) 890-2903  
bob@vleinc.com  
www.vleonline.com  
*MIC Member Since:* 1975  
*Years in Business:* 37  
*Products and Services:* Multi-line parts and accessories



# Aftermarket Product Manufacturers

5

## 50'S BOY

Mirna Williams  
771 Chambers Ln., #330  
Simi Valley, CA 93065  
(805) 522-5044  
Fax: (805) 522-5043  
mirna@50sboy.com  
www.50sboy.com  
MIC Member Since: 2003  
Years in Business: 17  
Products and Services: Multi-line products and apparel

## A

### ADVANCE POWER INVESTMENT CO. LTD

Cozy Chang  
No. 3, Lin 30 Heng Fong Chun  
Tayuan Hsiang, Tao Yuan 33743  
Taiwan, Province of China  
+886 3 3818001  
Fax: +886 3 3818002  
cozy@cectek.com  
www.cectekpowersports.com  
MIC Member Since: 2006  
Years in Business: 4  
Products and Services: ATVs and ATV engines

### ADVANCED FLOW ENGINEERING

Steven Adams  
252 Granite St.  
Corona, CA 92879-1283  
(951) 493-7100  
Fax: (951) 493-7177  
sadams@afefilters.com  
www.afepower.com  
MIC Member Since: 2007  
Years in Business: 8  
Products and Services: Air filters

### AERO DESIGN & MFG CO., INC.

Andy Goldfine  
8 S 18th Ave. W  
Duluth, MN 55806  
(218) 722-1927  
Fax: (218) 720-3610  
info@aerostich.com  
www.aerostich.com  
MIC Member Since: 1993  
Years in Business: 26  
Products and Services: Multi-line apparel products

### AFX NORTH AMERICA, INC.

Susan Hill  
528 Newbold St.  
London, Ontario N6E 1K6  
Canada  
(519) 686-6477  
Fax: (519) 686-6056  
sue@afxhelmets.com  
www.afxhelmets.com  
MIC Member Since: 1999  
Years in Business: 14  
Products and Services: Helmets

### AGRI-FAB, INC.

Sean Ruppert  
303 W Raymond St.  
Sullivan, IL 61951  
(217) 728-3343  
Fax: (217) 728-2032  
seanr@agri-fab.com  
www.agri-fab.com  
MIC Member Since: 2002  
Years in Business: 29  
Products and Services: ATV attachments

### AGV USA, INC.

Paolo Bacchiarello  
1645 Superior Ave.  
Costa Mesa, CA 92627  
(949) 645-9500  
Fax: (949) 645-9501  
pbacchiarello@agv.it  
www.agv.com  
MIC Member Since: 1982  
Years in Business: 27  
Products and Services: Helmets

### AIRHAWK, INC.

Steve Peyton  
100 N. Florida Ave.  
Belleville, IL 62223  
(800) 850-7646, ext. 2309  
stevep@therohogroup.com  
www.therohogroup.com  
MIC Member Since: 2004  
Years in Business: 37  
Products and Services: Seats and parts

### AKRAPOVIC, D.O.O.

Marko Adamic  
Malo Hudo 8A  
Ivancna, Gorica 1295  
Slovenia  
+386 1 78 78 404  
Fax: +386 1 78 78 405  
marko.adamic@akrapovic.si  
www.akrapovic.com  
MIC Member Since: 2006  
Years in Business: 19  
Products and Services: Exhaust systems

### ALPINESTARS

Stephanie Shenan  
2780 West 237th St.  
Torrance, CA 90505  
(310) 891-0222  
Fax: (310) 891-0299  
us.gm@alpinestars.com  
www.alpinestars.com  
MIC Member Since: 2005  
Years in Business: 45  
Products and Services: Multi-line parts and accessories

### ANCRA INTERNATIONAL

Ed Gohata  
4880 W Rosecrans Ave.  
Hawthorne, CA 90250  
(800) 973-5092, ext. 671  
Fax: (310) 973-3488  
egohata@ancra.com  
www.ancra.com  
MIC Member Since: 1976  
Years in Business: 40  
Products and Services: Restraint equipment/tie downs

### ARAI HELMET AMERICAS, INC.

Roger Weston  
PO Box 9485  
Daytona, FL 32120  
(386) 441-8500  
Fax: (386) 441-8511  
araihelmets@bellsouth.net  
www.araiamericas.com  
MIC Member Since: 2001  
Years in Business: 30  
Products and Services: Helmets

### ARCTIC CAT, INC.

Ole Tweet  
505 Waterford Pk., Suite 1000  
505 North Hwy 169  
Plymouth, MN 55441  
(218) 681-9799, ext. 4300  
Fax: (218) 681-2633  
oletweet@arcticcatinc.com  
www.arcticcatinc.com  
MIC Member Since: 2000  
Years in Business: 27  
Products and Services: ATVs, parts and accessories

### AUBURN LEATHER COMPANY

Shannon O'Neal  
PO Box 338  
Auburn, KY 42206-0338  
(270) 542-4116 ext. 15  
Fax: (270) 542-7107  
shannon.bess@auburnleather.com  
www.auburnleather.com  
MIC Member Since: 1995  
Years in Business: 145  
Products and Services: Saddle bags, tank bags

### AXO AMERICA

Nicola Serragiotto  
26465 Summit Cir.  
Santa Clarita, CA 91350  
(661) 257-0916  
Fax: (661) 259-1932  
nicola.serragiotto@axo.com  
www.axo.com  
MIC Member Since: 2005  
Years in Business: 5  
Products and Services: Footwear and apparel

## B

### **BELL POWERSPORTS, INC.**

Chris Sackett  
380 Encinal St.  
Santa Cruz, CA 95060  
(831) 420-4116  
Fax: (831) 457-4444  
csackett@bellsports.com  
www.bellpowersports.com  
*MIC Member Since:* 2003  
*Years in Business:* 55  
*Products and Services:* Helmets

### **BREMBO NORTH AMERICA**

Adrian Smith  
15300 Centennial Dr.  
Northville, MI 48168  
(800) 325-3994  
Fax: (734) 737-2047  
www.brembo.com  
*MIC Member Since:* 1994  
*Years in Business:* 48  
*Products and Services:* Brakes

### **BRIDGESTONE FIRESTONE NORTH AMERICA TIRE, LLC**

Bob Graham  
535 Marriott Dr.  
Nashville, TN 37214  
(615) 937-3442  
Fax: (615) 937-3431  
grahambob@bfusa.com  
www.motorcycle-karttires.com  
*MIC Member Since:* 1983  
*Years in Business:* 78  
*Products and Services:* Tires

### **BUCHANAN SPOKE & RIM, INC.**

Kennie Buchanan  
805 W 8th St  
Azusa, CA 91702  
(626) 969-4655, ext. 16  
Fax: (626) 812-0243  
kbuchanan@buchananspokes.com  
www.buchananspokes.com  
*MIC Member Since:* 1978  
*Years in Business:* 51  
*Products and Services:* Wheels, rims/spokes, consulting

### **BUZTRONICS, INC. - STREET FX DIVISION**

Michael Mallot  
4343 W 62nd St.  
Indianapolis, IN 46268  
(317) 876-3416  
Fax: (317) 876-3450  
lbayless@buztronics.com  
www.streetfxseries.com  
*MIC Member Since:* 2008  
*Years in Business:* 20  
*Products and Services:* Motorcycle and marine performance accent lighting

## C

### **CARDO SYSTEMS, INC.**

Kathryn Rhodes  
100 High Tower Blvd.  
Pittsburgh, PA 15205  
(412) 788-4533  
Fax: (412) 788-0270  
kathryn@cardosystems.com  
www.cardosystems.com  
*MIC Member Since:* 2008  
*Years in Business:* 8  
*Products and Services:* Wireless communication systems

### **CHAMPION TRIKE MANUFACTURING, INC.**

Craig Arrojo  
11841 Monarch St.  
Garden Grove, CA 92841  
(714) 847-0949  
Fax: (714) 847-1539  
www.championtrikes.com  
*MIC Member Since:* 2008  
*Years in Business:* 1  
*Products and Services:* Trike conversion kits, sport trailers

### **CHRISTINI TECHNOLOGIES INC.**

Steven Christini  
421 North 7th St., Suite 200  
Philadelphia, PA 19123  
(215) 351-9895  
Fax: (215) 351-9896  
steve@christini.com  
www.christini.com  
*MIC Member Since:* 2006  
*Years in Business:* 6  
*Products and Services:* Motorcycle frame kits

### **COBRA ENGINEERING, INC.**

Ken Boyko  
23801 E La Palma Ave.  
Yorba Linda, CA 92887  
(714) 692-8180  
Fax: (714) 692-5019  
ken.boyko@cobrausa.com  
www.cobrausa.com  
*MIC Member Since:* 1995  
*Years in Business:* 32  
*Products and Services:* Exhausts, accessories and fuel injection for motorcycles

### **COMETIC GASKET, INC.**

Greg Poe  
8090 Auburn Rd.  
Concord, OH 44077  
(440) 354-0777  
Fax: (440) 354-0350  
gpoe@cometic.com  
www.cometic.com  
*MIC Member Since:* 1997  
*Years in Business:* 18  
*Products and Services:* Gaskets

### **CONTINENTAL TIRE NORTH AMERICA**

Greg Reich  
7800 Liberty Church Rd.  
Johnstown, OH 43031  
(740) 966-3106  
Fax: (740) 966-3107  
greg.reich@conti-na.com  
www.conti-online.com  
*MIC Member Since:* 1997  
*Years in Business:* 138  
*Products and Services:* Tires

### **COOPER-AVON TYRES, LTD.**

Larry Hoppe  
6911-A 216th St. SW  
Lynnwood, WA 98036  
(425) 771-2115  
Fax: (425) 771-4246  
lhoppe@avonmotorcycleusa.com  
www.avonmotorcycle.com  
*MIC Member Since:* 1998  
*Years in Business:* 124  
*Products and Services:* Tires

### **CYCLE SHACK, INC.**

Buzz Dyer  
1104 San Mateo Ave.  
South San Francisco, CA 94080  
(650) 583-7014  
Fax: (650) 583-9154  
bdyer77@aol.com  
www.cycle-shack.com  
*MIC Member Since:* 1976  
*Years in Business:* 38  
*Products and Services:* Exhaust systems, accessories

## D

### **DAIDO CORPORATION OF AMERICA (D.I.D USA)**

Masanobu Kato  
1031 Fred White Blvd.  
PO Box 7659  
Portland, TN 37148  
(615) 323-4010  
Fax: (615) 323-4015  
katom@daidocorp.com  
www.didchain.com  
*MIC Member Since:* 1990  
*Years in Business:* 6  
*Products and Services:* Chains and parts, tools, wheels, rims/spokes

### **DAINESE USA, INC. (INCLUDES AGV)**

Andrea Onida  
1645 Superior Ave.  
Costa Mesa, CA 92627  
(949) 645-9500  
Fax: (949) 645-9501  
andrea.onida@dainese.com  
www.dainese.com, www.agv.com  
*MIC Member Since:* 2001  
*Years in Business:* 37  
*Products and Services:* Motorcycle apparel

## DAYTONA TWIN TEC, LLC

Allen Alvarez  
933 Beville Rd., Suite 101-H  
South Daytona, FL 32119  
(386) 304-0700  
Fax: (386) 304-9502  
allen@daytona-twintec.com  
www.daytona-twintec.com  
MIC Member Since: 2005  
Years in Business: 8  
Products and Services: Electronic fuel injection and ignition systems

## DELTRAN CORPORATION

Mike Lenahan  
801 US Highway 92 E  
DeLand, FL 32724  
(386) 736-7900, ext. 230  
Fax: (386) 736-0379  
mikel@batterytender.com  
www.batterytender.com  
MIC Member Since: 1997  
Years in Business: 44  
Products and Services: Battery tender chargers

