



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

September 24, 2020

Hello 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).

It's official, I am a failure—at retirement. After a long career that included raising children, being active in my community, and ongoing college and tech training, I gave the easy life a try. Fail!



I thought there was something wrong with me until the rest of the world joined me in a life of staying home, not seeing friends or co-workers. Always a strong-willed independent fighter, I told myself to put those big girl pants on and get back to life.

Recalling how wonderful it was to be in Columbus, Ohio, last September at the American International Motorcycle Expo (AIMExpo) when the massive show took over the convention center, I was brought back to my senses. At the time, I was the American Motorcyclist Association (AMA) Board of Directors Chairwoman, and attended the AMA Hall of Fame induction ceremony and annual racing championship banquet. The highlight, though, was presenting WRN founder Genevieve Schmitt with the AMA Board's Bessie Stringfield Award for her dedication to sharing motorcycling with women for decades at a MIC-sponsored Women in Powersports banquet.

My 10-year chairwoman position with the AMA Board came to an end this past spring, and I was now facing life without any official role in the motorcycle community. An email to Genevieve opened the door to an exciting new position in the industry where I am able to leverage the knowledge I gained as a leader at the AMA as well as my connections in the industry.

Now, as WRN's Director of Rider Outreach, I get to promote all aspects and disciplines of motorcycling to mothers, daughters, sisters, and wives. I get to cheer on female racers, promote female-owned motorcycling businesses, be a mentor for women wanting to hit the road on two (or three) wheels, and I get to bring great deals and offers to WRN Newsletter subscribers like you.

We've got some special deals right now that we hope you are taking advantage of. If you missed our first "Hot Flash" email, don't worry, most of the offers are good through September. WRN readers know we are big fans of Lashundra Rucker and her company SportBike Chic where her riding jeans, sweatshirts, tank bags, and jewelry fill a void in the industry. Head over to SportBikeChic.com and enter code **WRN_AE** at checkout for 15% off your entire cart. Then, be sure to visit California-Heat.com, another female-owned and operated company, and stock up for cold weather riding clothing. Enter code **WRN-2020** to save 10% on your order. Finally, WRN readers will appreciate some of the imported offerings from our friends at BritishMotorcycleGear.com. Use code **WRN** at checkout for a special 10% discount.

Please share WRN with your riding friends and ask them to sign up for the WRN Newsletter to receive tons of great info, news, and deals, too.

Ride On.

Maggie McNally, Director of Rider Outreach | [Women Riders Now](https://WomenRidersNow.com)



~ New Motorcycle Review ~

BMW R 18 First Edition

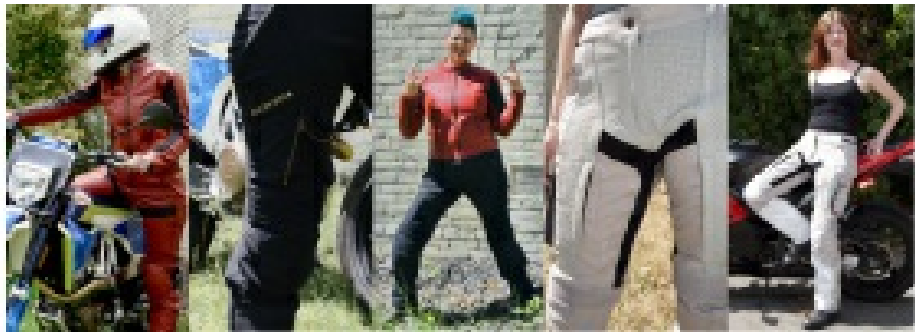
Women test this brand new heavyweight cruiser



BMW enters the cruiser market with its elegant new 1800cc cruiser, R 18, and WRN is the first to offer women’s riding impressions. With classic pullback handlebars and sit up riding position the big bike is easier to ride than it may look. With its unique styling and gorgeous chrome touches, this sleek bike is set to be a real contender for riders who are looking to trade up to a big cruiser.

[**READ THE REVIEW**](#)

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ROVA**



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Ride It Out.
RAVENROVA.COM


~ Column ~

Backroads With Betsy

In pursuit of freedom and adventure amidst a world in chaos



READ COLUMN ►

David Uhl Studios©

Betsy Huelskamp has been a regular fixture at the Sturgis Motorcycle Rally for decades, sharing her adventures with us in her column *Backroads With Betsy*. With a world in crisis, the 80th annual rally was unlike any other, but "Free Spirit" found plenty of opportunities to celebrate and enjoy friends, freedom, and life. [**READ BETSY'S STORY**](#)



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BIKE HAIR PROTECTOR





~ Reader Story ~

Finding Awesomeness



Women learning lessons in the dirt



Kris Fant swapped her Kawasaki Ninja sportbike for a Yamaha XT250 in search of adventure and never looked back. Finding camaraderie with women like Pat Jacques and ADVWoman, Kris writes about why she loves riding her motorcycle in the dirt so much. [**READ THE STORY**](#)



Sport Bike Chic
Home of the Original Tank Pads **SHE RIDES**



New Protective Jeans
Sizes 0-20 (US)
Become a Fan!

www.sportbikechic.com

~ Product Review ~

New Helmet Add-On Saves Your Hair

Hightail bike hair protector



If you have long hair and ride a motorcycle, you already know about impossible knots and damaged hair. Women who want to solve the issue of how to protect their hair from wind damage will love this new product made by a female rider. **[CHECK IT OUT](#)**



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

~ Feature ~

Women Inspiring Women

Royal Enfield gets women building, training, and racing



Four influential women in motorcycling were asked to turn a stock Royal Enfield into a flat tracker to inspire others to build, train, and race their own motorcycles. But then COVID-19 happened. Read about how Royal Enfield salvaged its women's initiative and how you can watch the girls race this October. **BE INSPIRED**



~Announcement~

Welcome Maggie

First female chairwoman of AMA joins WRN



Help us welcome Maggie McNally as she joins the Women Riders Now team as Director of Rider Outreach. In this role, McNally will create programs to add value to WRN newsletter subscribers, grow web and social audiences and membership, and foster mutually beneficial relationships with female riding groups, motorcycle associations, manufacturers, and the industry. [LEARN MORE](#)

Ride to the Polls

New initiative to get out and vote

This election period Engines for Change is partnering with organizations and individuals across the country for Ride to the Polls, a campaign and ride series encouraging riders to vote. You can find out more about this initiative and sign up to help organize at [EnginesFor Change.org](https://EnginesForChange.org).



More Stories on WRN

~**Your Stories**~

Most women experience a life-changing moment the day they start riding a motorcycle. They can't believe what they've been missing. Many are so inspired by the feeling they get from riding that they feel compelled to write about it. WRN is proud to share hundreds of amazing stories written by readers like you.

~**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.

“So often in life, things that you regard as an impediment turn out to be great, good fortune.”

—Ruth Bader Ginsburg

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LET'S GET SOCIAL



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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!