



Red Knights Motorcycle Club Massachusetts — Home of the Founders

Spring 2019

From the desk of the State Rep

Greetings all Massachusetts Red Knights!

This is the 16th Edition of the Massachusetts state Red Knights news letter.

Without the production of this newsletter, there would not be the unprecedented sharing of information we have.

Thank you to Bob Laford for his continued dedication putting this newsletter together.

At the fall meeting held October 20th last year I was re-elected (by default) for another two year term. I maintain my promise you all that I will do everything in my power to keep the Massachusetts Red Knights as the best State Red Knights organization in the world.

The 2019 Yankee rally is being hosted by Mass 15 this year. More information is in the posting within this newsletter.

The rally committee has put a lot of work and thought into this event but no one on the committee has put more effort and time into the planning than committee chairman MA-15 Bob Binnall, your assistant state representative.

I look forward to seeing a large turnout of Massachusetts Red Knights at the rally in support Mass 15, the planning committee, and all their efforts.

Working with Bob as my assistant has been a pleasure. We communicate a lot at all hours of the day and night.

His position is up for reelection this fall. If anyone is interested in running you need to have your letter of intent and biography in to me no later than August 31st.

Spring has sprung and the flowers have riz. The motorcycle season is upon us.

It is time to get the bikes out of storage, do a complete safety check and head out on the open road. Watch out for left over sand and ride safe.

Ride safe and have a happy, healthy “bike season”.

In brotherhood,

George

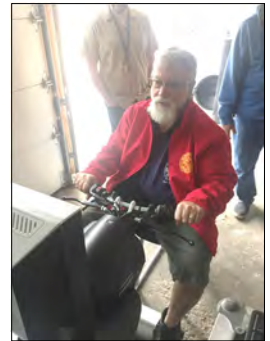
With the Red Knights founding in Massachusetts, it is no surprise that we have some of the longest standing chapters in the organization.

This year we offer our congratulations to Mass-3 and Mass-4 on reaching their 35th anniversaries!

Thanks to a grant managed by the Mass DOT, a representative from the Mass Motorcycle Safety program was on hand at the spring meeting with a motorcycle simulator.

This computer-driven training tool allowed participants to operate a “motorcycle” through several scenarios, including city and highway operation. The program would produce on-road issues like other vehicles, pedestrians, bicycles, and weather that replicate real-life situations we all face while riding.

At the end of the exercise, each participant received a report detailing the rider’s strengths and areas that need improvement as viewed in the exercise.



This resource is available to motorcycle clubs. If you would like to inquire about this for your own chapter contact Eugene Carabine of the MA Rider Education Program at the MA DOT/RMV at eugene.carabine@state.ma.us

Chapter email address and 2019 Voting – The International Board has set up RKMC email addresses for each chapter under “redknightsmc.com” If you need assistance with your official chapter e-mail contact your state rep for guidance.

For 2019, the positions that we are voting for in Massachusetts are International President, International Treasurer, and Region-1 Director.

Nominations will close on May 26 and that is when we will know if any contests must be decided by electronic ballot for our chapters.

If you are an Active Member of the Red Knights International Motorcycle Club, who have previously served a Chapter or Association as President or Vice President or as a State or Provincial Representative for a minimum of one term, you may serve on the International Executive Board.

To be placed on the ballot a qualified member must be nominated by the President or Vice President of two Chapters. A Member-at-Large may be nominated for any position on the International Executive Board having received a majority vote of the International Executive Board.

If you, or the person whom you are nominating, suit the requirements for nomination, you may fill out this form. The Nominee must complete the Nomination Profile prior to close of nominations and provide a photo. Form more information, refer to the International webpage at www.redknightsmc.com/electionInformation.htm

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We know that there were Mass Chapters that did not cast ballots in the most recent election that was held requiring Mass chapters to vote. Voting is the only way we can voice our opinions on our representation. When was the last time that your chapter email account was checked for in-coming messages from the International or others?

The position of Assistant State Rep for Massachusetts will be up for election/re-election at our fall state meeting. Anyone interested in running must have their letter of intent and bio in to State Rep George Colby by August 31.

Supporting the 2019 RKMC  
Convention

Whether you are planning to attend this year’s convention in New Hampshire or not, consider being a part of it by supporting the planning committee by purchasing a chapter or personal sponsor ad in the Convention Program.