## DOWCO, INC.

Angela Lettenberger  
4230 Clipper Dr.  
Manitowoc, WI 54220  
(920) 682-7796  
Fax: (920) 682-1889  
arl@dowco-inc.com  
www.dowco-inc.com  
MIC Member Since: 1993  
Years in Business: 87  
Products and Services: Motorcycle luggage and accessories, motorcycle/ATV covers

## DRUSSEL WILFLEY DESIGN LLC

Mike Wilfley  
PO Box 2330  
Denver, CO 80201  
(303) 779-1777  
Fax: (303) 779-1277  
pumps@wilfley.com  
www.revloc.com  
MIC Member Since: 2000  
Years in Business:  
Products and Services: Clutches

## DYNOJET RESEARCH, INC.

Michael Belcher  
2191 Mendenhall Dr., Suite 105  
N Las Vegas, NV 89081  
(702) 399-1423, ext. 1117  
Fax: (702) 399-1431  
mbelcher@dynojet.com  
www.dynojet.com  
MIC Member Since: 1997  
Years in Business: 37  
Products and Services: Jet kits & dynamometers

## E

### EMGO INTERNATIONAL LTD.

Emil Gomez  
PO Box 664  
Mableton, GA 30126  
(770) 944-3532  
Fax: (770) 944-7672  
emil@emgo.com  
www.emgo.com  
MIC Member Since: 1990  
Years in Business: 41  
Products and Services: Multi-line parts and accessories

### ENVIROAUDIO, LLC

Dale Pugh  
4008 Louetta Rd., Suite 551  
Spring, TX 77388  
(832) 563-3937  
Fax: (832) 553-7641  
dpugh@enviroaudio.com  
MIC Member Since: 2008  
Years in Business: 2  
Products and Services: Audio products and audio solutions for ATVs and UTVs

## F

### FALICON CRANKSHAFT COMPONENTS, INC.

Glenn Salpaka  
1115 Old Coachman Rd.  
Clearwater, FL 33765  
(727) 797-2468  
Fax: (727) 796-3132  
techsupport@faliconcranks.com  
www.faliconcranks.com  
MIC Member Since: 2000  
Years in Business: 33  
Products and Services: Clutches and parts, engine components, gaskets and parts, sprockets

### FAST BY FERRACCI INC.

Larry Ferracci  
1901 Davisville Rd.  
Willow Grove, PA 19090-4193  
(215) 657-1276  
Fax: (215) 657-3832  
larry@ferracci.com  
www.ferracci.com  
MIC Member Since: 1996  
Years in Business: 29  
Products and Services: High performance motorcycle parts

### FOWLERS OF BRISTOL LTD.

Sasha Fowler  
2-12 Bath Rd.  
Pylle Hill, Bristol BS4 3DR  
United Kingdom  
+44 117 9778899  
Fax: +44 117 9725574  
sasha@fowlers.co.uk  
www.fowlers.co.uk  
MIC Member Since: 2008  
Years in Business: 1  
Products and Services: Motorcycle apparel and accessories.

## FOX HEAD, INC.

Brett Nicholas  
18400 Sutter Blvd.  
Morgan Hill, CA 95037  
(408) 776-8633  
Fax: (408) 776-8610  
brettnicholas@foxracing.com  
www.foxracing.com  
MIC Member Since: 2005  
Years in Business: 35  
Products and Services: Apparel and accessories

## G

### GOODYEAR DUNLOP TIRES NORTH AMERICA

Trish Flanagan  
PO Box 1109  
Buffalo, NY 14240-1109  
(800) 845-8378  
Fax: (716) 639-5515  
tflanagan@gdtna.com  
www.dunlopmotorcycle.com  
MIC Member Since: 1976  
Years in Business: 86  
Products and Services: Tires

## H

### HJC AMERICA, INC.

George Hong  
16918 Edwards Rd.  
Cerritos, CA 90703  
(562) 407-2186  
Fax: (562) 802-7706  
george@hjchelmets.com  
www.hjchelmets.com  
MIC Member Since: 2000  
Years in Business: 23  
Products and Services: Helmets

### HOT CAMS

Curtis Leaverton  
2751 Parkside Cir.  
Urbandale, IA 50322  
(515) 402-8000  
Fax: (515) 402-8002  
cleaverton@pivotworks.com  
www.hotcamsinc.com  
MIC Member Since: 2006  
Years in Business: 8  
Products and Services: Camshafts for off-highway motorcycles/ATVs

## I

### INFINEUM USA, L.P.

Heather Reinholt  
1900 Linden Ave. East  
Linden, NJ 7036  
(908) 474-3894  
Fax: (908) 474-6117  
heather.reinholt@infineum.com  
www.infineum.com  
MIC Member Since: 2005  
Years in Business: 23  
Products and Services: Engine oil, fuel, driveline additives

**J****JARDINE PERFORMANCE PRODUCTS**

John Gunter  
1180 W Railroad St.  
Corona, CA 92882-1837  
(951) 739-5900  
Fax: (951) 371-1623  
jgunter@jardineproducts.com  
www.jardineproducts.com  
*MIC Member Since:* 1997  
*Years in Business:* 51  
*Products and Services:* Exhaust systems/mufflers, ATV/motorcycle parts and accessories

**K****K & N ENGINEERING, INC.**

Dennis Mahan  
PO Box 1329  
Riverside, CA 92502  
(951) 826-4102  
Fax: (951) 826-4003  
dennism@knfilters.com  
www.knfilters.com  
*MIC Member Since:* 1979  
*Years in Business:* 42  
*Products and Services:* Filters

**KIBBLEWHITE PRECISION MACHINING, INC.**

William Kibblewhite  
580-H Crespi Drive  
Pacifica, CA 94044  
(650) 359-4704  
Fax: (650) 359-8574  
wkibblewhite@blackdiamondvalves.com  
www.blackdiamondvalves.com  
*MIC Member Since:* 2007  
*Years in Business:* 58  
*Products and Services:* Valve train components

**KOLPIN POWERSPORTS**

Sarah Hudzinskii  
205 N Depot St.  
Fox Lake, WI 53933  
(920) 928-3118  
Fax: (920) 928-3687  
shudzinski@kolpinpowersports.com  
www.kolpin.com  
*MIC Member Since:* 2005  
*Years in Business:* 65  
*Products and Services:* ATV/UTV parts and accessories

**KYB INDUSTRY COMPANY, LLC**

John Yamada  
5790 Katella Ave.  
Cypress, CA 90630  
(562) 799-3862  
Fax: (562) 799-3863  
john.yamada@kybcal.com  
www.kyb.com  
*MIC Member Since:* 2000  
*Years in Business:* 90  
*Products and Services:* Forks and parts, shock absorbers

**L****LEO VINCE EXHAUST & ELECTRONICS**

Tim Calhoun  
1445 -B S 50th St.  
Richmond, CA 94804  
(510) 232-4040  
Fax: (510) 232-4141  
timcalhoun@leovinceusa.net  
www.leovinceusa.com  
*MIC Member Since:* 2004  
*Years in Business:* 5  
*Products and Services:* Exhaust systems/mufflers

**M****MAHLE, INC.**

Riordan Rocha  
20 Nutmeg Dr.  
Trumbull, CT 6611  
(203) 383-5046  
Fax: (203) 380-5989  
riordan.rocha@us.mahle.com  
www.mahle.com  
*MIC Member Since:* 2006  
*Years in Business:* 8  
*Products and Services:* Motorcycle/ATV engine components

**MAIER MANUFACTURING CO., INC.**

George Maier  
416 Crown Pt. Cir.  
Grass Valley, CA 95945  
(530) 272-9036  
Fax: (530) 272-4306  
georgem@maier-mfg.com  
www.maier-mfg.com  
*MIC Member Since:* 2000  
*Years in Business:* 37  
*Products and Services:* Plastic motorcycle and ATV accessories

**MARAZITA & ASSOCIATES**

Vincent Marazita  
22048 Sherman Wy., Suite 107  
Canoga Park, CA 91303  
(818) 887-9298  
Fax: (818) 887-9299  
vmarazita@mindspring.com  
www.progrip.com, www.eicma.it, www.ancma.it  
*MIC Member Since:* 2000  
*Years in Business:* 11  
*Products and Services:* Apparel and accessories

**MAX POWER INC.**

Josh Larkosh  
3001 Progress Rd.  
Madison, WI 53716  
(608) 224-2524  
Fax: (608) 224-0447  
jlarkosh@maxpower-engines.com  
www.maxrpms.com  
*MIC Member Since:* 2007  
*Years in Business:* 11  
*Products and Services:* Engine components

**MAXXIS INTERNATIONAL**

Mark Wilson  
4475 Dartmoore Ln.  
Suwanee, GA 30024  
(678) 407-6739  
Fax: (770) 962-7705  
mwilson@maxxis.com  
www.maxxis.com  
*MIC Member Since:* 1996  
*Years in Business:* 42  
*Products and Services:* Tires

**MC ENTERPRISES**

Bill Nichols  
460 S Lombard St.  
Oxnard, CA 93030  
(805) 988-1010  
Fax: (805) 988-1006  
bnichols@mcenterprises.com  
www.mcenterprises.com  
*MIC Member Since:* 1980  
*Years in Business:* 38  
*Products and Services:* Multi-line parts and accessories

**MDK MOTORSPORTS LLP**

Rick Cording  
888 2nd Ave.  
Redwood City, CA 94063  
(650) 241-1764  
Fax: (650) 365-3635  
rcording@mdkmoto.com  
www.mdkmoto.com  
*MIC Member Since:* 2008  
*Years in Business:* 4  
*Products and Services:* Multi-line performance hard parts and apparel, performance service

**MEMPHIS SHADES, INC.**

Candice Burkert  
PO Box 429  
Rossville, TN 38066  
(740) 625-5306  
Fax: (740) 625-5306  
candice@memphisshades.com  
www.memphisshades.com  
*MIC Member Since:* 2003  
*Years in Business:* 35  
*Products and Services:* Motorcycle windshields, fairings and accessories

**MICHELIN NORTH AMERICA, INC.**

Bradley Faucette  
One Pkwy. South  
PO Box 19001  
Greenville, SC 29602  
(864) 458-6616  
Fax: (864) 459-4153  
brad.faucette@us.michelin.com  
www.michelin.com/moto  
*MIC Member Since:* 1977  
*Years in Business:* 120  
*Products and Services:* Tires

## MIDWEST MOTORCYCLE SUPPLY DIST. CORP.

Larry Miller  
2100 State Rd. Z  
Pevely, MO 63070  
(636) 931-3200, ext. 103  
Fax: (636) 931-3300  
larrym@midwestmc.net  
www.midwestmc.net  
MIC Member Since: 2008  
Years in Business: 38  
Products and Services: Aftermarket parts, specializing in American customs

## MIKUNI AMERICAN CORPORATION

Lee Chapin  
8910 Mikuni Ave.  
Northridge, CA 91324  
(818) 885-1242, ext. 350  
Fax: (818) 993-7388  
lchapin@mikuni.com  
www.mikuni.com  
MIC Member Since: 1978  
Years in Business: 41  
Products and Services: Carburetors and parts

## MISSION TOOL & MFG. CO. INC.

Dave Smith  
3440 Arden Rd. 1  
Hayward, CA 94545  
(510) 782-8383  
Fax: (510) 785-0687  
daves@missiontool.com  
www.missiontool.com  
MIC Member Since: 2007  
Years in Business: 41  
Products and Services: Precision stamped and machined parts and accessories

## MOTION PRO, INC.

Chris Carter  
867 American St.  
San Carlos, CA 94070  
(650) 594-9600  
Fax: (650) 594-9610  
info@motionpro.com  
www.motionpro.com  
MIC Member Since: 1994  
Years in Business: 25  
Products and Services: Multi-line parts and accessories

