



**Women riders**  
A win-win for everyone

PHOTO: WOMENRIDERSNOW.COM



PHOTO: REDBULL

**Travis Pastrana**  
Youth riding is a positive past time

**MEDIA  
PLANET**

# GET OUT AND RIDE

3  
TIPS

FINDING  
YOUR BEST RIDE

## MAKE THE MOVE TO MOTORCYCLES

Late night talk show host **Jay Leno** enlightens us to everything great about being a rider and why he loves the lifestyle

PHOTO: PAUL DRINKWATER/NCU/UPB

## The future of motorcycling

All motorcyclists share a common bond—a love for riding on two (and sometimes three) wheels. Whether on the street, track or trail, the enjoyment derived from riding can't be quantified, it simply has to be experienced.

And every spring, motorcyclists—men, women and kids of all ages, representing every demographic imaginable—take to two wheels in record numbers. In fact, the Motorcycle Industry Council's Owner Survey estimated that 11 million motorcycles were in use in 2009, and some 27 million Americans swung a leg over a bike that same year.

During the American Motorcyclist Association (AMA) Get Out And Ride! Month in April of this year, that's exactly what hundreds of thousands of our members did across the nation. It's the first month when warm spring temperatures arrive in nearly every state, and riders can

rekindle their passion to recreate and commute on one of the greenest forms of transportation available.

It's no coincidence that Earth Day is celebrated in the same month, because every day is earth day when riding a motorcycle. A typical motorcycle (or scooter) provides fuel economy that exceeds that of most automobiles. In addition, motorcycles require less oil and other chemicals to operate, take up less space than cars and trucks during operation and when parked, and utilize significantly fewer raw materials during production.

### Ride responsibly

By the time May rolls around, most motorcyclists have already taken to the roads and highways. Fittingly, May is celebrated as national Motorcycle Awareness Month to help other road users become more aware of motorcycles in traffic. All too often, crashes occur when another vehicle violates a motorcyclist's right-of-way. Motorcyclists also do their part,

"Every spring, motorcyclists—men, women and kids of all ages, representing every demographic imaginable—take to two wheels in record numbers."



**Rob Dingman**  
President and CEO of the American Motorcyclist Association

taking it upon themselves to ride responsibly by enrolling in safety training classes, wearing appropriate riding gear that includes a DOT-compliant helmet, and riding sober and free of distractions.

Riding responsibly and safely has been a core tenet of the American Motorcyclist Association since our non-profit association was founded in 1924. In the decades following, we've established the gold standard when it comes to fair, fun and well planned recreational and competitive events for tens of millions of motorcyclists. Our mission is to promote the motorcycling lifestyle and protect the future of motorcycling, and it's one that our members pursue with passion, enthusiasm and single-minded determination.

If you're not a rider but have always longed to be, why not Get Out And Ride! with us? Experience the common bond that lasts a lifetime.

**ROB DINGMAN**

editorial@mediaplanet.com

**MEDIA  
PLANET**

GET OUT AND RIDE,  
1ST EDITION, JUNE 2011

**Publisher:** Jessica Rhynalds  
jessica.rhynalds@mediaplanet.com  
**Business Developer:** Rebecca Ramgren  
rebecca.ramgren@mediaplanet.com  
**Designer:** Missy Kayko  
missy.kayko@mediaplanet.com  
**Managing Director:** Allan Chiu  
allan.chiu@mediaplanet.com  
**Editorial Manager:** Jackie McDermott  
jackie.mcdermott@mediaplanet.com

**Contributors:**  
Cycle World Magazine, Dr. Ray Ochs, Motorcycle Safety Foundation, Faye Brookman, Genevieve Schmitt, Women Riders Now, Geoffrey Trachtenberg, Law Tigers, Motorcycle Industry Council, Rob Dingman, American Motorcyclist Association

**Distributed within:**  
Los Angeles Times, June 2011  
This section was created by Mediaplanet and did not involve the Los Angeles Times or its Editorial Departments.



