

WRN

women riders now™



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

April 4, 2018

Welcome to the April
Women Riders Now (WRN)
Newsletter!

Every month we love sharing more stories, more opportunities, and more experiences with you. If we're missing anything or you have new ideas, let us know! The number of women riders is growing and we have great opportunities to impact the direction of everything



motorcycling—motorcycles, gear, equipment, travel, and other adventures. In addition to this month's articles and reviews, we want to invite you to join our latest initiative.

Join Us—Be the Voice of What You Love

Women are the biggest untapped market in the motorcycle industry. It's time to influence how motorcycles and gear are designed and to get even more women riding! During the Revved-Up Women Expo last year, we began discussions with women riders, manufacturers, and industry leaders on new directions for the design and production of motorcycles and gear. Now Women Riders Now (WRN) has teamed up with Revved-Up Women to continue the dialog as Revved-Up Women Influencers (RUWI).

What RUWI Will Do

RUWI will get more women on motorcycles, expand the women's market and increase dialog on design, marketing, and distribution of motorcycles and gear...and you can be a part of it all. Because manufacturers are eager to make this happen, there'll be some paid opportunities and/or free gear for volunteers—not enough to buy the motorcycle of your dreams, but a nice meal for sure. Mostly, it'll be sharing your passion for motorcycling. Here's what we're planning:

- *Experience It* events and rides
- Paid participation in motorcycle product and market research projects
- Motorcycle safety training incentives
- Mentorship program to keep new women riders on the road

[Get more info and sign up to be an Influencer.](#)

Many thanks to some of the Revved-Up Women pictured with me who helped with last year's event, (l-r) Cindy Corona, me, Tammy Huoni (WRN Business Manager), and Lindsay Caspersen.

Welcome to Our New Sponsors

Here's a shout-out to our new marketing sponsors: Can-Am, National Cycle, and Pirelli and Metzeler tires.

Check out our quarterly [Deals and Sales](#). Great deals on **MotoChic** backpacks, **National Cycle's** polycarbonate windshields and **Dyna Beads** tire-balancing beads.

Here's to more women riding,

[Janice Godwin](#) | Managing Editor, [WomenRidersNow.com](#)

In This Issue:

- Review: 2018 Honda Gold Wing
 - Review: BMW City Denim Pants
 - You *Can* Do It Yourself: Engine Oil and Filter Change
 - [Dreaming About the Long Motorcycle Ride](#) — Reader Story
 - Women's South Africa Adventure Tour — Reader Story
 - Upcoming Women and Motorcycling Events
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[What We Love About the New 2018 Honda Gold Wing Touring Motorcycle](#)

Smaller, lighter, and packed with new features women appreciate



WRN Associate Editor, Tricia Szulewski, gives her take on this completely

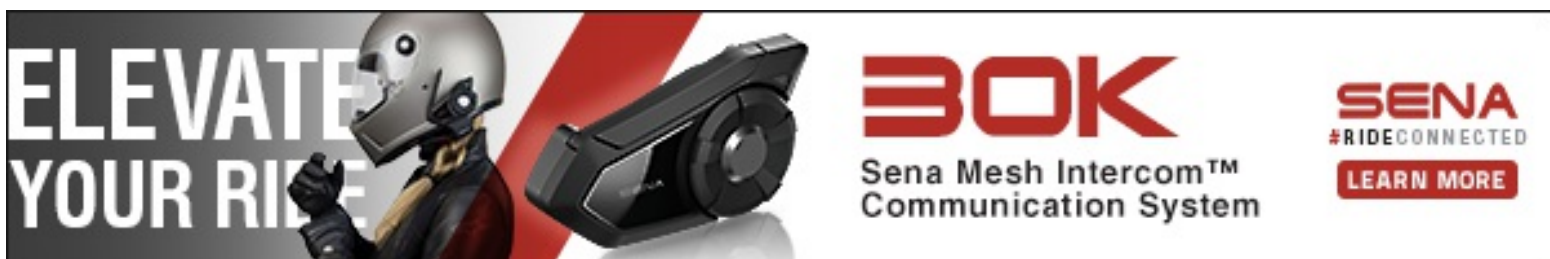
reinvented touring bike. [READ HER REVIEW](#)

Review: Stylish, Comfortable Abrasion-Resistant Jeans with Armor

You might forget you're wearing protective pants



WRN Founder, Genevieve Schmitt, reviews this new safety gear from BMW. [READ MORE](#)

An advertisement banner for motorcycle communication systems. On the left, the text 'ELEVATE YOUR RIDE' is partially visible. In the center, there is a motorcycle helmet and a communication device. To the right, the 'BOK' logo is displayed above the text 'Sena Mesh Intercom™ Communication System'. Further right, the 'SENA' logo is shown with the hashtag '#RIDECONNECTED' and a 'LEARN MORE' button.

Do *Can* It Yourself: Motorcycle Engine Oil and Filter Change

Easy, cheap, and important maintenance to keep your motorcycle running well



Tricia Szulewski shows one way to help make your bike last longer without mechanical failure. [READ HER REVIEW](#)

— **READER STORY** —
Dreaming About the Long Motorcycle Ride
Living and riding with no regrets



WRN reader, Aimee Alfke, takes every adventure that comes her way. [READ HER STORY](#)

RECEIVE **\$50/SET OR
\$20/TIRE** REBATE



METZELER
MOTORCYCLE TIRES

— **READER STORY** —
**Jo Rust Adventures' Women's South Africa
Adventure Motorcycle Tour**
Getting off the beaten path on a BMW GS



WRN reader, Lisa Malachowsky, and adventure-motorcycle riding with a legend. [**READ FULL STORY**](#)



EXPERIENCE THE
RIDE OF YOUR LIFE.

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Calendar of Events
National and regional women's events

Women Riders Now has the most comprehensive calendar of women's motorcycle events anywhere. The next few months are packed with events happening all over the world!

Rina's Baja Bash: April 6-11, 2018 | *Baja, Mexico*

All Women's Day Training Class: April 11, 2018 | *Willow Springs Int'l Raceway, Rosamund, California*



Northern California Trees:
April 21-26, 2018 | *California*

Babes in the Dirt 4: April 27-29, 2018 | *Gorman, California*

Women's Motorcycle Tours: American Southwest: May 2-11, 2018 | *Las Vegas, Nevada*

2018 | *Seaside, Oregon*

Flock to the Rock: May 3-5,

Lady Bikers of California's International Female Ride Day Weekend: May 4-6, 2018 | *Fresno, California*

Marin and Sonoma Counties Motorcycle Tour: May 11-14, 2018 | *Marin and Sonoma, California*

Fox Run III: May 18-20, 2018 | *Lancaster, Pennsylvania*

[Click here for more details on these events and much more.](#)

More Stories on WRN

[The Motorcycle Accident That Changed My Life Forever](#)

[The physical and emotional healing continues](#)

[Group Riding Etiquette: 10 Rules to Live By](#)

[Advice for the having the best experience when riding your motorcycle with others](#)

[Stupid Things Said to Motorcycle Riders](#)

[Read our list then share the quirky statements you've heard about motorcycling](#)

— QUOTE OF THE MONTH —

"You can waste your lives drawing lines. Or you can live your life crossing them."

- Shonda Rhimes



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[CLICK HERE TO JOIN](#)

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. If you follow us on Facebook or Twitter some of these stories may not be new to you.

