

WRN
women riders now™



**Since 1999, the #1 Motorcycling Magazine for Women
and the Men Who Ride With Them**

December 21, 2018



Season's Greetings!

First, I'd like to welcome our new subscribers. This monthly newsletter is our way of alerting you to recent stories posted on our website, WomenRidersNow.com (WRN).

This month we have very exciting news to share! The national organization that serves to preserve, protect, and promote motorcycling through government relations, communications, and media relations, Motorcycle Industry Council (MIC), has just released new data gathered over the last several years, which proves what we at WRN have known for years—more women than ever before are riding motorcycles! The number of women-owned motorcycles in the U.S. has almost doubled in the last nine years, and nearly one in five motorcycle owners are female. Read our story below and on WomenRidersNow.com for more about the research data.

Congratulations to all of you who have pushed your own boundaries—whether it's by taking the steps to learn to ride, starting up a moto-inspired business, spearheading a women's organization, club, or project, or by going head-to-head with your colleagues to make your case for women riders. We would love to hear your stories and share them with our WRN community. Please send them to info@WomenRidersNow.com.

Please have a joyous holiday season and continue to ride safely and with love.

In This Issue:

- Motorcycle Ownership Among Women Climbs to 19 Percent
 - Holiday Buyers Guide — It's Not Too Late!
 - How Motorcycles and the Harley-Davidson Riding Academy Saved My Life — Reader Story
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Motorcycle Ownership Among Women Climbs to 19 Percent

Women 24-38 make up 26 percent of the market! Are you paying attention, manufacturers?



Women are charging forward! The Motorcycle Industry Council's (MIC) annual survey indicates that, in 2018, 19 percent of motorcycles were owned by women. Almost double in 9 years! In the youngest age group, women owners are over one quarter of the market. **LEARN MORE**



It's not too late to put something special under the tree or in a stocking...even your own! Get your hands on some great WRN deals for all the riders and soon-to-be riders on your holiday shopping list. **[START SHOPPING](#)**



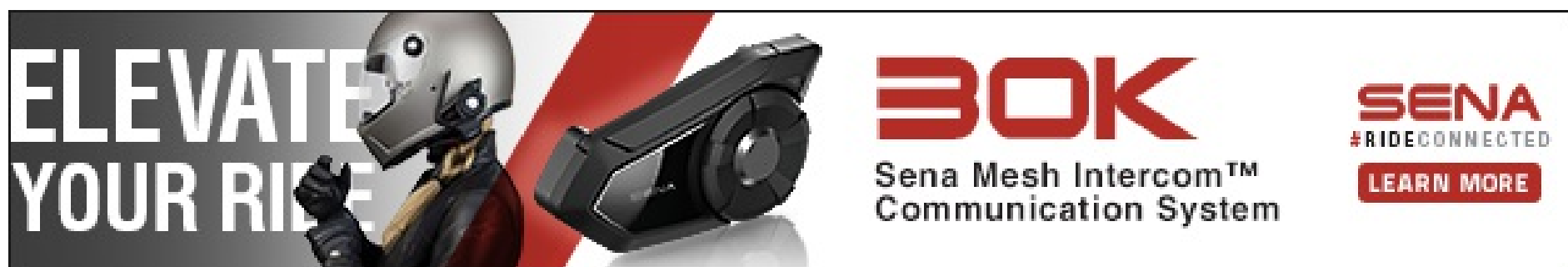
— READER STORY —

[How Motorcycles and the Harley-Davidson Riding Academy Saved My Life](#)

[Making a difference and paying it forward](#)



Prompted by her brother to take the Harley-Davidson Academy to learn to ride motorcycles, Millie unleashed a feeling of confidence and self-worth she'd not known before. [READ HER STORY](#)



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— A 2018 TOP STORY —

Beginner's Guide: Choosing Your First Motorcycle

WRN's guide to finding the right beginner bike for you



If you're thinking about getting into motorcycling—which usually means buying your first motorcycle—you're probably wondering what motorcycle is right for you. At WRN, we know how daunting the task of choosing your first bike can seem. Whether it's figuring out your ideal displacement or choosing between a new or used model, the options can seem endless. [READ MORE](#)



78TH ANNUAL DAYTONA BIKE WEEK

MARCH 8-17, 2019

BOOK NOW!

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78
2019
DAYTONA BEACH

— A 2018 TOP STORY —

10 Lane Positioning Tips

Left, center, right: which spot is best when on your motorcycle?



One of the most important street survival skills every rider should strive to perfect is choosing proper lane positioning. The Motorcycle Safety Foundation (MSF) teaches that there are three positions within each lane: left, center, and right. But which is the best position? [READ MORE](#)

— A 2018 TOP STORY —

Stupid Things Said to Motorcycle Riders

Read our list then share the quirky statements you've heard about motorcycling



We thought it would be fun to share all the stupid things people say to motorcycle riders. Surprisingly, some of these statements are spoken by riders themselves to other riders. [JOIN THE CONVERSATION](#)



Calendar of Events

National and regional women's events

Women Riders Now maintains a comprehensive list of women-only and women-friendly events from around the world!

Women Riders Worldwide Relay | Spring 2019 | *Worldwide*

Motobird Adventures: Paved Roads of Baja Tour | January 22—31, 2019 | *Baja, Mexico*

Adventures: Belize Dual-Sport Tour | March 5—12, 2019 | *Hopkins, Belize*

Babes In The Dirt 5 | April 26—28, 2019 | *Lebec, California*

CLICK HERE for details on these and other events!

More Stories on WRN

Riding Right

Motorcycle safety tips and advice on how to ride your motorcycle more safely, and how to become a better motorcycle rider.

Know Your Motorcycle

Detailed DIY instructions for changing brakes, checking tires and more!

Be the Voice of What You Love

Join the Revved-Up Women Influencers and help shape the future of motorcycling for women.

— QUOTE OF THE MONTH —

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

— Anne Frank

LET'S GET SOCIAL



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