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FOR IMMEDIATE RELEASE

ANNOUNCED AT AIM EXPO 2015

FREE MIC DEALER MEMBERSHIP

MIC Dealer Members can now take full advantage of membership in the MIC and have their annual membership **fully paid**.

Not only are dealers GUARANTEED to save money by processing their credit cards through the Motorcycle Industry Council's industry wide low rates, but all dealers who take advantage of this savings program will also have their membership fully paid for so long as they participate!

This opportunity was so well received at AIM EXPO 2015, that dealers who have already become MIC Dealer Members can reach out to Gene Lydick, MIC BankCard Program Director and provide the necessary information to receive a full reimbursement of their 2015 annual dues.

In addition, the average dealership is **saving \$5,200 annually** by using the national low rates the industry has negotiated based upon over \$1 billion in annual credit card processing.

You can't afford to wait!

Gene Lydick

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