## MOTORCAR PARTS OF AMERICA, INC.

John Foster  
2929 California St.  
Torrance, CA 90503  
(310) 212-7910  
Fax: (310) 212-6315  
jfoster@motorcarparts.com  
www.motorcarparts.com  
MIC Member Since: 2007  
Years in Business: 3  
Products and Services: Motorcycle/ATV alternators and starters

## MOTOREX USA

Joe Hurd  
900 Mendelssohn Ave. N  
Golden Valley, MN 55427  
(763) 417-1231  
Fax: (763) 746-1431  
joehurd@motorex.com  
www.motorexusa.com  
MIC Member Since: 2004  
Years in Business: 92  
Products and Services: Lubricants, oils, additives, cleaners, other chemicals

## MOTORSPORT AFTERMARKET GROUP, INC. (MAG, INC.) (INCLUDES: BURLY BRAND, DRAGONFIRE RACING, J&P CYCLES, KURYAKYN, MUSTANG MOTORCYCLE SEATS, PERFORMANCE MACHINE, PROGRESSIVE SUSPENSION, RENTHAL, VANCE & HINES)

Brian Etter  
2146 Michelson Dr., Suite B  
Irvine, CA 92612  
(949) 440-5080  
Fax: (949) 440-5501  
better@maggroup.com  
www.kuryakyn.com,  
www.performancemachine.com,  
www.progressivesuspension.com,  
www.renthal.com, www.vanceandhines.com, www.whitebros.com  
MIC Member Since: 2002  
Years in Business: 9  
Products and Services: Multi-line accessories

## MOTUL USA, INC.

David Wolman  
790 C Indigo Ct.  
Pomona, CA 91767  
(909) 625-1292  
Fax: (909) 625-2697  
motul4u@aol.com  
www.motul.com  
MIC Member Since: 1998  
Years in Business: 156  
Products and Services: Lubricants, oils, cleaners, other chemicals

## N

## NATIONAL CYCLE, INC.

Barry Willey  
2200 Maywood Dr.  
PO Box 158  
Maywood, IL 60153-0158  
(708) 343-0400, ext. 106  
Fax: (708) 343-0625  
barry@nationalcycle.com  
www.nationalcycle.com  
MIC Member Since: 1980  
Years in Business: 72  
Products and Services: Multi-line parts and accessories

## O

## ODYSSEY BATTERIES BY ENERSYS

Dave McMullen  
PO Box 14145  
Reading, PA 19612  
(800) 538-3627, ext. 1865  
Fax: (610) 372-8613  
dave.mcmullen@enersys.com  
www.odysseyfactory.com  
MIC Member Since: 2005  
Years in Business: 53  
Products and Services: Batteries

## OPTIMUM POWER TECHNOLOGIES, INC.

Cindy Uziel  
South Pittsburg Technology Pk.  
3117 Washington Pike  
Bridgeville, PA 15017-1496  
(412) 257-9070, ext. 2272  
Fax: (412) 257-9011  
cmu@optimum-power.com  
www.optimum-power.com  
MIC Member Since: 1996  
Years in Business: 17  
Products and Services: Engine simulation products and engine management conversion systems

## P

## PACIFIC POWERSPORTS, INC.

Brian Cornelius  
38340-F Innovation Ct., # 609  
Murrieta, CA 92563  
(951) 698-7878  
Fax: (951) 698-7588  
brianempire@yahoo.com  
www.quadworks.net  
MIC Member Since: 2002  
Years in Business: 7  
Products and Services: Carburetors and parts, filters

## PIAA CORP. USA

Gordon Robertson  
3004 N E 181st Ave.  
Portland, OR 97230  
(800) 525-7422  
Fax: (503) 643-9144  
gordonr@piala-usa.com  
www.piala.com  
MIC Member Since: 2001  
Years in Business: 46  
Products and Services: Lights

## PIRELLI TIRE NA, LLC

Scott Griffin  
100 Pirelli Dr.  
Rome, GA 30161  
(706) 368-5826  
Fax: (706) 368-5879  
scott.griffin@pirelli.com  
www.pirelli.com  
MIC Member Since: 2000  
Years in Business: 26  
Products and Services: Motorcycle tires

## PJ1 / PJH BRANDS

PJ Harvey  
8747 E Via De Commercio  
Scottsdale, AZ 85258  
(480) 991-8002  
Fax: (480) 998-4838  
pjhbrands@aol.com  
www.pj1.com  
*MIC Member Since:* 1990  
*Years in Business:* 36  
*Products and Services:* Lubricants, chemicals & paints

## POWERTRAIN ELECTRONICS, LLC

David Darge  
6600 Toro Creek Rd.  
Atascadero, CA 93422  
(805) 466-5252  
Fax: (805) 466-5292  
darge@powertrain.net  
www.powertrain.net  
*MIC Member Since:* 2007  
*Years in Business:* 6  
*Products and Services:* Air/ fuel ratio analyzers, superchargers, engine calibration

## PRO-ONE PERFORMANCE MFG., INC.

Steve Seidner  
2700 Melbourne Ave.  
Pomona, CA 91767  
(909) 445-0900  
Fax: (909) 445-0096  
T651@aol.com  
www.pro-one.com  
*MIC Member Since:* 2006  
*Years in Business:* 20  
*Products and Services:* Multi-line motorcycle parts and accessories

## R

### REV'IT! SPORT USA, LLC

Jordan Levitt  
275 Conover St., 5P  
Brooklyn, NY 11231  
(888) 681-0180  
Fax: (646) 607-2274  
jlevitt@revitusa.com  
www.revitusa.com  
*MIC Member Since:* 2008  
*Years in Business:* 5  
*Products and Services:* Motorcycle apparel

### RMA PARTS LLC

Christopher Ibbotson  
3 West End Ave.  
Old Greenwich, CT 06870  
(203) 979-7155  
Fax: (800) 871-3167  
christopher@rmaparts.com  
www.rmasprockets.com  
*MIC Member Since:* 2006  
*Years in Business:* 6  
*Products and Services:* Sprockets

## ROADLOK SECURITY

Adam Xavier  
126 Sprague Ave.  
Middletown, NY 10940  
(845) 343-5191  
Fax: (845) 343-5212  
axavier@roadlok.com  
www.roadlok.com  
*MIC Member Since:* 2008  
*Years in Business:* 3  
*Products and Services:* Motorcycle security systems

## ROBISON'S, INC.

Todd Tueller  
925 Turnbull Dr.  
Idaho Falls, ID 83401  
(208) 523-7373  
Fax: (208) 523-7390  
joerocket@joerocket.com  
www.joerocket.com, www.power-trip.com,  
www.rapidtransit.com  
*MIC Member Since:* 2000  
*Years in Business:* 40  
*Products and Services:* Apparel and accessories

## S

### S & S CYCLE, INC.

Michael Scaletta  
235 Causeway Blvd.  
La Crosse, WI 54603  
(608) 627-0312  
Fax: (608) 627-0766  
mscaletta@sscycycle.com  
www.sscycycle.com  
*MIC Member Since:* 1998  
*Years in Business:* 51  
*Products and Services:* Engines

### SADDLEMEN

Tom Seymour  
17801 S Susana Rd.  
Rancho Dominguez, CA 90221  
(310) 638-1222, ext. 204  
Fax: (310) 761-1234  
tom.seymour@saddlemen.com  
www.saddlemen.com  
*MIC Member Since:* 1990  
*Years in Business:* 22  
*Products and Services:* Saddle bags, tank bags, seats and parts

### SAMSON MOTORCYCLE PRODUCTS, INC.

Kenny Price  
655 Tamarack Ave.  
Brea, CA 92821  
(714) 518-2480  
Fax: (714) 518-2466  
kenny@samsonusa.com  
www.samsonusa.com,  
www.shogunexhaust.com,  
www.caliberexhaust.com  
*MIC Member Since:* 1998  
*Years in Business:* 18  
*Products and Services:* Exhaust systems

## SCANDINAVIAN BRAKE SYSTEMS A/S

Christel Munk Pedersen  
Kuopiovej 11  
Svendborg, DK-5700 Denmark  
+45 6321 1515  
Fax: +45 6321 1595  
cmp@sbs.dk  
www.sbs.dk  
*MIC Member Since:* 1997  
*Years in Business:* 45  
*Products and Services:* Brakes and parts

## SCORPION SPORTS INC.

Eric Anderson  
25921 Atlantic Ocean Dr.  
Lake Forest, CA 92630  
(949) 768-5517  
Fax: (949) 768-5495  
eric@scorpionusa.com  
www.scorpionusa.com  
*MIC Member Since:* 2003  
*Years in Business:* 6  
*Products and Services:* Helmets

## SCOTT USA

Scott Watanabe  
PO Box 2030  
Sun Valley, ID 83353  
(208) 622-1000, ext. 1058  
Fax: (208) 622-1005  
swatanabe@scottusa.com  
www.scottusa.com  
*MIC Member Since:* 1977  
*Years in Business:* 52  
*Products and Services:* Goggles/sunglasses, boots, grips

## SHOEI SAFETY HELMET CORP.

Hiro Mizushima  
3002 Dow Ave., Suite 128  
Tustin, CA 92780  
(714) 730-0941, ext. 108  
Fax: (714) 730-0942  
hiromizushima@shoei.com  
www.shoei-helmets.com  
*MIC Member Since:* 1995  
*Years in Business:* 41  
*Products and Services:* Helmets

## SILENT SPORT N.A., INC.

Kerry Bryant  
1240 N Simon Cir., Unit # G/H  
Anaheim, CA 92806  
(714) 630-2386  
Fax: (714) 630-2422  
kbryantareap@sbcglobal.net  
www.silent sport.com  
*MIC Member Since:* 2001  
*Years in Business:* 30  
*Products and Services:* Muffler packing material

## SMITH OPTICS

Mark Phares  
PO Box 2999  
Ketchum, ID 83340-2999  
(888) 484-5731  
Fax: (949) 218-9482  
mphares@smithoptics.com  
www.smithoptics.com  
MIC Member Since: 2004  
Years in Business: 44  
Products and Services: Goggles/sunglasses, grips

## SPARX HELMETS

Connie Hong  
2830 N Ontario St.  
Burbank, CA 91504  
(818) 526-7771  
Fax: (818) 526-7766  
connie.hong@sparxhelmets.com  
www.sparxhelmets.com  
MIC Member Since: 2007  
Years in Business: 2  
Products and Services: Helmets

## SPECIALTY SPORTS LIMITED

Chris Hayes  
532 Wolverine St  
Rockford, MI 49341  
(616) 866-3722, ext. 12  
Fax: (616) 866-1119  
chayes@ssltd.org  
www.teknicgear.com,  
www.coldwavesnowwear.com  
MIC Member Since: 1996  
Years in Business: 17  
Products and Services: Riding apparel,  
saddle bags, tank bags

## STARFIRE SYSTEMS, INC.

Adam Stiles  
10 Hermes Rd.  
Malta, NY 12020  
(518) 899-9336  
Fax: (518) 899-7198  
stilesa@starfiresystems.com  
www.starfiresystems.com  
MIC Member Since: 2006  
Years in Business: 21  
Products and Services: Brakes, rotors

## SUNNEX, INC.

Richard Ohigashi  
700 Watkins Glen Dr.  
Franklin, OH 45005  
(937) 743-9049, ext. 1333  
Fax: (937) 743-9069  
rohigashi@sunnexinc.com  
www.sunstar-mc.com  
MIC Member Since: 1981  
Years in Business: 63  
Products and Services: Brakes and parts,  
sprockets

## SUPERTRAPP INDUSTRIES, INC.

Kevin Berger  
4540 W 160th St.  
Cleveland, OH 44135  
(216) 265-8400  
Fax: (216) 265-0130  
kberger@supertrapp.com  
www.supertrapp.com  
MIC Member Since: 1999  
Years in Business: 27  
Products and Services: Exhaust systems