Many of us have been involved in the planning and operation of several conventions in the past and know how much effort (and costs) go into a successful convention.

All left over proceeds are donated on behalf of the Red Knights to a charity supported by the planning group.

When information about ad costs are made available, the State Rep will share the details. Please consider making a chapter and a personal donation by placing an ad.

The convention hosts are making a king size quilt for convention, and still looking for quilt worthy T-shirt’s!

Ship them to: 128 Rollins Road Newbury NH 03255

Other dates affiliated with the 2019 voting:

- Incumbents Intent 180 Days prior to convention by Feb. 25th
- Nominations Closed 90 Days prior to convention by May 26th
- Chapters Start Vote 60 Days prior to convention on June 25th
- Voting Closed 30 Days prior to convention on July 25th
- Vote Results Announced at Convention August 24th

Chapter preparation for voting:

- Chapters must be in Good Standing
  - \* Dues current
  - \* Roster up-to date
  - \* Signed TMLA Agreement
- Members at Large must be in Good Standing
  - \* Dues current
  - \* Active email address provided prior to the closing of nominations
- Notification via Chapter RKMC Email Address
  - \* One Chapter – One Vote!  
*(A simple majority of the individual MAL ballots cast will determine the candidate receiving the MAL vote to be cast with Chapter votes)*
  - \* Keep your password to RKMC email confidential – change it if necessary
  - \* MAL’s will receive individual ballot via email
- Know the timeline
  - \* Posted on International Webpage & above in this publication
- Review Nominee Profiles on line at International Webpage
- Ballot sent to Chapter email address and to individual MAL’s.
- Select Candidate
- Submit
- Print receipt confirming vote

Dates to remember:

- 2020 Convention (France)
- 2021 New Brunswick, Canada
- 2022 Johnstown, PA

## Rolling Thunder to end in 2019

The Rolling Thunder "Ride for Freedom," which drew thousands of motorcyclists to the nation's capital each year to honor service members that were abandoned after the Vietnam War, is ending. The organizers said the 2019 event will be the last. Rolling Thunder Vice President Pete Zaleski said the cost of organizing the event spiraled to more than \$200,000. So the group is asking its 90 chapters across the country to organize local demonstration rides in 2020 and thereafter.



In our Fall newsletter we published that Norm Beausoleil of Mass-1 had the Intention of running for the International Board. As the new year rolled around, Norm released this note to the Red Knights.

Happy new year one and all!

I'd like to inform all my Red Knights family that I will not be running for International President this year. To all of those that expressed great support for me earlier this year I say thank you, but I'm sorry.

It's not that I don't want to run, that option is still open for me. I simply feel that where I haven't been on the board for nearly 5 years I do not have a clear and firm handle on the issues that face the board, and trying to step in to the top seat would, in my opinion, be a disservice to you, my brothers and sisters.

I have full intentions of trying to return to the board over the next year or two, to get my feet back in the water. I will give my fullest support possible to all those that are on or get elected to the board, but I will also voice those concerns I feel have a negative effect on the members and club.

Thank you, and good luck to all candidates.

As many of the on-line comments stated, we are all in support of any decision made, and know that no matter in office or not, Norm is always on hand for the betterment of the Red Knights MC!

## 2019 RKMC International Convention - Lincoln, NH

Mark your calendars and get ready for August 22-25 2019! The Red Knights Motorcycle Convention will be held in beautiful New Hampshire! We look forward to seeing you!

Enjoy the great outdoors in the refreshing setting of New Hampshire's White Mountain National Forest on your vacation at the Village of Loon Mountain. On-Site you will find amazing amenities for kids and adults alike! Nearby, swimming, camping, motorcycle riding, endless hiking, many scenic wonders, great biking, Whale's Tale waterpark, Clark's Trading Post, high-flying zip lining, wonderful restaurants, and so much more! Come enjoy a home away from home and join our family of riders and fire fighters.

Registration includes a Goodie Bag, Convention Booklet, Hospitality Room, Vest Pin, Convention Patch, Friday Night BBQ, Saturday Banquet and Sunday "Get up and go" Breakfast. Extras available are a convention challenge coin, MSA/Globe factory tour, NH Veteran's Cemetery dedication ride, and the Cog Railway Ride up Mount Washington.



