

**Motorcycle Industry Council Expands Membership to Powersports Dealers**  
**New Class of Membership Supports Market Expansion and Enhanced Consumer Experience**



**Irvine, Calif.,** – Powersports dealers and retailers can now take advantage of proprietary market research and technical data, local, federal and state regulatory support, and other benefits of membership in the Motorcycle Industry Council to grow and protect their businesses and enhance the customer experience.

The MIC today announced it has expanded its [membership to dealers](#) and has already begun signing up charter members.

“Powersports dealers are impactful businesses on Main Street throughout the United States and are a direct link to consumers,” said Tim Buche, president and chief executive officer, MIC. “By bringing in the new dealer members, we are exponentially extending our collective reach and, as a result, significantly growing our industry community. We look forward to the day when we represent businesses in every congressional district in America.”

A Dealer Advisory Council will be appointed later this year to consult with the MIC board of directors on issue spotting and opportunities to improve the rider experience. “MIC’s mission has always been to preserve, protect and promote motorcycling with the emphasis on riders,” Buche said.

He added that the MIC has long supported dealers by working with them on subjects of common interest, and including them in the membership will provide them with more resources to grow and protect their businesses.

MIC will be meeting with potential new members this week at the 2013 Dealer Expo in Indianapolis, Ind. (MIC Business Center, Indiana Convention Center, Room Wabash 3). As new MIC members, powersports dealers and retailers will join approximately 300 existing member companies, which include motorcycle manufacturers and distributors, aftermarket product manufacturers, importers, distributors, and more.

Buche said, “An important goal in integrating the dealers into the MIC is to help redefine how both enthusiasts and policymakers view the powersports industry overall. The synergistic relationship created by bringing in the dealers can help evolve the definition of industry so it applies to everyone – companies and consumers – who enjoys the motorcycles, all-terrain vehicles, recreational off-highway vehicles, gear and services that drive our industry.”

MIC membership is available to approximately 5,000 existing dealers and 6,000 independent outlets that offer traditional sales and service, service only and ancillary retail services. More information on membership is available at [www.mic.org](http://www.mic.org) or [membership.mic.org](http://membership.mic.org).

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, and activities surrounding technical and regulatory issues. As a not-for-profit, national industry association, the MIC seeks to support motorcyclists by representing manufacturers, distributors, dealers and retailers of motorcycles, scooters, ATVs, ROVs, motorcycle/ATV/ROV parts, accessories and related goods and services, and members of allied trades such as insurance, finance and investment companies, media companies and consultants.

The MIC is headquartered in Irvine, Calif., with a government relations office in metropolitan Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at [www.mic.org](http://www.mic.org).

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