## T

### TEAM INDUSTRIES

Steve Fagerlie  
18880 Dan St.  
Detroit Lakes, MN 56501  
(218) 847-9582  
Fax: (218) 847-1052  
stevefagerlie@team-ind.com  
www.team-ind.com  
MIC Member Since: 2000  
Years in Business: 42  
Products and Services: ATV attachments,  
belt drives, clutches and parts

### TECH M3, INC.

#### (DBA RAYGUN TECHNOLOGY)

Michael Vaughan  
1281 Activity Dr.  
Vista, CA 92081  
(678) 416-2258, ext. 203  
Fax: (760) 755-7509  
mvaughan@rayguntechnology.com  
www.rayguntechnology.com  
MIC Member Since: 2008  
Years in Business: 1  
Products and Services: Brake rotors and  
brake pads

### TIFORCE JAPAN CO., LTD.

Toshi Suzuki  
8160-1, Kou-cho  
Suzuka City, Mie 513-0836  
Japan  
+81 593 70 1881  
Fax: +81 593 70 1882  
suzuki@tiforce.co.jp  
www.tiforce.com  
MIC Member Since: 2003  
Years in Business: 26  
Products and Services: Off-highway exhaust  
systems

### TORCO INTERNATIONAL CORPORATION

Olivia Tanson  
10652 Bloomfield Ave.  
Santa Fe Springs, CA 90670  
(562) 906-2120  
Fax: (562) 906-2130  
otanson@torcousa.com  
www.torcousa.com  
MIC Member Since: 1975  
Years in Business: 59  
Products and Services: Lubricants

## TWO BROTHERS RACING, INC.

Jeff Whitten  
401 S. Grand Ave.  
Santa Ana, CA 92705  
(714) 550-6070, ext. 102  
Fax: (714) 550-9249  
jeff@twobros.com  
www.twobros.com  
MIC Member Since: 2007  
Years in Business: 24  
Products and Services: Exhaust systems and  
accessories

## U

### UNI FILTER, INC.

Tom Gross  
1468 S Manhattan Ave.  
Fullerton, CA 92831  
(714) 535-6933  
Fax: (714) 535-6927  
tgross@unifilter.com  
www.unifilter.com  
MIC Member Since: 1975  
Years in Business: 39  
Products and Services: Filters

### UNISON MOTORS

Evonne Lai  
16438 Valley Blvd.  
La Puente, CA 91744  
(626) 401-3888  
Fax: (626) 387-5452  
elai@hotaglobal.com  
www.unisonmotors.com  
MIC Member Since: 2007  
Years in Business: 6  
Products and Services: ATVs, parts and  
accessories

### UNIVANCE CORPORATION

Kensuke Tani  
2418 Washizu  
Kosa City, Shiuoka Prefecture 431-0494  
Japan  
+81 53 576 2440  
Fax: +81 53 576 1990  
kensuke.tani@champ.uvc.co.jp  
www.uvc.co.jp  
MIC Member Since: 2006  
Years in Business: 10  
Products and Services: Front differentials  
for ATVs

### U.S. KUSHITANI, INC.

Mike Ngo  
4059 Lincoln Blvd. #E  
Marina Del Rey, CA 90292  
(310) 823-9111  
Fax: (310) 823-9112  
mike@kushitani.com  
www.kushitani.com  
MIC Member Since: 2008  
Years in Business: 20  
Products and Services: Racing suits, jackets,  
gloves, boots, and back protectors

**V****VERLICCHI NORTH AMERICA INC.**

Maurizio Ballicu  
3705 Latrobe Dr., Suite #350  
Charlotte, NC 28211  
(704) 365-3230  
Fax: (704) 365-3231  
mballicu@verlicchinorthamerica.com  
www.verlicchi.it  
*MIC Member Since:* 2008  
*Years in Business:* 10  
*Products and Services:* Original equipment components

**VESRAH CO., INC.**

Art Fujii  
221 N La Salle St., Suite 1108  
Chicago, IL 60601  
(312) 984-5053  
Fax: (312) 984-5057  
fujii@vesrah.com  
www.vesrah.com  
*MIC Member Since:* 2005  
*Years in Business:* 59  
*Products and Services:* Multi-line parts and accessories

**VINCENT MOTORS USA**

Bernard Li  
2251 San Diego Ave., Suite B-110  
San Diego, CA 92110  
(858) 759-5691  
Fax: (858) 759-5699  
bernardli@vincentmotors.com  
www.vincentmotors.com  
*MIC Member Since:* 1999  
*Years in Business:* 12  
*Products and Services:* Riding apparel

**W****WIND TRADING S.R.L.**

John Boni  
Via Dismano 114/G  
Ravenna 48100  
Italy  
+39 3353 07775  
Fax: +39 0544 64024  
windtrading@windtrading.it  
www.windtrading.it  
*MIC Member Since:* 2008  
*Years in Business:* 26  
*Products and Services:* Motorcycle apparel, protectors, and footwear

**WISECO PISTON, INC.**

Ralph Johnston  
7201 Industrial Park Blvd.  
Mentor, OH 44060  
(440) 951-6600, ext. 3120  
Fax: (440) 951-6600  
rjohnston@wiseco.com  
www.wiseco.com  
*MIC Member Since:* 1996  
*Years in Business:* 68  
*Products and Services:* Clutches and parts, covers, engine components, gaskets and parts

**X****XTREME REVOLUTION, INC.**

Rob Benson  
10625-D Scripps Ranch Blvd.  
San Diego, CA 92131-1012  
(858) 566-5788  
Fax: (858) 566-5788  
rob@xtremerevolution.com  
www.XtremeRevolution.com  
*MIC Member Since:* 2008  
*Years in Business:* 7  
*Products and Services:* Fairings, fenders, side covers, air intakes, floorboards

**Y****YOSHIMURA R & D OF AMERICA, INC.**

Brant Russell  
5420 Daniels St., Suite A  
Chino, CA 91710  
(909) 628-4722, ext. 400  
Fax: (909) 691-2198  
theconduit@mac.com  
www.yoshimura-rd.com  
*MIC Member Since:* 1994  
*Years in Business:* 55  
*Products and Services:* Motorcycle & ATV exhaust systems

**YUASA BATTERY, INC.**

Keith Ordemann  
2901 Montrose Ave.  
Laureldale, PA 19605  
(610) 929-5781, ext. 113  
Fax: (610) 568-1123  
ordemannk@yuasainc.com  
www.yuasabatteries.com  
*MIC Member Since:* 1976  
*Years in Business:* 30  
*Products and Services:* Batteries/chargers



# Advertising & Public Relations Agencies

## A

### ACORN WOODS COMMUNICATIONS

Owen Provence  
542 Hopmeadow St., # 177  
Simsbury, CT 06070  
(860) 653-5300  
Fax: (860) 653-5300  
owen@acorn-woods.com  
www.acorn-woods.com  
MIC Member Since: 2007  
Years in Business: 4  
Products and Services: Communications, media and public relations, marketing services

### ARRAS GROUP

Mark Taylor  
50 Public Square, Suite 444  
Cleveland, OH 44113  
(216) 621-1601  
Fax: (216) 377-1919  
mtaylor@arrasgroup.com  
www.arrasgroup.com  
MIC Member Since: 2008  
Years in Business: 17  
Products and Services: Advertising, public relations, marketing, communications

## B

### BRANDWARE PUBLIC RELATIONS

Elke Martin  
8237 Dunwoody Pl., Suite 200  
Atlanta, GA 30350  
(770) 649-0880  
Fax: (770) 649-0820  
emartin@brandwaregroup.com  
www.brandwaregroup.com  
MIC Member Since: 2002  
Years in Business: 79  
Products and Services: Market research, brand development, public relations

## C

### CALIBER MEDIA GROUP

Mark Senefsky  
20250 SW Acacia, Suite 220  
Newport Beach, CA 92660  
(949) 266-2852  
Fax: (949) 250-4616  
mark@calibermg.com  
www.calibermediagroup.com  
MIC Member Since: 2007  
Years in Business: 8  
Products and Services: Marketing strategies and communications, creative and design services, Internet/web based services, public relations

## D

### DAILEY & ASSOCIATES

Steve Mitchell  
8687 Melrose Ave.  
West Hollywood, CA 90069  
(310) 360-3745  
Fax: (310) 360-0782  
smitchell@daileyads.com  
www.daileyads.com  
MIC Member Since: 1999  
Years in Business: 40  
Products and Services: Advertising, public relations

### DENTSU NEXT

Carlo Tresser  
6 Risero Dr.  
Mission Viejo, CA 92692  
(310) 586-5600  
Fax: (310) 586-5894  
ctresser@dentsunext.com  
www.dentsu.com  
MIC Member Since: 1999  
Years in Business: 9  
Products and Services: Advertising, communications, Internet services, market research/market analysis

### DESIGNWORKS

Matthew Combs  
3724 Atlantic Ave.  
Long Beach, CA 90807  
(562) 424-2722  
Fax: (562) 424-3422  
mcombs@need-ads.com  
www.need-ads.com  
MIC Member Since: 2007  
Years in Business: 19  
Products and Services: Marketing, advertising, design, public relations

## F

### FREEMAN / MCCUE PUBLIC RELATIONS

Doug Freeman  
16271 Laguna Canyon Rd., Suite 240  
Irvine, CA 92618  
(714) 557-3663  
Fax: (714) 557-6690  
d.freeman@freemanmccue.com  
www.freemanmccue.com  
MIC Member Since: 2000  
Years in Business: 30  
Products and Services: Public relations, communications

## G

### G-FORCE STRATEGIC MARKETING, INC.

Scott Goodwin  
24 Via Jenifer  
San Clemente, CA 92673  
(949) 361-6636  
Fax: (949) 361-6676  
scott@gforcesm.com  
www.gforcesm.com  
MIC Member Since: 2007  
Years in Business: 8  
Products and Services: Advertising, graphic design, public relations, media planning, web design

### GOLIN / HARRIS

Lyndsey Payzant  
601 W 5th St., 4th Fl.  
Los Angeles, CA 90071  
(213) 438-8753  
Fax: (213) 627-3887  
lpayzant@golinharris.com  
www.golinharris.com  
MIC Member Since: 1998  
Years in Business: 53  
Products and Services: Public relations

## K

### KAVICH REYNOLDS PRODUCTIONS, INC.

John Reynolds  
6381 Hollywood Blvd., Suite 580  
Hollywood, CA 90028  
(323) 466-2490  
Fax: (323) 466-3655  
johnreynolds@kavichreynolds.com  
www.kavichreynolds.com  
MIC Member Since: 1999  
Years in Business: 27  
Products and Services: Production, advertising

## M

### MARSHALL ADVERTISING & DESIGN, INC.

Michael Kula  
2729 Bristol St., Suite 100  
Costa Mesa, CA 92626  
(714) 545-5757  
Fax: (714) 327-1917  
m.kula@marshallad.com  
www.marshallad.com  
MIC Member Since: 2003  
Years in Business: 22  
Products and Services: Advertising, public relations

## M

### O'LEARY & PARTNERS

Bruce Barta  
5000 Birch St., Suite 1000  
Newport Beach, CA 92660  
(949) 224-4033  
Fax: (949) 833-9155  
bbarta@adagency.com  
www.adagency.com  
MIC Member Since: 2008  
Years in Business: 25  
Products and Services: Advertising, public relations

## P

### PAINE PR, INC.

Elizabeth Perry  
19000 MacArthur Blvd., 8th Floor  
Irvine, CA 92612  
(949) 809-6740  
Fax: (949) 809-6741  
eperry@painpr.com  
www.painepr.com  
MIC Member Since: 1994  
Years in Business: 22  
Products and Services: Advertising, public relations