Info on the Host Hotel(s) (mention you are booking for the Red Knights)  
Loon Mountain Resort: The Mountain Club at Loon, Located in Lincoln, NH as the "hub" hotel for the convention. 603-745-2244 for Reservations.  
Woodwards Inn and Suites: Nearby to the main hotel (Still in Lincoln), Reservations at 603-745-8141 [There are also camping options in the area. Check the convention's webpage for more information!]

## **2019 YANKEE RALLY**

Rally Agenda — May 31, 2019 – June 2, 2019

### **Thursday May 30, 2019:**

Registration will be open from 4:00 pm – 6:00 pm

4-6 Chapter Wares for Sale

6:00 pm through whenever, come hang out at the pool with your fellow Red Knights

7:00 pm through whenever, Come hang out at the motorhome with fellow Red Knights, we'll have music and games

### **Friday May 31, 2019:**

Registration will be open from 9:00 am – 6:00 pm

Self-Rides, please refer to pages 3 & 4 for suggestions and addresses

10:00 am – 12:00 pm Bike Skills course, put on by MA -2. Come see how good you can really handle your bike.

1:00 pm line up for a guided, 2-hour, 80-mile ride through tree canopied backroads to the New England Motorcycle Museum located at 200 Main St. Vernon CT. \*\*There is a \$10.00 fee to enter the museum as they survive on donations and entry fees. (We are working on free passes)

1:30 pm guided ride to the New England Motorcycle Museum leaves host hotel. We should arrive at our location around 3:30 pm. During the Yankee Rally weekend, they will be hosting their annual “

4-6 Chapter Wares for Sale

7:00 pm through whenever. Come hang out at the motorhome with fellow Red Knights, we'll have music and games.

### **Saturday June 1, 2019:**

Registration will be open from 8:00 am – 12:00 pm

9:00 am line up for 50-mile guided ride past Historic Red Knights land marks.

We will be making one stop at the Worcester 6 memorial located in Worcester MA.

This will be so we can donate to the “Ava Roy Fund”. Ava is the 9- year-old daughter of single parent and Worcester Firefighter Christopher Roy, age 36. Firefighter Roy died in the line of duty in the early morning of Dec. 9, 2018 while battling a 5- alarm fire. After this, the ride will continue and end at the Red Nights Memorial. When we arrive, we will be taking a picture with all that attended the ride and many of our Founding Fathers.

4:00 pm meeting in function hall. Presentations and voting on who will be hosting the 2021 Yankee Rally.

5:00 Dinner starts in function hall.

After the special presentation dinner is served

After dinner come hang out with your fellow Red Knights one more time at the motorhome until the wee hours of the morning

### **Sunday June 2, 2019**

Farewell breakfast 6:30 - 11:00

Brothers and Sisters,

Our Red Knights Memorial Hall is a designated Educational Facility. Would you please reach out to the Mass Chapters and encourage them, at least once per year, to utilize the Memorial Hall to hold some sort of training, i.e. Rider safety, road captain, first aid, etc. They are not required to do this, but it would be a great opportunity for them and help us facilitate our mission. Just remind them, they will need to make a reservation in order to do this. I know you will do a great job in encouraging this use. Any questions, please let me know. Thanks!

The process [to reserve our Memorial Hall] is pretty simple. Just go to the [www.redknightsmc.com](http://www.redknightsmc.com). At the very top of the page, click “Memorial Foundation Website”. This will take you to the Red Knights International Memorial Foundation website. At the very top of the page, click “reserve memorial hall”.

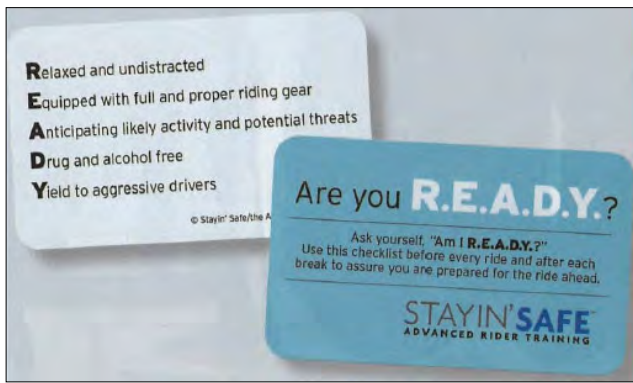
Once the reservation request is completed, your reservation will be submitted for processing. You will receive an email response and will need to electronically sign a Lease Agreement.

