



HMDA NEWS

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The Newsletter of the HMDA

• June • 2003 •



MOTORCYCLE SAFETY CAMPAIGN

As previously mentioned, **Red Proctor** ordered another 500 bumper stickers. **Mark Morrison** was able to secure proclamations from both the Mayor and new Governor declaring *May as...*

Motorcycle and Moped Awareness Month!

So, what did your shop do to help promote motorcycling during May? One of the many additional tasks that a dealership has to perform is insuring the continued health of the industry. That includes adding to your customer base, bringing new enthusiasts into the market, and promoting the sport of motorcycling in a positive, politically correct way. It doesn't matter what hours you are open or what products you stock, if you don't have customers, you're dead in the water. OR, if the environment is so restrictive as to discourage motorcycling, then your business also suffers. **Now is not too early to start planning what you are going to do for next May.** In the mean time, John Waring mentioned that...



Wednesday, July 16 is
"National Ride Your Motorcycle
to Work Day."

Sounds like a good thing to promote at your shop and can be done with a minimum of effort. The HMDA will work on getting the word out through the newspapers and broadcast media.

The next meeting
of HMDA will be
on **Monday,**
June 9th
at **8:30 a.m.**
at the
Airport Plaza
Hotel Coffee
Shop.

MAY MEETING

The usual gang showed up for the May HMDA meeting, plus **John Waring** from **Pacific Rim Cycles**. Thanks for coming, John, and thanks also for your input.

MEMBERSHIP REPORT

There are 3 active and 8 associate members who have not yet renewed their HMDA memberships for 2003. Pacific Rim Motors, South Seas Honda, South Seas Cycle Exchange, Aloha Cycles, Barnsfields Raging Isle Sports, Classic Motorcycles of Hawaii, Cycle Nation, Dreamer's Cycles/Parts & Accessories, Pro Cycle, Rev Tec LLC. This being May, you have to wonder...

SEGWAY PEOPLE MOVERS



The Segway is now legal for use on sidewalks in Honolulu as long as they are going 8 MPH or less. Given their \$3,200 price tag, I don't expect to see a flood of them on the sidewalks next week. I did have a chance to see two of them at the Boat Show at Koolina. There were two young whipper-snappers out there zipping around the display grounds. They were obviously

skilled operators, but I was surprised at how well they interacted with the pedestrian traffic. The times I walked around the area I didn't feel the urge to glance over my shoulder every 10 seconds to see if one of them was sneaking up on me. **Rod Carr** reported that insurance for the Segways is available through **Progressive** and they are considered by that company to be motorcycles.



TREASURER'S REPORT

The HMDA has \$ 7,257.71 in the bank account. Faithful readers will remember that \$436 of that money is earmarked for HOA. The balance in the account would be higher, but we had to order more of the very popular *Look Out for Motorcycles* stickers. Dealers are handing them out almost as fast as they receive them, which is a good thing. I did hear a nasty rumor that at least one shop was selling the stickers that the HMDA provided for free as a public service. Pretty tacky, guys.

Support Your Local HMDA...

Are Your Dues & Assessments Current?

We'll make this real easy for ya...
just send in the application below, with your dues check...and you're all done! !



HMDA Membership Application

New

Renewal

Company Name: _____

Address: _____

Phone/Fax: _____

Email Address: _____

Web Site (Is this a Public Access Site?) _____

Membership Type: Active (\$150): _____ Associate: (\$30): _____

Date: _____

Please supply all info above so we can update our database and
mail to: HMDA • P.O. Box 1813 • Kailua, Hawaii 96734

CONVENTION

We have firm commitments from Kryptonite Locks, Dunlop Tires, Arai helmets and Silkolene oils to attend our trade show as part of the convention in October. I am waiting to hear back from Thor off road gear, Icon street apparel, Kuryakyn accessories and Cobra exhausts. Rod sent an invitation for K&K Insurance and Mark is looking at the possibility of Gaerne Boots coming out. All in all, it's shaping up to be an excellent convention. Don't forget to mark your calendar and make plans to attend.



Hawaii Motorcycle Dealers Assoc.

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