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## NEWS



## STAYING SAFE STATESIDE

## Risks don't disappear when deployment ends

➔ Motorcycling can cure a lot of ills, not the least of which is stress. It's no wonder, then, that a lot of returning servicemen and women turn to bikes as they readjust to civilian life.

While no one is more deserving of enjoying the freedom of two wheels than our military veterans, it's important to put safety first. For experienced riders coming back after months, even years, off a bike—and those who've decided to become motorcyclists once their service ends—safety should come first.

All arms of the military have been major advocates of riding safety. In addition to the basic motorcycle safety course that all military riders must take, the military now promotes specialized training for high-performance sportbikes.

The U.S. Navy and U.S. Army safety centers, in collaboration with the Motorcycle Safety Foundation, made the Military SportBike RiderCourse available to all branches of the Department of Defense.

The MSF Military SportBike RiderCourse is designed for sportbike riders who have completed the MSF Basic RiderCourse. The one-day course includes three hours of classroom interactive lessons and four hours of riding time. The classroom segment focuses on the behavioral aspects of riding, such as attitude and personal risk assessment, and includes discussions about breaking proficiency, cornering techniques, traction management, and characteristics unique to sport bikes. The riding session builds on these topics by providing riders the opportunity to develop and improve skills in braking, cornering and swerving.

AMERICAN MOTORCYCLIST ASSOCIATION  
editorial@mediaplanet.com



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**BE A LIFELONG LEARNER**  
Continue to take safety courses even as your riding experience grows.  
PHOTO: MSF

TIP

1

FIND A BIKE  
THAT FITS YOUR  
EXPERIENCE  
LEVEL

# Learning to ride the right way

■ **Question:** Without experimenting on my new bike, how can I get started if I am ready to ride?

■ **Answer:** Enroll in a motorcycle safety course. It will prepare you even before you get your license.

When you decide you want to learn how to ride a motorcycle out on public highways, do not call on a friend, neighbor or relative. The same is true if you're already a rider and you want to improve your riding skills or sharpen them. Get professional help.

There's much to gain by signing up for one of the many *RiderCourses*<sup>SM</sup> offered through the Motorcycle Safety Foundation, facilitated by certified RiderCoaches<sup>SM</sup>. Each has gone through a demanding seven-day training program, and must continue through development workshops and regular recertification. They're everyday riders themselves. MSF *RiderCourses* use modern-day, adult learning methods. You're engaged in your own learning. Classroom sessions aren't long lectures.

The two-day Basic *RiderCourse* is the best first ride you can take. On

the riding range, a closed parking lot, you'll be geared up in helmet and gloves with everything else properly covered. You'll be introduced to a lightweight motorcycle, usually 250cc, and all the controls. The exercises go step by step, so even if you've never experienced a manual transmission, you can be riding for the very first time within an hour.

After more practice with starting and stopping and properly using the brakes, you'll progress to shifting and cornering and even techniques for

swerving and going over obstacles. The second classroom session is about developing smart strategies for riding in traffic. Riding motorcycles is more a skill of the eyes and mind than of the hands and feet.

Graduating from the Basic *RiderCourse* gives you an excellent foundation as a motorcyclist and much more. In many states, completing the course means you won't have to take the riding portion of the DMV test. More than a few insurance companies offer discounts for graduates.

And some motorcycle retail stores even provide a discount or two. Combine this with less money spent at the gas pump, reduced ownership and maintenance costs compared to that for a car, and riding instead of driving could mean an extra \$5,000 or more in your bank account each year. Plus, you could actually go from dreading your commute to enjoying it.

The best motorcyclists, the ones getting the most enjoyment out of their bikes, keep coming back for more training. Once you have your own bike, the MSF can provide you with an Advanced *RiderCourse*, Bike-Bonding Courses and the new Street *RiderCourse* that takes radio-equipped students out into real-world traffic. And in many areas nationwide, families with kids age six and up can try out the off-highway DirtBike School. The Basic *RiderCourse* is just the beginning.

DR. RAY OCHS,  
DIRECTOR OF TRAINING SYSTEMS  
FOR THE MOTORCYCLE  
SAFETY FOUNDATION  
editorial@mediaplanet.com

## TWO-WHEEL TIPS

■ **Get trained and licensed:** Take Motorcycle Safety Foundation RiderCourses and get your motorcycle license from the DMV.