## Q

### QUESTUS, INC.

Keyvan Hajjani  
One Beach St., Suite 103  
San Francisco, CA 94133  
(415) 677-5722  
Fax: (415) 677-9517  
keyvan@questus.com  
www.questus.com  
*MIC Member Since:* 2007  
*Years in Business:* 10  
*Products and Services:* Interactive marketing, research

## S

### SCHIEFER MEDIA, INC.

Gary Bryson  
3608 Alta Vista Dr.  
Fallbrook, CA 92028  
(760) 723-3118  
Fax: (760) 723-3157  
gary@brysoncomm.com  
www.schiefermedia.com  
*MIC Member Since:* 1999  
*Years in Business:* 24  
*Products and Services:* Advertising, creative, public relations, branded entertainment, marketing strategy

## T

### THE BOYER SYNDICATE, INC.

Mark Boyer  
1800 Century Pk. E Suite 600  
Century City, CA 90067  
(310) 229-5956  
Fax: (310) 455-1817  
mark@boyersyn.com  
www.boyersyn.com  
*MIC Member Since:* 2000  
*Years in Business:* 13  
*Products and Services:* Marketing and corporate communications

### THE CREATIVE WORKS

Jake Klingensmith  
151 Kalmus Dr., Suite J7  
Costa Mesa, CA 92626  
(714) 546-2088  
Fax: (714) 546-2087  
jake@thecreativeworks.com  
www.thecreativeworks.com  
*MIC Member Since:* 1997  
*Years in Business:* 21  
*Products and Services:* Advertising, graphic design

### THE INTEGER GROUP

Mike Manion  
7245 W Alaska Dr.  
Lakewood, CO 80226  
(303) 393-3032  
Fax: (303) 393-3710  
mmanion@integergroup.com  
www.integer.com  
*MIC Member Since:* 2008  
*Years in Business:* 6  
*Products and Services:* Marketing, retail public relations, advertising

### THE MCPETERS COMPANY

#### PUBLIC RELATIONS

Robyn McPeters  
2074 Galisteo, Suite B4  
Santa Fe, NM 87505  
(505) 982-1428  
Fax: (505) 982-3086  
mcpetersco@aol.com  
*MIC Member Since:* 2000  
*Years in Business:* 17  
*Products and Services:* Advertising, public relations

### THE PLUMMER MENAPACE GROUP

Richard Menapace Jr.  
44 Sheffield Ct.  
Collegeville, PA 19426  
(610) 917-9010  
Fax: (610) 917-9011  
Rick@PMGrp.us  
*MIC Member Since:* 1998  
*Years in Business:* 15  
*Products and Services:* Advertising, public relations

## V

### VELOCITY, INC.

Robert Hudephol Jr.  
1020 James Dr., Suite 101  
Leesport, PA 19533  
(484) 248-1081  
Fax: (484) 248-1055  
rob@velocityinc.com  
www.velocityinc.com  
*MIC Member Since:* 2005  
*Years in Business:* 13  
*Products and Services:* Advertising, Internet services, market research/market analysis, public relations

### VREEKE & ASSOCIATES, INC.

Kenneth Vreeke  
250 Easy St., Suite 3  
Simi Valley, CA 93065  
(805) 584-6680, ext. 101  
Fax: (805) 584-6687  
kvreeke@vreeke.com  
*MIC Member Since:* 2007  
*Years in Business:* 30  
*Products and Services:* Advertising, public relations, consulting, marketing



# Insurance, Finance & Investment Services

## A

### AIG AGENCY AUTO

Stothard Deal  
13010 Morris Rd., Suite 600  
Alpharetta, GA 30004  
(877) 244-4288, ext. 64162  
Fax: (866) 362-7904  
john\_stoddart@mindspring.com  
www.aig4.com  
MIC Member Since: 2003  
Years in Business: 30  
Products and Services: Insurance

### ALLSTATE INSURANCE

Jeff May  
2775 Sanders Rd.  
Northbrook, IL 60062  
(847) 402-2913  
Fax: (847) 326-7511  
jmayv@allstate.com  
www.allstate.com, www.allstategarage.com  
MIC Member Since: 2001  
Years in Business: 78  
Products and Services: Insurance

### AMERICAN MODERN INSURANCE GROUP

Steve Mackie  
7000 Midland Blvd.  
Amelia, OH 45102  
(513) 947-5394  
Fax: (513) 947-4172  
SMackie@amig.com  
www.amig.com  
MIC Member Since: 2000  
Years in Business: 70  
Products and Services: Insurance

### ASSURANT SOLUTIONS

Jimmy Atkinson  
260 Interstate North Cir. SE  
Atlanta, GA 30339  
(770) 763-1833  
Fax: (770) 859-4090  
jimmy.atkinson@assurant.com  
www.assurantsolutions.com/arvs  
MIC Member Since: 2006  
Years in Business: 27  
Products and Services: Finance and insurance services, extended service contracts, education and training, consulting, 20 clubs

## B

### BANC OF AMERICA SECURITIES

Ravi Trivedi  
9 W 57th St., 30th Floor  
New York, NY 10019  
(212) 847-6189  
ravi.trivedi@bofasecurities.com  
www.bofasecurities.com  
MIC Member Since: 1999  
Years in Business:  
Products and Services: Equity research

### BMO CAPITAL MARKETS

Edward Williams  
3 Times Square, 26th Floor  
New York, NY 10036  
(212) 885-4054  
Fax: (212) 885-4080  
edward.s.williams@bmo.com  
www.harrisnesbitt.com  
MIC Member Since: 2004  
Years in Business: 125  
Products and Services: Investment, banking services

### BUSINESS APPRAISAL SERVICES, LLC

Jeffrey Brewster  
17050 Candleberry Ln.  
Yorkville, IL 60560  
(630) 698-6401  
Fax: (630) 717-8170  
jbrewster@businessappraisalservices.com  
www.businessappraisalservices.com  
MIC Member Since: 2007  
Years in Business: 11  
Products and Services: Investment services

## C

### CREDIT SUISSE SECURITIES LLC

Rodny Nacier  
11 Madison Ave.  
New York, NY 10010  
(212) 538-8046  
rodny.nacier@credit-suisse.com  
www.credit-suisse.com  
MIC Member Since: 2000  
Years in Business: 16  
Products and Services: Investment services

## D

### DEALERS DIVERSIFIED SYSTEMS, INC.

P. Nick Trost  
660 Griswold, Suite 100  
Northville, MI 48167  
(888) 999-6860  
Fax: (248) 735-5549  
ntrost@dealersresources.com  
www.pppcoverage.com  
MIC Member Since: 1994  
Years in Business: 27  
Products and Services: Service contracts

## F

### FARMERS GROUP INC,

Joe Venturella  
PO Box 2450  
Grand Rapids, MI 49501-2450  
(616) 956-3627  
Fax: (616) 956-4917  
Joe.Venturella@foremost.com  
www.foremost.com  
MIC Member Since: 2001  
Years in Business: 57  
Products and Services: Insurance

### FIRST EXTENDED SERVICE CORP.

Stephen Amos  
1345 River Bend Dr., Suite 200  
Dallas, TX 75247  
(800) 527-3448, ext. 300  
Fax: (214) 965-9079  
www.firstextended.com  
MIC Member Since: 2000  
Years in Business: 34  
Products and Services: Service contracts

### FTN-MIDWEST RESEARCH

James Hardiman  
1301 E 9th St., Suite 3232  
Cleveland, OH 44114  
(216) 592-1921  
Fax: (216) 592-1799  
james.hardiman@ftnmidwest.com  
www.midwestresearch.com  
MIC Member Since: 2003  
Years in Business: 13  
Products and Services: Investment research

## G

### GE COMMERCIAL DISTRIBUTION FINANCE (INCLUDES GE CONSUMER FINANCE)

Paul Puma  
4 Park Plaza, Suite 2000  
Irvine, CA 92614  
(949) 225-2045  
Fax: (949) 476-5078  
paul.r.puma@ge.com  
www.gecdf.com  
MIC Member Since: 1985  
Years in Business: 34  
Products and Services: Financial services

### GEICO MOTORCYCLE

Kirk La  
1345 Perimeter Pkwy.  
Virginia Beach, VA 23456  
(757) 233-6061  
kla@geico.com  
www.geico.com  
MIC Member Since: 2006  
Years in Business: 31  
Products and Services: Insurance, financing

## H

### HSBC RETAIL SERVICES

Kevin Walsh  
26525 N. Riverwoods Blvd.  
Mettawa, IL 60045  
(224) 544-6195  
Fax: (847) 205-7400  
kevin.p.walsh@us.hsbc.com  
www.hsbcusa.com  
MIC Member Since: 2004  
Years in Business: 21  
Products and Services: Financial, banking services

## J

### JPMORGAN CHASE

Dara Mohsenian  
383 Madison Ave.  
32nd Floor  
New York, NY 10179  
(212) 622-6542  
Fax: (212) 622-0122  
dara.mohsenian@jpmorgan.com  
www.jpmorgan.com  
MIC Member Since: 2008  
Years in Business: 9  
Products and Services: Equity research firm

## K

### K & K INSURANCE GROUP, INC.

Sheila Morton  
1712 Magnavox Wy.  
Fort Wayne, IN 46804  
(866) 554-4636  
Fax: (260) 459-5800  
sheila\_morton@kandkinsurance.com  
www.kandkinsurance.com  
MIC Member Since: 2001  
Years in Business: 56  
Products and Services: Insurance

### KEYBANC CAPITAL MARKETS, INC.

Scott Hamann  
800 Superior Ave.  
OH-01-02-1772  
Cleveland, OH 44114  
(216) 563-2137  
Fax: (216) 443-2304  
shamann@keybanccm.com  
www.key.com  
MIC Member Since: 2008  
Years in Business: 1  
Products and Services: Market and equity research

## L

### LEONARD GREEN & PARTNERS, L.P.

Alyse Wagner  
11111 Santa Monica Blvd., Suite 2000  
Los Angeles, CA 90025  
(310) 954-0434  
Fax: (310) 954-0404  
wagner@leonardgreen.com  
www.leonardgreen.com  
MIC Member Since: 2007  
Years in Business: 20  
Products and Services: Equity investment

## M

### MARKEL AMERICAN INSURANCE COMPANY

Audrey Hanken  
PO Box 906  
Pewaukee, WI 53072-0906  
(262) 548-9880, ext. 3371  
Fax: (262) 544-4443  
ahanken@markelcorp.com  
www.markelamerican.com  
www.markelinsuresfun.com  
MIC Member Since: 1999  
Years in Business: 40  
Products and Services: Insurance

### MERRICK BANK

Scott Anderson  
10705 S Jordan Gtwy., # 200  
South Jordan, UT 84095  
(801) 545-6614  
Fax: (801) 545-6123  
scott.anderson@merrickbank.com  
www.merrickbank.com  
MIC Member Since: 2007  
Years in Business: 12  
Products and Services: Financial, investment services

### MERRILL LYNCH LEISURE RESEARCH

Amanda Bryant  
250 Vesey St.  
4 World Financial Center, Fl. 20  
New York, NY 10080  
(212) 449-2922  
Fax: (866) 303-0812  
amanda\_bryant@ml.com  
www.ml.com  
MIC Member Since: 2000  
Years in Business: 95  
Products and Services: Equity research, financial, investment services

### MOTORCYCLE INDUSTRY CONSULTING SERVICES, LLC

Ed Lemco  
217 Strand St.  
Frederiksted, St.Croix 00840  
Virgin Islands, U.S.  
(340) 719-8591  
Fax: (340) 719-8593  
edlemco@aol.com  
www.edlemco.com  
MIC Member Since: 2006  
Years in Business: 6  
Products and Services: Financial services, consulting to retail dealers

