

If you believe **Chicago Sun-Times** columnist **Neil Steinberg**, motorcycle riders are pretty sure bets to become organ donors. As a motorcycle rider, you know that's not true. But if you're not a motorcyclist, like most of his readers, you may take the ill-informed comment to heart. What's worse, Steinberg thinks it's a joke.

In a column with the headline "Hop on a motorcycle, fill out your donor card," that appeared in the September 22 issue of the *Chicago Sun-Times*, Steinberg wrote: "Why are there many more heart transplants performed in the summer than in the winter?"

"It's one of my favorite brain teasers, good to toss out at parties. It almost always stumps people," he wrote. "I like to give them a moment to think hard, squirm, then give up, before I spring the answer—so obvious in retrospect: Motorcycles."

Steinberg goes on to say in his column that he has daydreamed about getting a motorcycle but abandons the thought when he thinks about hitting, "the twig, or pothole, or whatever" that would "send me flipping into the guardrail, the flash of which would be my last sight on Earth."

Steinberg added: "Besides, there are already too many dumpy, middle-aged guys racing on motorcycles, dreaming they're something they're not."

Outraged, AMA Public Information Director Tom Lindsay dashed off a quick e-mail to Steinberg to set him straight.

"Speaking on behalf of this nation's seven million motorcyclists, we found your characterization of motorcyclists-as-organ-donors insulting and ill-informed. Perhaps your intent was dark humor or tongue-in-cheek commentary—but comments like yours are irresponsible and promote a malicious and unjustified bias against all motorcyclists."

"Motorcyclists are doctors and lawyers, office staff and factory workers, and probably your colleagues at the *Sun-Times*. We're among the most safety-conscious motorists on America's highways," Lindsay wrote. "And while you're making light of the recent increase in fatalities, responsible motorcyclists—and responsible journalists—are joining us in an effort to reduce them."

"Please set the record straight with your readers. We look forward to reading your retraction."

Steinberg's response: "Thank you for your comment. There will be no retraction."

If you would like to let Neil Steinberg know how you feel about his column, e-mail him at nsteinberg@suntimes.com.

More MSF Site Takeovers: The Motorcycle Riders Foundation (MRF) has confirmed that the Motorcycle Safety Founda-

tion (MSF) has sent a termination of contract notice to the Motorcycle Training Center (MTC), which could result in the cessation of all rider training in the Los Angeles area effective November 9th. The Motorcycle Training Center has conducted rider training successfully at multiple sites for over 20 years. The MSF has contacted several MTC site providers with offers to work directly for MSF. This marks a significant shift in MSF's stated policy regarding state program administration. The MTC has retained legal counsel, and is currently in negotiation with the MSF.

MCN Online Poll:

Do you purchase motorcycle-specific oil for your motorcycle?

Yes	893	63.97%
No	503	36.03%

Hits : 33,756 Replies : 1396

See www.mcnews.com for this month's poll question.

Contacted for comment Tim Buche, MSF President stated; "This is an issue between the California Highway Patrol (CHP), MSF as state administrator and an independent training provider who signed a contract accepting policies and procedures as approved by the CHP. The issues seem to be resolved, and that should be confirmed by the end of next week." Mr. Buche also indicated training would not be interrupted.

However, the MRF has confirmed that a meeting took place on October 5th between the MSF and MTC. As of this time the termination letter from MSF is still in place, and MTC is preparing to close all operations. With mounting legal costs, and the inability to enroll new students past the November 9th date, MTC may have no choice but to close up shop.

The MSF has also successfully bid to take over and directly administer the training site at the Marine Corps Air Ground Combat Center at Twentynine Palms, CA. According to the MSF August Special Report, the MSF was contacted by the Marine Base and asked to submit a proposal after the base had solicited bids. The MSF Report states, "The bids received were non-responsive to the available budget." A private training provider had previously operated the training site.

Research carried out on behalf of The Motor Cycle Industry Association (UK) has found **positive attitudes and opinions about motorcycling** among 1000 non-bike riders from across the UK, and half of the sample is women.

One factor is personal experience of riding. One-fifth of the women interviewed said they had ridden in the past and 88% of had found the experience enjoyable. Of those who found the experience enjoyable, half said they would like to do it again.

Women and men both agreed that freedom would be the main factor that would persuade them to buy a bike or scooter. Freedom (26%) was the most popular reason cited by women when they were asked what would persuade them to purchase a bike. Fun (20%) and Cost (17%) were the next two most popular reasons.

Men claimed that Freedom and Cost were equally as important with 22% of the votes. The third most popular reason for men buying a bike is fun

Samantha Tyson-Evans MCI's PR Officer said, "Women from all walks of life participate in motorcycling. There are around 3.5 million motorcycle licence holders in the UK and 15% of them are women."