■ **Wear all the gear, all the time:** Wear a jacket or suit, riding pants, over-ankle motorcycle boots, gloves and especially a helmet built to meet Department of Transportation standards.

■ **Never drink and ride:** Never have alcohol or drugs in your system while riding, period.

■ **Ride within your limits and obey traffic laws:** Don't ride faster or farther than your abilities can handle.

■ **Be a lifelong learner:** Keep coming back to be the best rider you can possibly be.

! **Read more on the web:**

[www.mic.org](http://www.mic.org)

[www.msf-usa.org](http://www.msf-usa.org)

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

## Women love motorcycling: What are you waiting for?

**The motorcycle movement is being readily embraced every year by more and more women for a variety of reasons, but most of all they just want to feel the wind in their hair and the freedom of the open road.**

"I wish I started sooner." This sentiment is echoed time and again by women taking up motorcycling for the first time. "I was astonished at how totally free, how utterly unrestrained, how absolutely liberating it is to be on a motorcycle," explains Fran Mayko of Milford, CT, who obtained her motorcycle license at age 54 after years of dreaming about it. "After that first ride, I decided with or without a bike, I'd no longer be a passenger in



**A WIN-WIN FOR WOMEN**  
Genevieve Schmitt is the founder and editor of *WomenRidersNow.com*, the leading resource for women motorcyclists, and is a speaker and consultant to the motorcycling industry. She has been riding a motorcycle for 21 years.  
PHOTO: WOMEN RIDERS

the ride of life."

For many of the 5.7 million women who ride a motorcycle today, the thrill of sitting in the front seat, feeling the wind rush across their face, experiencing the world from the open-air saddle is

so liberating and so empowering it affects other areas of their life and that's contagious. Women are the fastest growing segment of new riders, and have been for more than a decade. The Motorcycle Industry Council's last ownership survey indicates female motorcycle owners increased from 9.6 percent in 2003 up to 12.3 percent in 2008, and that number continues to grow. Nearly 50 percent of the readers of my online magazine, *WomenRidersNow.com*, have just started riding or have ridden less than two years.

### Breaking down stereotypes

This growth is having a positive effect on this male-dominated sport, breaking stereotypes in the process. More women on wheels means a greater acceptance of the

two-wheeled lifestyle among the key influencer in the household, the woman. When Mom rides, it sends a favorable message to the next generation. "My 8-year-old son's takeaway from seeing me ride and knowing I've ridden for most of my adult life is that motorcycling isn't an act of rebellion. It's something normal people do, including moms," says Susan Carpenter, a journalist who's been riding for 20 years. A woman rider is more likely to give her blessing to not only her husband, but her children, too who've been dreaming of riding. It's a win-win for women, for families, and the motorcycle industry. What are you waiting for?

GENEVIEVE SCHMITT  
editorial@mediaplanet.com

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**TIP**  
**2**

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## INSPIRATION

## Jay Leno: Riding with a passion and purpose

TIP  
3THINK ABOUT  
WHAT YOU  
HOPE TO  
ACHIEVE FROM  
THE RIDER  
EXPERIENCEQUESTIONS TO  
ASK YOURSELF**1. AM I A MORON?**

If the answer is “yes,” you may want to stick to public transportation or a Hummer. On a motorcycle, you’ll need your wits about you at all times, though one of the beauties of motorcycling is that it will teach you to focus.

**2. DO I WANT TO RIDE FOR BUSINESS, PLEASURE OR BOTH?**

If you’re thinking of a motorcycle as strictly transportation, nearly any bike you feel comfortable on will work. If you’re interested in motorcycling as sport and social activity, Internet forums are a great place to start research.

**3. DO I HAVE ANY MONEY?**

Unlike most pursuits that are enjoyable, you can still ride motorcycles even if the answer is “no.” In fact, in the long run, if you’re already driving a car, a motorcycle will save you money.

