



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

October 20, 2020



A warm hello to our new and regular subscribers. This newsletter is our way of alerting you to recent stories posted on our website, [WomenRidersNow.com](https://www.WomenRidersNow.com) (WRN).

I'm excited to write this month's opening note because it means I get to connect with you through my words. I haven't been doing that lately because as some of you know, I recently handed the reins of the day-to-day operations to a new team, our leadership board. With Sarah Schilke and Erin Sills as board co-chairwomen, and Tricia Szulewski as editor, Women Riders Now is moving forward with some incredible new initiatives. I'm involved in the background supporting editorial and social media, which leads me to this: you are actually part of our team too, if you didn't know that already. As a newsletter subscriber and reader of our stories, we appreciate when you post a comment below our articles, and tag us in your social media posts. So, as motorcycle riding slows down in some areas because of the colder weather coming, please spend some time reading, sharing, and commenting, as well as going through your social posts and tagging us. We'll know and appreciate it, and I'll give you a nod when I can. Thank you!

Here's some exciting news regarding the Progressive International Motorcycle Show (IMS show), the series of expos held during the winter months across the country each year: the expo is moving completely outdoors (instead of inside in an expo center) giving riders and prospective riders more opportunities to try out new products. The cities and dates that kick off next summer

will be announced in about a month.

Speaking of trade shows, the AIMExpo, (American International Motorcycle Expo), the big powersports convention held in Columbus, Ohio, in the fall with days specifically set for the public, and days just for the industry and media, is holding off one year and scheduling its next show in 2022. So no AIMExpo is being held in 2021.

I truly hope and pray you’re doing OK in spite of these changing times. Please get out and vote. Let your voice be heard. You are a pioneer!

With love and blessings,
Genevieve Schmitt, Founder | [Women Riders Now](#)



~ Gear Guide ~
Motorcycle Boots 101

Rider's guide to all types of motorcycle footwear



In our first in a series about motorcycle boots for women, we explain how to identify the different types of riding footwear and what to look for in each particular style of boot before you go

shopping for your next pair. [READ MORE](#)



TEACHING EVERY
CHILD THE
LIFELONG SKILL OF
RIDING A BIKE.



~ Reader Story ~

Coming Back to Motorcycles

A six-year hiatus from motorcycling was enough for this mom



When Nicole Bonza had to give up her beloved motorcycle after experiencing a mechanical failure and having a brand new baby to care for, she went into a “hibernation” of sorts. Then at 44, this mother of two bought a new Honda CBR650R, and says she's able to “breath again.” [READ HER STORY](#)





Be
Yourself



Women’s Motorcycle Conference Online

Connect with and learn from female riders and motorcycle industry influencers



A promotional banner for the Women's Motorcycle Conference Online. The background is a solid dark red. On the left, there is a large teal shield-shaped logo with a red border. Inside the shield, the text "WOMEN'S" is in white, bold, sans-serif font. Below it, "Motorcycle" is in a large, red, cursive script font with a white outline. Underneath that, "CONFERENCE" and "ONLINE" are in white, bold, sans-serif font, separated by a thin white horizontal line. To the right of the shield is a portrait of a smiling woman with blonde hair, wearing a white collared shirt and a colorful necklace. Below the shield, there is a smaller teal rounded rectangle with a red border containing the word "Connection" in a red cursive script font. Below that is another teal rounded rectangle with a red border containing the text "NOVEMBER 6-7, 2020" in white, bold, sans-serif font. To the right of these elements is a white rectangular button with the text "GET A DISCOUNT" in dark red, bold, sans-serif font, followed by a dark red right-pointing arrow.

WOMEN'S
Motorcycle
**CONFERENCE
ONLINE**

Connection

NOVEMBER 6-7, 2020

GET A DISCOUNT ►

The second online women's motorcycle conference is set for November. The virtual sessions will feature top women in motorcycling and spans two days of presentations, panel discussions, and "Connection Sessions," with the opportunity for female motorcycle riders to communicate in real time. Registration is open and WRN readers get a discount! [LEARN MORE](#)



An advertisement for Indian Motorcycle. The background is a dark, textured wall. On the left, a black Indian motorcycle with brown leather saddlebags is parked. A woman in a dark jacket and pants stands next to it, holding a white helmet. To the right of the motorcycle, the text "EFFORTLESSLY" is in white, bold, sans-serif font, and "SMOOTH." is in a larger, white, bold, sans-serif font. To the right of this text is the "Indian" logo in a white, cursive script font, with "MOTORCYCLE" in a smaller, white, bold, sans-serif font below it. At the bottom right, there is a red rectangular button with the text "LEARN MORE" in white, bold, sans-serif font.