We have received excellent response from those who have enjoyed the Red Knights Memorial and Memorial Hall. We truly hope you have the opportunity to do so as well, considering it is YOUR home. If you have any questions, please reach out to your respective State Rep. Stay safe, stay warm and think Spring!

Fraternally,

**Matthew J. Mattera**

Red Knights International  
Firefighters Motorcycle Club  
International Executive Board –  
Region 1 Director  
Red Knights NJ Chapter 31  
South Jersey Trifecta



## ARE YOU READY?

Knowing the condition your condition is in.  
 (From the January issue of *Rider Magazine*)

**A WHILE BACK**, I dedicated a *Riding Well* column to the topic of preparing ourselves for every ride. We have T-CLOCS to assess the condition of our motorcycles, but what about a way to gauge the condition of the human at the controls? That's when I developed the acronym, "READY."

Before you ride, ask yourself, "**Am I READY?**" ...

**Relaxed and in the right mindset for riding.** Is your head in a good place? If you're angry, stressed or distracted, it may not be the best time to get on the bike. Tired? Don't press on. Honestly assess your mental and emotional state before you straddle your bike.

**Equipped with proper riding gear.** If you're reading this, you're likely inclined to wear ATGATT. But is that chinstrap fastened? Do you have gear that's right when that temperature plummets after the rain storm (you have rain gear, right?). Don't forget the clear face shield in addition to the dark one that's on your helmet.

**Anticipating the ride ahead.** Before you roll on the throttle, roll through in your mind the things you can expect to encounter out there. Consider how the season, the day of the week and time of day can present different challenges and threats. The more you think through, the less chance you'll be taken by surprise.

**Drug and alcohol free.** The best bet is to save drinking for ride's end. If you do have a drink at that bike-friendly pub, be sure to give it at least an hour (per drink) before riding again. And, if you're on medications, be aware of any side effects that may impair your riding acuity.

**Yielding to more aggressive drivers.** Maintaining control of a situation sometimes means giving in to aggressive drivers. Engaging with them puts them in control. Decide before you ride how you will respond to antagonistic drivers.

I keep a laminated, wallet-sized copy of this card with me and refer to it before every ride and after every stop along the way. Want a copy of your own?

Check our website at [www.ridermagazine.com](http://www.ridermagazine.com) for a PDF file you can print and carry. Then you'll always have it at the READY!

-ERICTROW ~

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

**Americade**

*A week of motorcycle nirvana!!*

That quote appears in the *Americade Times* that came out a few months ago, as did, "Americade draws the best kind of people!" And those of us that return to Lake George year after year agree.

This year's *Americade Time* magazine is the 5th time the cover of the publication has boasted a Red Knight. NY12 members Colleen Becker Bahan and Mark Bahan are on the cover riding in the 2018 *Americade Ride for Kids*. Previous Red Knights that have graced the cover — all during the parade — were International Presidents Gary Nelson and Ed Brouillet (with Sparky as pillion), Bill Smith from Martha's Vineyard, the year he was *Americade King*, and Mass-2's Maury Lizotte and Marcia Marjomaa.

Coincidence? I don't think so. *Americade* and the RKMC have grown up together and *Americade* founder Bill Dutcher and his family have always placed the RKMC high on their list of friends. A Red Knight presentation helmet even sits on the bookshelf behind Bill's desk.

The 2019 *Americade* will be no different in that there is always excitement, fun, many roads to ride, and many friends and family to see! Plan ahead for June 3-8 (Just after the Yankee Rally) and mark your calendars for the best motorcycle vacation destination there is!

You can use the week to recharge your internal battery. That could mean hundreds of miles on your bike, kicking back by the lake to relax, people watching along Canada Street, or taking in all that the *Americade Rally* offers from vendors to demo rides, seminars and national speakers. Whatever you feel like — it's there for the taking!

Join several hundred of your RK family, and head to the Adirondacks during the first week in June. You will not be disappointed.