## N

### NATIONWIDE INSURANCE

Brandy Omundson  
1100 Locust St., Dept. 4115  
Des Moines, IA 50391  
(515) 508-6306  
Fax: (515) 508-4401  
omundsb1@nationwide.com  
www.nationwide.com  
MIC Member Since: 2004  
Years in Business: 83  
Products and Services: Insurance

## P

### PROGRESSIVE INSURANCE

Marcy Gray  
300 North Commans Blvd.  
# OHW 91  
Mayfield Village, OH 44143  
(440) 395-7409  
Fax: (440) 395-7445  
marcy\_gray@progressive.com  
www.progressive.com  
MIC Member Since: 1986  
Years in Business: 72  
Products and Services: Insurance

### PROTECTIVE

Chris Lange  
14755 N Outer Forty Dr., Suite 400  
Chesterfield, MO 63017  
(800) 328-8690, ext. 105  
Fax: (952) 807-0205  
chris.lange@protective.com  
www.protective.com  
MIC Member Since: 2000  
Years in Business: 102  
Products and Services: Insurance and investment services

## R

### RAYMOND JAMES & ASSOCIATES, INC.

Joe Hovorka  
3414 Peachtree Rd. NE, Suite 850  
Atlanta, GA 30326  
(404) 442-5863  
Fax: (404) 233-0768  
joseph.hovorka@raymondjames.com  
www.raymondjames.com  
MIC Member Since: 2001  
Years in Business: 47  
Products and Services: Financial services

### RBC CAPITAL MARKETS / DAIN RAUSCHER

Paul Burton  
1200 Seventeenth St., #2200  
Denver, CO 80207  
(303) 595-1164  
Fax: (303) 595-1214  
paul.burton@rbccm.com  
www.rbccm.com  
MIC Member Since: 2002  
Years in Business: 140  
Products and Services: Banking services

### RON COWLES STATE FARM AGENCY

Ron Cowles  
1341 Pacheco St.  
Santa Fe, NM 87505  
(505) 982-3604  
Fax: (505) 820-0430  
ron@rjcowles.com  
www.statefarm.com  
MIC Member Since: 2000  
Years in Business: 39  
Products and Services: Insurance

### RPMONE

Roslyn Smith  
4495 Military Trail, Suite 207  
Jupiter, FL 33458  
(561) 741-4447  
Fax: (561) 741-4449  
marketing@rpmone.com  
www.rpmone.com  
MIC Member Since: 2002  
Years in Business: 9  
Products and Services: Finance, insurance

## S

### **SAFECO INSURANCE COMPANY**

Robert Enna  
14123 Denver West Pkwy.  
Golden, CO 80401  
(720) 497-9454  
Fax: (720) 497-9495  
bobenn@safeco.com  
www.safeco.com  
*MIC Member Since:* 2002  
*Years in Business:* 86  
*Products and Services:* Insurance

### **SENTRY INSURANCE / DAIRYLAND CYCLE INSURANCE**

Pete Anhalt  
1800 N Point Dr.  
Stevens Point, WI 54481  
(715) 346-7974  
Fax: (715) 346-7266  
pete.anhalt@sentry.com  
www.dairylandcycle.com  
*MIC Member Since:* 2007  
*Years in Business:* 104  
*Products and Services:* Insurance

## U

### **U.S. INSURANCE SERVICES, INC.**

Blair Fox  
PO Box 47000  
Jacksonville, FL 32247-7000  
(904) 680-0530, ext. 228  
Fax: (904) 396-5920  
bfox@us-insurance.com  
www.us-insurance.com  
*MIC Member Since:* 1998  
*Years in Business:* 37  
*Products and Services:* Insurance

### **UBS**

Robin Farley  
1285 Avenue of the Americas  
10th Floor  
New York, NY 10019  
(212) 713-2060  
Fax: (212) 713-3801  
robin.farley@ubs.com  
www.ubs.com  
*MIC Member Since:* 2001  
*Years in Business:* 11  
*Products and Services:* Financial, investment services

## W

### **WACHOVIA CAPITAL MARKETS**

Timothy Conder  
1 N Jefferson Ave.  
Saint Louis, MO 63103  
(314) 955-5743  
Fax: (314) 955-7614  
tim.conder@wachovia.com  
www.wachovia.com  
*MIC Member Since:* 1999  
*Years in Business:* 122  
*Products and Services:* Financial, investment services

### **WILLIAM BLAIR & CO., LLC**

Sharon Zackfia  
222 W Adams St.  
Chicago, IL 60606  
(312) 364-5386  
Fax: (312) 236-1330  
szackfia@williamblair.com  
www.williamblair.com  
*MIC Member Since:* 2000  
*Years in Business:* 75  
*Products and Services:* Financial, investment services

### **WIND POINT PARTNERS**

Nathan Brown  
676 N Michigan Ave., Suite 3700  
Chicago, IL 60611  
(312) 255-4811  
Fax: (312) 255-4820  
nab@wppartners.com  
www.wppartners.com  
*MIC Member Since:* 1998  
*Years in Business:* 25  
*Products and Services:* Equity investment

## Z

### **ZURICH DIRECT UNDERWRITERS**

Nancy Wilson  
7045 College Blvd.  
Overland Park, KS 66204  
(913) 339-1294  
Fax: (913) 906-2131  
nancy.wilson@zurichna.com  
www.zurichna.com/zdu  
*MIC Member Since:* 2004  
*Years in Business:* 87  
*Products and Services:* Insurance

# Publications/Media

## A

### ADVANSTAR COMMUNICATIONS

Tracy Harris  
The Powersports Group  
201 Sandpointe Ave., Suite 600  
Santa Ana, CA 92707-8700  
(714) 513-8478  
tharris@advanstar.com  
www.teampowersports.com,  
www.dealerepo.com,  
www.bigtwinwest.com  
MIC Member Since: 1975  
Years in Business: 44  
Products and Services: Dealernews, 2Wheel  
Tuner, trade show producers

### AFFINITY MEDIA

Steve Schiffman  
6420 Sycamore Ln. N Suite 100  
Maple Grove, MN 55369  
(763) 383-4420  
sschiffman@affinitygroup.com  
www.powersportsbusiness.com  
MIC Member Since: 1995  
Years in Business: 29  
Products and Services: American Rider,  
ATV Magazine, ATV Magazine TV, ATV  
Sport, ATV Sport TV, Cruising Rider, Rider,  
Powersports Business

### AUTODATA PUBLICATIONS INC.

Richard Gunderson  
6301 Bandel Rd. NW, Suite 403  
Rochester, MN 55901-8661  
(507) 285-4803  
Fax: (507) 285-3131  
richard@autodatapubs.com  
www.autodatapubs.com  
MIC Member Since: 2003  
Years in Business: 34  
Products and Services: Motorcycle Technical  
Data and Labor Guide

## B

### BLACK BOOK

Ricky Beggs  
PO Box 758  
Gainesville, GA 30503  
(770) 533-5221  
Fax: (800) 387-0607  
rbeggs@blackbookusa.com  
www.blackbookusa.com  
MIC Member Since: 1998  
Years in Business: 54  
Products and Services: Black Book AMA  
Official Motorcycle & Powersports Value  
Guide

## C

### CLYMER REPAIR MANUALS

Matt Tusken  
9800 Metcalf Ave.  
Overland Park, KS 66212  
(913) 967-1984  
Fax: (913) 967-1901  
mtusken@clymer.com  
www.clymer.com  
MIC Member Since: 1980  
Years in Business: 108  
Products and Services: Repair manuals

### CYCLE WORLD MAGAZINE

Larry Little  
1499 Monrovia Ave.  
Newport Beach, CA 92663  
(949) 720-5359  
Fax: (949) 631-0651  
llittle@hfmus.com  
www.cycleworld.com  
MIC Member Since: 1976  
Years in Business: 47  
Products and Services: Cycle World  
Magazine

## D

### DEALERWORLD INC.

Chris McGee  
1601 Pacific Coast Hwy., #290  
Hermosa Beach, CA 90254  
(310) 698-0830  
Fax: (310) 698-0701  
chris@dealer-world.com  
www.dealer-world.com  
MIC Member Since: 2005  
Years in Business: 16  
Products and Services: American  
Motorcycle Dealer, Dealer World

### DON EMDE PUBLICATIONS, INC.

Don Emde  
92 Argonaut, Suite 160  
Aliso Viejo, CA 92656  
(949) 215-4780, ext. 206  
Fax: (949) 215-9042  
don@partsmag.com  
www.partsmag.com  
MIC Member Since: 1990  
Years in Business: 19  
Products and Services: Parts Magazine, Drag  
Specialties Magazine

## H

### HAYNES MANUALS, INC.

George Brueggeman  
861 Lawrence Dr.  
Newbury Park, CA 91320  
(805) 498-6703  
Fax: (805) 498-2867  
georgebrueggeman@haynes.com  
www.haynes.com  
MIC Member Since: 1979  
Years in Business: 48  
Products and Services: Repair manuals

### HI-TORQUE PUBLICATIONS, INC.

Roland Heinz  
25233 Anza Dr.  
Valencia, CA 91355  
(661) 295-1910  
Fax: (661) 295-1278  
carrie@hi-torque.com  
www.hi-torque.com  
MIC Member Since: 1996  
Years in Business: 39  
Products and Services: Motocross Action,  
Motocross Journal, 4Wheel ATV Action, Dirt  
Bike, Dirtwheels

## I

### IGNITION 3, LLC

Dick Lague  
2111 Cold Canyon Rd.  
Calabasas, CA 91302  
(818) 225-7335  
Fax: (818) 225-7697  
dick@ignition3.tv  
www.ignition3.tv  
MIC Member Since: 2005  
Years in Business: 7  
Products and Services: Video and TV  
production, motorcycle programming

### INDUSTRY SHOPPER PUBLISHING, INC.

Rick Campbell  
PO Box 160  
Gardnerville, NV 89410  
(775) 782-0222  
Fax: (775) 782-0266  
rick@mimag.com  
www.mimag.com, www.atv-industry.com  
MIC Member Since: 1980  
Years in Business: 28  
Products and Services: Motorcycle Industry  
Magazine, ATV Industry Magazine

## K

### KELLEY BLUE BOOK

Tricia DeBacker  
PO Box 19691  
Irvine, CA 92623  
(949) 770-7704, ext. 8230  
Fax: (949) 727-3400  
debacker@kbb.com  
www.kbb.com  
MIC Member Since: 1985  
Years in Business: 83  
Products and Services: Kelly Blue Book-  
Motorcycle, ATV Value Guide

## M

### MOTORCYCLE PRODUCT NEWS

Colleen Brouil  
4130 Lien Rd.  
Madison, WI 53704  
(608) 249-0186  
Fax: (608) 249-1153  
colleen@mpnmag.com  
www.mpnmag.com  
MIC Member Since: 1976  
Years in Business: 34  
Products and Services: Motorcycle Product  
News

**N****N.A.D.A. APPRAISAL GUIDES**

Lenny Sims  
 PO Box 7800  
 Costa Mesa, CA 92628  
 (800) 966-6232, ext. 235  
 Fax: (714) 556-8715  
 lsims@nadaguides.com  
 www.nadaguides.com  
*MIC Member Since:* 1986  
*Years in Business:* 37  
*Products and Services:* NADA Motorcycle/  
 ATV Appraisal Guides

**R****RACER X ILLUSTRATED**

Scott Wallenberg  
 5241 N. Farrow St.  
 Boise, ID 83713  
 (208) 321-0037  
 Fax: (661) 245-2421  
 scottw@frazmtn.com  
 www.racexill.com  
*MIC Member Since:* 2000  
*Years in Business:* 11  
*Products and Services:* Racer X, Road Racer  
 X