**EFFORTLESSLY
SMOOTH.**

Indian
MOTORCYCLE

LEARN MORE

~ **Product Review** ~

Be Seen & Stay Safe

inView helmet light adds an extra turn signal and brake light up high



Voted “Women’s Favorite Safety Item” at last year’s AIMExpo, the inView wireless helmet brake and turn signal system makes riders more visible by adding bright, attention-grabbing lighting up where it’s easy for other motorists to see. [**CHECK IT OUT**](#)



Polaris Empowersports Women’s Council

The future of powersports is female, according to the company



Polaris brings together 12 influential women in powersports for its new Empowersports Women's Riding Council. Find out how the company plans to inspire more women to get involved in motorsports. [**LEARN MORE**](#)

A promotional image for the BMW R 18 motorcycle. It features a rider on a black cruiser motorcycle on a city street. The background shows trees and buildings. Text overlays on the left side provide key specifications and a call to action.

 **BMW
MOTORRAD**

**ALL-NEW
R 18**

1802 CC BOXER ENGINE

116 LB-FT TORQUE

OPEN DRIVE SHAFT

MAKE LIFE A RIDE

LEARN MORE

~New Motorcycle Review~

2021 BMW R 18

In case you missed it last month, we introduced BMW's all new cruiser, the R 18. Check out the short video clip below of a small statured woman riding it, and then [check out editor Tricia Szulewski's full review here](#).





PREMIUM MOTORCYCLE PARTS & ACCESSORIES
NOW AVAILABLE DIRECT FROM **SW-MOTECH USA**

~From the WRN Archives~

Prep Your Bike for Hibernation

8 easy steps to care for your motorcycle before storing it for the winter



PREP YOUR BIKE ▶

If you need to store your motorcycle for an extended period of time, it's important to put it away properly so it's ready to ride when you are. Read our tips to keep your ride in top condition while in storage. [**LEARN MORE**](#)

**BMW
MOTORRAD**



**ALL-NEW
R 18**
1802 CC BOXER ENGINE
116 LB-FT TORQUE
OPEN DRIVE SHAFT
[LEARN MORE](#)

MAKE LIFE A RIDE

~Riding Skills~
5 Great Ways to Drop Your Motorcycle
So you can avoid doing so!



LEARN MORE ►

Most bike drops happen when riding slowly or coming to a stop. U-turns and stopping on an incline or in a curve are tricky for new riders. Learn what NOT to do if you want to stay upright. [**LEARN MORE**](#)



BMW
MOTORRAD

ALL-NEW R18

1802 CC BOXER ENGINE

116 LB-FT TORQUE

OPEN DRIVE SHAFT

MAKE LIFE A RIDE

LEARN MORE

More Stories on WRN

~Your Stories~

Whether you took an amazing tour with your riding partner and had perfect weather the whole way or found yourself navigating to your destination through a freak storm in the dark cold night, everyone has a great motorcycle story or two to share. Check out these stories then send us yours to share.

~Beginner's Guide~

No matter where you are in the process of learning to ride a motorcycle, this section covers everything you need to know. Learn where to start, how to choose your first motorcycle, read testimonials and advice, and more.



BMW
MOTORRAD



ALL-NEW
R18

“Change your thoughts and you can change the world.”

—Norman Vincent Peale

[FIND A GROUP](#)

LET'S GET SOCIAL



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[CLICK HERE TO JOIN](#)

You are receiving this newsletter because you signed up for it. This newsletter is our way of reminding you to check back in with WomenRidersNow.com (WRN) to read the new stories we've posted since the last newsletter. We are grateful for you and invite you to follow us on Facebook, Instagram and Twitter as well!