Some of the Red Knight planned events include:

- **Wednesday Red Knight ride** hosted by our New York hosts.
- **RKMC Open House and Meeting—Thursday, June 6** Open House will be from 3pm-6pm on *Americade Thursday*. Come join several hundred of your Red Knights family courtesy of our NY hosts.
- **Saturday's Americade Ride-for-Kids with the Red Knights honored to lead.** Join us as the Red Knights lead the roar of bikes that will wind through the views and vistas from Glens Falls to Lake George Village, supporting the efforts of the Pediatric Brain Tumor Foundation of the U.S.

Timing on the ride and the Open House are tentative. If we hear updated information, it will be passed on to you.



Just a few years back much of Massachusetts was in drought conditions with water restrictions, concerns for public drinking water levels in reservoirs, dried up wells, and increased woodland fire dangers. It is no surprise to anyone who rides, 2018 did not follow that climate!

### 2018 was one of the rainiest on record for parts of New England

2018 was one of the rainiest years on record for New England, according to Michael A. Rawlins, a professor at the University of Massachusetts Amherst.

Here are some findings about the increase in precipitation regionally.

In Amherst, this is the 2nd rainiest year on record. 2018 was the rainiest year in Amherst in 130 years, said Rawlins. The precipitation, 63.62 inches of it, was the highest since 1888, the professor said. It is the 2nd highest since records first started being taken in 1836.

The second half of the year was especially rainy. The town "recorded 39.63 since July 1, approximately 167% of normal, and most on record for the period," Rawlins said.

In a number of other communities, this is one of the wettest years ever too In Worcester, the second half of the year was the 2nd rainiest on record.

Meanwhile Hartford, Connecticut, had 22 days with an inch or more precipitation, which is the most ever on record, said Rawlins. In Providence, Rhode Island, the city had a record 22 days with an inch or more of precipitation.

(Reprinted from the Springfield Republican)



Do not forget to get your annual inspection completed before your 2018 *sticker* expires the end of May.

Take a step back into history and put the **New England Motorcycle Museum** on your ride "to do" list this year!



After more than six years and over five million dollars in investments the owner of the New England Motorcycle Museum housed in the old mill building in Rockville, Connecticut had it's grand opening last fall.

The New England Motorcycle Museum's goal is to preserve and present their passion, through a unique world class exhibit built from a fine collection of motorcycles and historical objects from around the world. The 11 acre lot holds 10 buildings totaling over 150,000 square feet of indoor space; Visitors will find a world class exhibit with a diverse collection of over 100 vintage motorcycles and memorabilia, a motorcycle library, and the beautifully restored Hockanum Mill.

### 1st Annual Red Knights Vermont State Picnic June 29, 2019 at 1:00pm

Button Bay State Park in Vergennes, Vermont  
This will be a catered event. VT RK has reserved a very large picnic pavilion and event will happen rain or shine Park is open for day use from 10am until Sunset so come early and stay late! Swimming pool also available

Cost will be \$20 per person (plus \$4 park fee to be paid individually upon entry to park) Pre-registration is required with registration closing June 1, 2019

Registration information will be coming soon!!!!

The International is currently researching the potential to build a memorial walkway that links the House to Memorial Park. The thought is that the brick walkway would have purchased and engraved bricks that will serve as both a reminder of our passed family and offer a form of fundraising for the property.

Do you know a company that specializes in these types of walkways? Contact Region-1 Rep Matt Mattera for any feedback.



This brick is in the walkway at the National Fallen Firefighters Memorial in Emmitsburg

## Spring 2019 State Meeting

Over 50 Red Knights, representing eight chapters were on hand in March for the Spring Mass State Meeting. Details from the meeting are available in the minutes distributed to the chapter presidents by the State Rep. If you have not seen the minutes and would like to review them, please contact your chapter president.



Assistant State Rep reviewed the schedule for the Yankee Rally, and highlighted the areas, particularly in the need for ride escorts, where if chapters were able, there are still some needs to be filled throughout the rally. Please contact Bob Binnall if you are able to assist.

Bob mentioned that the planners are very grateful the seven of the founding fathers will be in attendance. As of March 30, there are 225 registered participants in the rally, with several coming from as far away as North Carolina and Mississippi within the U.S. and from Canada and Australia from outside the U.S.

Don Parker reported on behalf of the Memorial Committee. The spring cleanup at the site will begin in the near future by the chosen contractor. Some needed tree removal has been completed on the monument site and the property surrounding the house.