**4. HOW MUCH RIDING EXPERIENCE DO I HAVE?**

If the answer is zero, starting out on something with standard-style, sit-up-straight ergonomics is the way to go because those kinds of bikes are easiest to control while learning.

**5. WHAT KIND OF MOTORCYCLE WILL MAKE ME MOST ATTRACTIVE?**

Any motorcycle will make you more attractive as long as you keep it on two wheels.

**Check out MOTO INTRO**

Cycle World’s guide to getting started in motorcycling in the July issue of Cycle World. [www.cycleworld.com/motointro](http://www.cycleworld.com/motointro)



**SUPPORT OF BIKING.** Jay Leno with Peter Fonda, a fellow proponent of the motorcycle movement. PHOTO: PAUL DRINKWATER/NBCUPB

It’s no secret Jay Leno loves motorcycles; he has 90 in his famous garage. But Leno doesn’t only get out and ride for fun; he’s helped raise funds and awareness for charities, while also espousing the environmental benefits of choosing cycles as transportation—especially with today’s escalating gasoline prices.

“Sure a motorcycle looks cooler and is faster... girls like them,” says Leno during a break in his production schedule for “The Tonight Show with Jay Leno.” “But there are [environmental] byproducts. They are lighter, meaning less wear and tear on highways. You get more exercise, fresh air and you can avoid accidents quickly. You also aren’t texting or talking on a cell phone on a bike!”

Motorcycles, of course, require less fuel and in some states are allowed even with one rider in high occupancy vehicle lanes. He hopes to see Americans embrace scooters and motorcycles to the level of Europeans. “Wouldn’t it be great to see a bunch of scooters in Times Square instead of cabs,” he adds.

Leno, a lifelong American Motorcyclist Association member, also cited the wide variety of motorcycles from scooters to the new trikes which are wider and provide greater stability. The myriad choices offer options for aging baby boomers and women. Leno explains motorcycles have many safety aspects such as lower seats for women. “And it is really like a gyroscope so you are not going to tip over—it is safe and stable,” he says.

Leno’s assortment runs the gamut from a collector’s 1916 Pope to

a brand new Royal Enfield. He selects what to ride based on his task. For example, a vintage bike isn’t used for quick chores but for pleasure rides. “I pick a modern bike for commuting or puttering to the café,” he explains. On a bike, Leno can be just another rider and he fondly recalls when he would ride then work on the motorcycle with a wrench for hours to tune it up. His first experience riding was at age 12 when a friend of his dad’s came to visit with a bicycle that had an engine on the front wheel. He lived on three acres and went for a ride with little instruction on how to brake. The result was blowing into the field and his mother screaming to “get that machine out of here,” recalls Leno in an interview in an AMA journal article. “I was pretty much sold on the whole idea.”

While Leno is vocal about his sup-

port of biking, he’s modest when it comes to his altruistic efforts in combining a hobby with doing good for charities such as Autism Speaks. He explains the link between motorcyclists and fundraising rides. Although riders are individualist—they select a bike right for them—they are also “clannish,” Leno says. “You don’t see a Chevy driver waving to another Chevy driver,” he jokes. “But seven out of 10 times you’ll get a reciprocal nod from a motorcyclist.” That pride of being part of a group translated into riding together and created events such as the Love Ride which Leno has been the Grand Marshal of numerous times including the event slated for California’s Castaic Lake on October 23 to raise money for Autism Speaks.

“Jay has been our Grand Marshal since Love Ride’s inception back in

1984,” says Love Ride’s founder Oliver Shokouh. “He is a very kind and generous man. In addition to lending his name as our Grand Marshal, which gives our event the tremendous credibility it deserves, he has even contributed monetarily which is very rare among celebrities who participate. He has come to be ‘one of the riders.’ While a celebrity, in this event he is a peer, a brother. This bonding fosters the spirit of giving because Jay is one of us bikers.” Charities, in general, have been struggling, but efforts of those such as Leno have helped riding events, Shokouh adds. Leno has provided extensive coverage of The Sturgis Rally, helping make that event a feature on “The Tonight Show with Jay Leno.”

FAYE BROOKMAN

editorial@mediaplanet.com

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