**S****SOURCE INTERLINK MEDIA**

John Cobb  
 6420 Wilshire Blvd., 17th Floor  
 Los Angeles, CA 92530  
 (323) 782-2338  
 Fax: (323) 782-2534  
 john.cobb@sourceinterlinkmedia.com  
 www.sourceinterlink.com  
*MIC Member Since:* 2001  
*Years in Business:* 60  
*Products and Services:* Motorcyclist,  
 Hot Bike, Baggers, Dirt Rider, ATV Rider,  
 Motorcycle Cruiser, Sport Rider, Super Street  
 Bike, Street Chopper, Hot Bike

**SUSAN BUCK**

Susan Buck  
 43-08 39th Pl.  
 Sunnyside, NY 11104  
 (718) 392-4428  
 susanbuck@aol.com www.susanbuck.com  
*MIC Member Since:* 2002  
*Years in Business:* 15  
*Products and Services:* Consulting, commu-  
 nications, advertising, public relations

**T****TOY & HAULER BUSINESS MAGAZINE**

Mike Wieber  
 PO Box 1416  
 Broomfield, CO 80038  
 (303) 469-0424  
 Fax: (303) 469-5730  
 mike@nbm.com  
 www.nbm.com  
*MIC Member Since:* 2007  
*Years in Business:* 3  
*Products and Services:* Toy & Hauler  
 Business

**W****WEBWORLD INTERNATIONAL, LLC**

Richard Korchak  
 6506 Carrie Lynn Ct.  
 Mount Airy, MD 21771-7616  
 (301) 788-5439  
 rick@webbikeworld.com  
 www.webbikeworld.com  
*MIC Member Since:* 2005  
*Years in Business:* 8  
*Products and Services:* Producer of  
 webBikeWorld.com, motorcycle  
 information source



# Related Professional Services / Consulting

## 5

### 50 BELOW

John Schuldt  
PO Box 16827  
Duluth, MN 55816  
(218) 720-4828  
Fax: (218) 722-7546  
john.schuldt@50below.com  
www.50below.com  
MIC Member Since: 2004  
Years in Business: 12  
Products and Services: Internet services, websites, online stores

## A

### ADP LIGHTSPEED

Adam Shiflett  
5184 Wiley Post Way  
Salt Lake City, UT 84116  
(801) 519-7532  
Fax: (801) 521-0329  
adam\_shiflet@adp.com  
www.adplightspeed.com  
MIC Member Since: 1986  
Years in Business: 25  
Products and Services: Computers/software consulting, consulting, dealer management systems/services, education and training

### AGILITY ANALYTICS, INC.

Brett Herrmann  
4 Jenner, Suite 190  
Irvine, CA 92618  
(949) 546-8111  
Fax: (949) 546-8150  
www.agilityanalytics.com  
MIC Member Since: 2008  
Years in Business: 5  
Products and Services: Consulting, analysis, and software development to powersports industry

### AMERICADE, INC.

William Dutcher  
PO Box 2205  
Glens Falls, NY 12801-2205  
(518) 798-0858  
Fax: (518) 798-0169  
bill@tourexpo.com  
www.tourexpo.com  
MIC Member Since: 2007  
Years in Business: 26  
Products and Services: Producers of the American touring rally and TourExpo

### ARI NETWORK SERVICES, INC.

Campion Jaques  
11425 W. Lake Park Dr.  
Milwaukee, WI 53224  
(414) 973-4342  
Fax: (414) 973-4620  
jaques@arinet.com  
www.arinet.com  
MIC Member Since: 2002  
Years in Business: 28  
Products and Services: Electronic parts catalogs, website development/hosting, technology tools

### AUDATEX, A SOLERA COMPANY

George Ramirez  
15030 Avenue of Science, #100  
San Diego, CA 92128  
(858) 946-1441  
george.ramirez@audatex.com  
www.audatex.com  
MIC Member Since: 2006  
Years in Business: 3  
Products and Services: Motorcycle estimating database, consulting and insurance services

## B

### BOAZ PAYMENT SYSTEMS

Matt Tanzy  
1000 Holcomb Woods Pkwy. #136  
Roswell, GA 30076  
(678) 352-1629  
Fax: (678) 819-0153  
smtanzy@boazgroup.com  
www.boazgroup.com  
MIC Member Since: 1996  
Years in Business: 13  
Products and Services: Consulting, financing services

### BRIDGEWORKS, INC.

Cheri Haganey  
204 E 2nd Ave., Suite 118  
San Mateo, CA 94401  
(877) 295-7462 ext. 7  
Fax: (650) 341-4711  
cheri@bridgeworksinc.com  
www.bridgeworks.com,  
www.bikeshopft.com  
MIC Member Since: 2006  
Years in Business: 6  
Products and Services: Multi-vendor catalog software

## C

### C-SYSTEMS SOFTWARE, INC.

Kathie Gentry  
2201 Arlington Downs  
Arlington, TX 76011  
(800) 334-3114  
Fax: (817) 649-3100  
kgentry@csystemssoftware.com  
www.csystemssoftware.com  
MIC Member Since: 2004  
Years in Business: 26  
Products and Services: Computers/software consulting

### CANADIAN INTERNATIONAL MOTORCYCLE SUPERSHOW

Bar Hodgson  
8780 Baldwin St.  
Ashburn, Ontario L0B 1A0  
Canada  
(905) 655-5403  
Fax: (905) 655-3812  
supersho@idirect.com  
www.supershowevents.com  
MIC Member Since: 2000  
Years in Business: 32  
Products and Services: Motorcycle shows producer

### CLARITY RESEARCH, LLC

Mike Curtis  
781 Cardinal Dr.  
Brevard, NC 28712-4227  
(828) 862-4886  
Fax: (828) 862-6509  
mcurtis@clarityresearch.net  
www.clarityresearch.net  
MIC Member Since: 2006  
Years in Business: 5  
Products and Services: Powersports market research

### CLARK J. VITULLI

Clark Vitulli  
2708 Shawnee Way  
Saint Johns, FL 32259  
(615) 207-2581  
Fax: (615) 771-7514  
cjvitulli@aol.com  
MIC Member Since: 2006  
Years in Business: 10  
Products and Services: Consulting

### COLLISION & INJURY DYNAMICS

David Thom  
149 Sheldon St.  
El Segundo, CA 90245  
(310) 414-0449  
Fax: (310) 414-9490  
dthom@ci-dynamics.com  
www.ci-dynamics.com, www.act-lab.com  
MIC Member Since: 2008  
Years in Business: 5  
Products and Services: Helmet testing and consulting

### CONSUMER RESEARCH SOLUTIONS, INC.

Andrea Desilets  
83 Oakmont Ave.  
Westminister, MA 1473  
(508) 864-6264  
adesilets@wantfacts.com  
www.wantfacts.com  
MIC Member Since: 2004  
Years in Business: 5  
Products and Services: Consulting, Internet services, market research/market analysis

### CYCLETRADER.COM

Jim Jensen  
150 Granby St., 12th Floor  
Norfolk, VA 23510  
(757) 351-7994  
jim.jensen@dominionenterprises.com  
www.cycletrader.com  
MIC Member Since: 2000  
Years in Business: 11  
Products and Services: Internet Services

## D

### DAKO MANAGEMENT COMPANY, LLC

David Koshollek  
2394 Oakwood Dr.  
Prescott, AZ 86305  
(928) 445-8286  
Fax: (928) 443-508  
dave1dako@cs.com  
*MIC Member Since:* 1994  
*Years in Business:* 11  
*Products and Services:* Employee sales, management and product training

### DEALERSHIP UNIVERSITY

Rod Stuckey  
6000 Shakerag Hill, Suite 108  
Peachtree City, GA 30269  
(770) 692-1750, ext. 102  
Fax: (770) 692-1754  
rstuckey@dealershipuniversity.com  
www.dealershipuniversity.com  
*MIC Member Since:* 2005  
*Years in Business:* 4  
*Products and Services:* Consulting, education and training

### DENIS LABONGE ASSOCIATES

Denis LaBonge  
38 Via Coralle  
Newport Coast, CA 92657  
(949) 433-5050  
Fax: (949) 464-0076  
dlassociates@cox.net  
*MIC Member Since:* 2004  
*Years in Business:* 38  
*Products and Services:* Consulting, market research/market analysis

### DJB / ASSOCIATES, LLC

Don Brown  
18762 Via Verona  
Irvine, CA 92603  
(949) 854-5227  
Fax: (949) 854-5293  
djb-index@msn.com  
*MIC Member Since:* 1981  
*Years in Business:* 28  
*Products and Services:* Consulting, market research/market analysis

### DPS TECHNICAL, INC.

Chris Real  
1160 Dewey Way, Suite D  
Upland, CA 91786  
(909) 981-5228  
Fax: (909) 982-3747  
chrisreal@aol.com  
www.chemhelp.com,  
www.fuel-tank-wash.com,  
www.motorcyclenoise.com  
*MIC Member Since:* 2006  
*Years in Business:* 14  
*Products and Services:* Consulting, sound measurement education and training, vehicle sound testing, sound equipment

## E

### EAGLERIDER, INC.

Chris McIntyre  
11860 S La Cienega Blvd.  
Hawthorne, CA 90250  
(310) 536-6777  
Fax: (310) 536-6770  
chris@eaglerider.com  
www.eaglerider.com  
*MIC Member Since:* 2001  
*Years in Business:* 17  
*Products and Services:* Powersports tourism, vehicle rentals

### EBAY MOTORS

Anson Tse  
2145 Hamilton Ave.  
San Jose, CA 95125  
(408) 376-4638  
atse@ebay.com  
www.ebaymotors.com  
*MIC Member Since:* 2006  
*Years in Business:* 9  
*Products and Services:* Online marketplace for vehicles, parts, accessories and apparel

## F

### FELD MOTOR SPORTS, INC.

Todd Jendro  
4255 Meridian Parkway  
Aurora, IL 6054  
(630) 566-6100  
Fax: (630) 566-6180  
tjendro@feldentertainment.com  
www.feldentertainment.com  
*MIC Member Since:* 1998  
*Years in Business:* 40  
*Products and Services:* Event promotion

### FULL THROTTLE EVENTS

Harry Schwartz  
343 Fourth St., Suite 203  
San Diego, CA 92101  
(619) 234-3344  
Fax: (619) 234-3370  
hschwartz@schwarzeventgroup.com  
www.schwarzeventgroup.com  
*MIC Member Since:* 2006  
*Years in Business:* 8  
*Products and Services:* Production and management of motorcycle enthusiast special events

## G

### GADLIGHT, INC.

Jessica Shaanan  
7979 Ivanhoe Ave., Suite 550  
La Jolla, CA 92037  
(858) 729-9951  
Fax: (858) 729-9937  
jessica@gadlight.com  
www.gadlight.com  
*MIC Member Since:* 2008  
*Years in Business:* 2  
*Products and Services:* Product innovation/invention, product/brand placement and consulting, market consulting

## GH MARKETING

Grady Pfeiffer  
9795 Megan Terrace  
Escondido, CA 92026  
(760) 751-7342  
Fax: (760) 751-7364  
ghmktg@aol.com  
*MIC Member Since:* 2004  
*Years in Business:* 11  
*Products and Services:* Consulting

## H

### HARRISON WOLF CONSULTING, INC.

Ryan Tovatt  
1370 S Acacia Ave.  
Fullerton, CA 92646  
(714) 991-0707  
Fax: (714) 991-0717  
ryan@harrisonwolf.com  
www.harrisonwolf.com  
*MIC Member Since:* 2000  
*Years in Business:* 28  
*Products and Services:* Consulting, product certification services, education and training

### HILTY MOORE & ASSOCIATES

Janice Lindstrom  
10160 Queens Way, Suite 1  
Chagrin Falls, OH 44023  
(440) 543-1520, ext. 202  
Fax: (440) 338-6284  
jalindstrom@hiltymoore.com  
www.hiltymoore.com  
*MIC Member Since:* 2002  
*Years in Business:* 11  
*Products and Services:* Market research & branding