The Memorial House has been active with chapters visiting and staying from out of state. The building is also available to Mass Chapters for use, and the registration process is available via the RKMC International Webpage.

The 2019 fall MA State Red Knights meeting will be hosted by MA chapter 13. It will be held at the American Legion Hall, 8 Church Street in Shirley  
**Saturday, October 5th.**

**Got my toes on the foot-pegs  
My ass on the seat  
The road up ahead is curvy and sweet  
Life is good today, life is good today.**

## What's up in 2019?

What are you planning for 2019 with your chapter? Do you have some *great* ride ideas that you would like to share? Do you have a charity event that you would like other chapters to come out and support?

It's time to blow your own horn and tell us all about them.

If you have rides and events that you want other chapters to know about get the information to State Rep Colby (who is also the International's Communications Chairman) so he can use his vast collection of email addresses to get the information out to other Red Knights or post information on the Region-1 Facebook Page, International pages, and beyond!



## RK Vermont-2's Paul's Ride

Saturday, June 22.

Ride begins at the Vernon Community Center,  
607 Pond Road, Vernon, VT

Registration opens at 9 a.m.

Proceeds buy gas cards to help those undergoing Cancer treatments. The ride is in memory of VT-2 Dave Emery's brother Paul.

## Massachusetts Cape Cod Weekend

Mass Chapter 8 is currently working up details to host the Red Knights for another weekend excursion to the Cape in September.

It will be the weekend of Sept 13-15 and will again be at the Town Crier in Eastham. This is always a great time, mark your calendar and come enjoy the weekend with us! More info will be passed on from the State Rep.

## April 27 Mass-1 Spaghetti Dinner

You will not find a better Italian Dinner than what Mass-1 serves! Come join the crowd and "pasta-up" with your Red Knight friends (and others) — 5:00 to 7:00 pm.



## Founding Father's Commemorative Jack Daniels Single Barrel Fund Drive

As many of you know Norm B has been doing a fundraiser to help pay the mortgage on Memorial Hall with a "Founders Edition" of Jack Daniels Single Barrel Select Tennessee Whiskey. The first barrel has sold out and the second barrel is 1/3 sold.

There is also a raffle underway for bottle #1 of 500 (to be drawn at the Yankee Rally) and bottle #343 of 500 is (to be drawn at this year's convention).

Included with each bottle will be a complete set of Living Founders' Challenge Coins!

Details are: \$1.00 for 1 chance; \$5.00 for 7 chances, \$10.00 for 15 chances; \$20.00 for 40 chances. You can buy tickets via an email request to Norm B at [normbeausoleil@redknightsmc.com](mailto:normbeausoleil@redknightsmc.com)

Tickets will also be available at both Yankee Rally and the International Convention in New Hampshire. You need not be present to win.



*There are still more bottles from Barrel #2 available!*

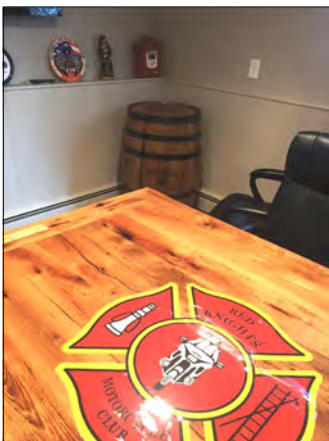
*Contact Norm for more information*

## JACK IS IN THE HOUSE

At the Spring State Meeting, Mass-2 President Kevin Martin unveiled a Jack Daniels whiskey barrel with its top emblazoned with the RKMC Founders logo. Mass-2 acquired the barrel through the efforts of member Rick Oliver, and Martin presented it to the Memorial Committee, and Red Knights in general on behalf of the members of Mass-2.



To accompany the work done by Norm Beausoleil on the fundraiser mentioned above, the barrel will be on display at the Memorial House.



Along with fellow RKMC Founder Pete Coskie, Roger Wentzell stopped by the New Salem General Store to pick up his bottle on his 80th birthday.

Now that is a great birthday present!



## RIDING MOTORCYCLES IS GOOD FOR YOUR BRAIN

From *In The Wind*, a column in an edition of *Cycle News*

The results of a neurobiological study conducted by a team of three researchers from UCLA's Semel Institute for Neuroscience and Human Behavior yielded pioneering scientific evidence revealing the potential mental and physical benefits of riding.

Funded by HarleyDavidson, the study found that motorcycling increased metrics of focus and attention, and decreased relative levels of cortisol, a hormonal marker of stress. Researchers recorded participants' brain activity and hormone levels before, during and after motorcycling, driving a car and resting.

While riding a motorcycle, participants experienced increased sensory focus and resilience to distraction. Riding also produced an increase in adrenaline levels and heart rate, as well as a decrease in cortisol metrics—results often associated with light exercise and stress reduction. “Stress levels, especially among young adults, continue to rise, and people are exploring pathways to better their mental and physical health.

Until recently, the technology to rigorously measure the impact of activities like motorcycling on the brain didn't exist,” said Dr. Don Vaughn, the neuroscientist who led the research team. “The brain is an amazingly complex organ and it's fascinating to rigorously investigate the physical and mental effects riders report.”

### Results Highlights:

Riding a motorcycle decreased hormonal biomarkers of stress by 28%

\* On average, riding a motorcycle for 20 minutes increased participants' heart rates by 11 percent and adrenaline levels by 27 percent—similar to light exercise

\* Sensory focus was enhanced while riding a motorcycle versus driving a car, an effect also observed in experienced meditators vs non-meditators

\* Changes in study participants' brain activity while riding suggested an increase in alertness similar to drinking a cup of coffee

“While scientists have long studied the relationship of brain and hormone responses to attention and stress, doing so in real-life conditions such as these is rare,” explained UCLA Professor and senior team member, Dr. Mark Cohen. “No lab experiment can duplicate the feelings that a motorcyclist would have on the open road.” “The differences in participants' neurological and physiological responses between riding and other measured activities were quite pronounced,” continued Dr. Vaughn. “This could be significant for mitigating everyday stresses.”

The research team monitored participants' electrical brain activity and heart rate, as well as levels of adrenaline, noradrenaline and cortisol.

“We're leveraging the latest technologies as we shift our focus from exclusively motorcycles to growing ridership, so it only made sense to tap technology to explore the impact of riding itself,” said Heather Malenshek, Harley-Davidson's Senior Vice President of Marketing & Brand.

“The research findings Dr. Vaughn and his team identified help explain what our riders have felt for the past 116 years—there's a vitality and heightened sensory experience that comes from the freedom of riding a motorcycle. We hope their findings inspire the next generation of riders to experience these benefits along with us.”

## 2018 Motorcycle Statistics in America

[Motorcycle Industry Council] Statistics for American motorcycle riders witnessed some drastic changes for 2018, including a record amount of motorcycles in households.

“Demographics are changing for Americans across the country and it's no different for motorcycle owners,” said MIC President and CEO Tim Buche.

“For decades, the MIC Owner Survey has told us a lot about who we are, and how things have shifted since the last study in 2014. Some of the stats are encouraging, like the increasing number of women owners, while other data, such as the rising median age, show where we have more work to do.”

### Gender: College Graduate:

|                            |                   |
|----------------------------|-------------------|
| Male Owners – 81 percent   | 2018 – 24 percent |
|                            | 2014 – 20 percent |
| Female Owners – 19 percent | 2012 – 17 percent |

### Median Household

### Income:

|           |                 |
|-----------|-----------------|
| 2018 – 50 | 2018 – \$62,500 |
| 2014 – 47 | 2014 – \$62,200 |
| 2012 – 45 | 2012 – \$64,100 |

### Married:

|                   |
|-------------------|
| 2018 – 68 percent |
| 2014 – 61 percent |
| 2012 – 63 percent |

### Work Status:

|                       |
|-----------------------|
| Employed – 71 percent |
| Retired – 24 percent  |

### Motorcycle Ownership:

2018 – 13,158,100 (up 2.5. million over 2014, the last year of the ownership survey)

### Motorcycles in Households

MIC says that households owning motorcycles rose from 6.94 percent in 2014 to a record 8.02 percent in 2018, an increase of more than 1.5 million homes (10,124,400 homes).

### Millennial and Motorcycling

The MIC owner survey also says it has uncovered trends among the emerging group of millennial motorcyclists.

More than half have taken a training course and use their bikes frequently for commuting.

“For the past several years, manufacturers have offered more great entry-level motorcycles at affordable prices,” Buche said, “while at the same time focusing on increasing the industry's outreach to millennials.”