## I

### IAMA, LLC (INTELLECTUAL ASSET MANAGEMENT ASSOCIATES)

Don Kelly  
127 South Fairfax St., Suite 140  
Alexandria, VA 22314  
(703) 548-8213  
Fax: (703) 548-8213  
donkelly@patentagentplus.com  
www.patentagentplus.com  
*MIC Member Since:* 2008  
*Years in Business:* 8  
*Products and Services:* Patent application prosecution, trademark registration, IP consulting/counseling

### INDIANAPOLIS MOTOR SPEEDWAY

Mel Harder  
4790 W 16th St.  
Indianapolis, IN 46222  
(317) 492-6553  
Fax: (317) 492-6564  
mharder@brickyard.com  
www.brickyard.com  
*MIC Member Since:* 2005  
*Years in Business:* 4  
*Products and Services:* Motorcycle venue

## **INTELLIGENT PRODUCTS AND SYSTEMS, INC. (I.P.S.)**

Don Coker  
3414- A Lorna Ln.  
Birmingham, AL 35216  
(205) 824-0032 ext. 23  
dcoker@ipsincweb.com  
www.ipsincweb.com  
*MIC Member Since:* 2007  
*Years in Business:* 23  
*Products and Services:* Motorcycle and ATV testing systems

## **IRWIN BROH & ASSOCIATES**

Robert Rowe  
1011 E Touhy Ave., Suite 450  
Des Plaines, IL 60018  
(847) 297-7515  
Fax: (847) 297-7847  
browe@irwinbroh.com  
www.irwinbroh.com  
*MIC Member Since:* 1996  
*Years in Business:* 38  
*Products and Services:* Market research/ market analysis

## **J.D. POWER & ASSOCIATES**

Frank Forkin  
5435 Corporate Dr., Suite 300  
Troy, MI 48098  
(248) 267-6800  
Fax: (248) 267-6840  
frank.forkin@jdpa.com  
www.jdpower.com  
*MIC Member Since:* 1998  
*Years in Business:* 41  
*Products and Services:* Research & marketing

## **JM FAMILY ENTERPRISES**

Harry Spanos  
111 Jim Moran Blvd.  
Deerfield Beach, FL 33442  
(954) 363-5475  
harry.spanos@jmfamil.com  
www.jmfamil.com  
*MIC Member Since:* 2004  
*Years in Business:* 41  
*Products and Services:* Vehicle distribution and processing, finance and warranty services, insurance activities, retail sales and technology products and services

## **M**

### **MANHEIM AUCTIONS**

Karen Braddy  
6205 Peachtree Dunwoody Rd.  
Atlanta, GA 30328  
(678) 645-2103  
Fax: (678) 645-3331  
karen.braddy@manheim.com  
www.manheim.com  
*MIC Member Since:* 2005  
*Years in Business:* 63  
*Products and Services:* Vehicle auction/marketplace, Internet and financial services

## **MITCHELL INTERNATIONAL**

Gil Silva  
9889 Willow Creek Rd.  
San Diego, CA 92131  
(800) 854-7030, ext. 7449  
Fax: (858) 549-4263  
gil.silva@mitchell.com  
www.mitchell.com  
*MIC Member Since:* 2005  
*Years in Business:* 63  
*Products and Services:* Collision estimating solutions, imaging and repair

## **MOTORCYCLE MANAGEMENT CONSULTING SERVICES, INC.**

Tom McCarthy  
905 Hyde Ct.  
Costa Mesa, CA 92626-6900  
(714) 546-6627  
Fax: (714) 546-0849  
tom@motorcyclemanagement.com  
www.motorcyclemanagement.com  
*MIC Member Since:* 1983  
*Years in Business:* 52  
*Products and Services:* Consulting, extended service contracts

## **MOTO NICHE MARKETING INTERNATIONAL**

Sarah Schilke  
P.O. Box 3441  
Long Beach, CA 90803  
(310) 933-4602  
sarah@motoniche.com  
www.motoniche.com  
*MIC Member Since:*  
*Years in Business:*  
*Products and Services:* Consulting, marketing, communications

## **MOTORCYCLE MECHANICS INSTITUTE**

Bill Schuette  
2844 W Deer Valley Rd.  
Phoenix, AZ 85027  
(623) 879-4392  
Fax: (623) 869-0813  
bschuette@uticorp.com  
www.mmitech.com  
*MIC Member Since:* 1991  
*Years in Business:* 15  
*Products and Services:* Mechanic training

## **MSX INTERNATIONAL**

Paul Farah  
1950 Concept Dr.  
Warren, MI 48091  
(248) 829-5160  
Fax: (248) 829-6415  
pfarah@msxi.com  
www.msxi.com  
*MIC Member Since:* 2008  
*Years in Business:* 8  
*Products and Services:* Dealer development, warranty management, information management systems, training to OEMs, dealers and aftermarket service providers

## **N**

### **NATIONAL POWERSPORTS AUCTIONS**

Justyn Amstutz  
13175 Gregg St.  
Poway, CA 92064  
(858) 513-1500  
Fax: (858) 513-1599  
jamstutz@npauctions.com  
www.npauctions.com  
*MIC Member Since:* 2006  
*Years in Business:* 18  
*Products and Services:* Powersports auctions for dealers

## **O**

### **OMS SPORTS, LLC**

Fred Bramblett  
PO Box 418  
Hebron, KY 41048  
(859) 647-0718  
prorepoms@aol.com  
www.omsltd.com  
*MIC Member Since:* 1999  
*Years in Business:* 12  
*Products and Services:* Consulting, sports management

## **P**

### **POWER PRODUCTS MARKETING**

Greg Boeder  
7525 Mitchell Rd., Suite 203  
Minneapolis, MN 55344  
(952) 893-6872  
Fax: (952) 893-6879  
gboeder@powerprods.com  
www.powerproductsmarketing.com  
*MIC Member Since:* 2008  
*Years in Business:* 21  
*Products and Services:* Market research/ market analysis

### **POWERSPORTS INDUSTRY CONSULTING**

Robert Moffit  
1623 Heather's Cove Road  
Hiawassee, GA 30546  
(706) 897-8509  
rmoffit@brmemc.net  
*MIC Member Since:* 2007  
*Years in Business:* 4  
*Products and Services:* Consulting

### **POWERSPORTS UPDATE.COM**

Joe Delmont  
25 Dorset Rd.  
Mendota Heights, MN 55118  
(952) 893-6876  
Fax: (952) 893-6879  
joe@powersportsupdate.com  
www.powersportsupdate.com  
*MIC Member Since:* 2006  
*Years in Business:* 11  
*Products and Services:* News/communications website, marketing services

## R

### **R.L. POLK & CO.**

John Sinski  
447 Lake St.  
Crystal Lake, IL 60014  
(815) 477-7530  
Fax: (815) 477-9283  
john\_sinski@polk.com  
www.polk.com  
*MIC Member Since:* 2003  
*Years in Business:* 139

*Products and Services:* New and used motorcycle registration data, motorcycles in operation data, customer profiles, direct marketing and custom analytical solutions

### **RADICAL POWERSPORTS SALES AND MARKETING**

Todd Shafer  
1701 Poppy Dr.  
Rocklin, CA 95765  
(916) 412-2200  
todd@radicalpowersports.com  
www.radicalpowersports.com  
*MIC Member Since:* 2008  
*Years in Business:* 6  
*Products and Services:* Consulting, Internet services

### **RUNZHEIMER INTERNATIONAL**

Kraig Rodenbeck  
Runzheimer Park  
Rochester, WI 53167  
(262) 971-3212  
Fax: (262) 971-2373  
krr@runzheimer.com  
www.runzheimer.com  
*MIC Member Since:* 2007  
*Years in Business:* 76

*Products and Services:* Employee mobility services for business vehicles, relocations, travel management, and virtual office programs

## S

### **SERVICESHEET, INC.**

Chris Hajer  
300 Maplewood Rd.  
Riverside, IL 60546  
(866) 241-6747  
Fax: (708) 221-0408  
chris@servicesheet.com  
www.servicesheet.com  
*MIC Member Since:* 2006  
*Years in Business:* 5

*Products and Services:* Computer/software consulting, dealer management systems/services, Internet services

### **SOFTPORT, INC.**

Bob Senger  
455 Boston Post Rd., Suite 205  
Old Saybrook, CT 6475  
(860) 388-1126, ext. 110  
Fax: (860) 388-1176  
bob@softpower.com  
www.softpower.com  
*MIC Member Since:* 2007  
*Years in Business:* 21  
*Products and Services:* Business management software for powersports industry

### **STACY TESTING & TIRE SPECIALIST, INC.**

Carol Stacy  
5915 E Cielo Run N  
Cave Creek, AZ 85331  
(602) 549-9797  
Fax: (480) 488-8057  
casmkt@msn.com  
www.stacytesting.com  
*MIC Member Since:* 1997  
*Years in Business:* 12  
*Products and Services:* Product durability evaluation, determine lifecycle of components, aftermarket accessories and tires

### **SUSAN BUCK**

Susan Buck  
43-08 39th Pl.  
Sunnyside, NY 11104  
(718) 392-4428  
susanbuck@aol.com  
www.susanbuck.com  
*MIC Member Since:* 2002  
*Years in Business:* 15  
*Products and Services:* Consulting, communications, advertising, public relations

## T

### **THE EARLY YEARS OF MOTOCROSS, INC.**

Tom White  
18976 Mesa Dr.  
Villa Park, CA 92861  
(714) 921-9137  
Fax: (714) 921-9137  
twhite80@sbcglobal.net  
www.earlyyearsofmx.com  
*MIC Member Since:* 2008  
*Years in Business:* 7  
*Products and Services:* Motorcycle museum

### **THE PARTHENON GROUP**

Frank O'Connell  
200 State St., 14th Floor  
Boston, MA 2109  
(617) 478-2550  
Fax: (617) 478-2555  
franko@parthenon.com  
www.parthenon.com  
*MIC Member Since:* 2006  
*Years in Business:* 17  
*Products and Services:* Consulting

## V

### **VANTAGE STRATEGIC MARKETING LLC**

Rit Lefrancois  
7755 Center Dr., Suite 1100  
Huntington Beach, CA 92647  
(714) 372-2260  
Fax: (714) 372-2261  
rit@vantagesmg.com  
www.vantagesmg.com  
*MIC Member Since:* 2008  
*Years in Business:* 2  
*Products and Services:* Full-service marketing programs

### **V-SEPT., INC.**

James Vaughn  
3001 N Rocky Point Dr.  
Tampa, FL 33607  
(813) 281-5484  
Fax: (866) 226-3508  
jvaughn@v-sept.com  
www.v-sept.com  
*MIC Member Since:* 2008  
*Years in Business:* 4  
*Products and Services:* Web-based management solutions for powersports, marine, and RV retailers

## W

### **WIECK MEDIA**

Tim Roberts  
12801 N Central Expressway, #770  
Dallas, TX 75243  
(972) 392-0888  
Fax: (972) 934-8848  
tim@wieck.com  
www.wieck.com  
*MIC Member Since:* 2007  
*Years in Business:* 5  
*Products and Services:* Design and maintain digital newsrooms

### **WYOTECH- DAYTONA**

Barbara Hallett  
470 Destination Daytona Ln.  
Ormond Beach, FL 32174  
(386) 255-0295  
Fax: (386) 252-3523  
bhallett@cci.edu  
www.wyotech.com  
*MIC Member Since:* 1989  
*Years in Business:* 37  
*Products and Services:* Technician training programs

## X

### **XTRM INC.**

Joe Lynam  
PO Box 5184  
Belmont, CA 94002  
(866) 367-9289  
Fax: (773) 496-3677  
joe@xtrm.com  
www.xtrm.com  
*MIC Member Since:* 2008  
*Years in Business:* 5  
*Products and Services:* Manages racing contingency payments for manufacturers, sponsors, riders/racers



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