"Women are increasingly becoming more involved in the world of motorcycling and there are more reasons than ever for females to start riding, whether it is as a leisure activity or to reduce journey times or to save money on transport.

For more information, photos or statistics please contact Samantha at the MCI Press Office on Tel: 02476 250809, e-mail samantha@mcia.co.uk or MCI Director of Public Affairs Craig Carey-Clinch: 07979 757484 or craig@mcia-pa.com.

Each year the Sidecar Safety Program presents the "Pop" Dreyer Award to an individual who has demonstrated exemplary service to sidecar motorcyclists.

For 2004, the recipient of the Pop Dreyer Award is Tara Giese, a Sidecar/Trike instructor from Covington, Washington, and co-owner of Dauntless Motors, a custom sidecar installation firm in the Seattle area.

The 2004 Dreyer award was presented July 17 at the BMWMOA "Northwest Passage" International rally in Spokane, Washington, by SSP President David L. Hough. For more information about the Sidecar Safety Program, contact SSP President David L. Hough, 93 Thunder Road, Port Angeles, WA 98362, or pmdave@tenforward.com.

Sidecar/Trike training is totally independent of the Motorcycle Safety Foundation. For more information about sidecar/trike training, contact the Evergreen Safety Council, 800-521-0778 or www.esc.com.

2005 Ride For Kids Schedule (7 New Events!)

So. Florida (Sunrise, FL)	Feb. 20
Houston, TX	May 1
Torrance, CA	May 15
Triangle Area (NC)	May 15
Atlanta, GA	June 5
Richmond, VA	June 5
Kansas City, MO	June 12
San Bernardino, CA	June 12
Cleveland, OH	June 12
Pittsburgh, PA	June 19
Knoxville, TN	June 25
Colorado (Golden, CO)	June 26
Indiana (South Bend)	July 10
Chicagoland (IL)	July 17
Utica (NY)	July 17
Minnesota (White Bear L)	July 24
Marysville, OH	July 30
Hudson Valley, NY	August 7
Madison, WI	August 7
Salt Lake City, UT	August 21
New England (MA)	August 21
Asheville, NC	August 28
Ann Arbor, MI	August 28
Puget Sound (WA)	Sept. 11
Philadelphia, PA	Sept. 18
St. Louis, MO	Sept. 18
Columbia, MD	Sept. 25
Birmingham, AL	Sept. 25
Sacramento, CA	October 2
Portland, OR	October 2
Dallas/Fort-Worth, TX	October 9
Las Vegas, NV	October 9
San Diego, CA	Oct. 16
Phoenix, AZ	Oct. 16
Louisiana (Lafayette, LA)	Oct. 23
Dunnellon, FL	Nov. 6

For more information about Ride for Kids or the PBTF, please call (800) 253-6530 or visit the Foundation's websites at www.rideforkids.org or www.pbtfus.org.

KTM Says Goodbye to a Friend

"KTM lost a rider and a friend on September 29, 2004. **Richard Sainct**, the three times Dakar Rally Winner crashed to his death while competing in the "Rallye des Pharaohs" in Egypt. The news was unexpected and shocking, something that no one ever wants to hear. Our thoughts and best wishes are with Richard's family and friends during this difficult time."

"Dieu soit avec vous"
Any questions, contact Laurette Cushman, KTM Media Relations, 951-676-4576 x31; lcushman@ktmnorthamerica.com

AMA Government Relations News & Notes

AMA is hosting a Washington, D.C., seminar for motorcyclists who want to learn how to influence governmental decisions, whether in Congress or their local councils.

The seminar is March 6-9, 2005 at the Phoenix Park Hotel in Washington, DC. Participants will meet and learn from the AMA's Washington staff, as well as other political experts. In addition to learning about state and federal issues facing motorcyclists today, participants will get tips on building relationships with government officials and lobbying elected officials. The seminar registration fee is \$75. The registration deadline is February 11. AMA membership is required. For more information or to register, contact Sharon Titus at (614) 856-1900, ext. 1252 or by e-mail at stitus@ama-cycle.org.

The Pennsylvania Senate Appropriations Committee recently pulled SB216, introduced by Senator Greenleaf. This bill would have expanded the state's Automobile Lemon Law to include motorcycles. The bill was withdrawn after several members of the committee were contacted by Pennsylvania motorcycle dealers voicing objections to extending Lemon Law protection to motorcycles.

The AMA and ABATE of PA believe that motorcycle owners should have the same benefits of lemon law protection that are extended to automobile owners. Motorcyclists are encouraged to contact members of the Senate Appropriations Committee and ask them to reconsider voting in favor of SB216.

The Vermont Attorney General is investigating actions taken in Vermont that stopped a dual-sport ride before it even started.

The AMA and outraged motorcyclists sent letters to the Vermont state attorney general and the Windham County sheriff demanding to know why the Sheriff's Department intimidated riders and shut down the 5th annual AMA/New England Trail Rider Association-sanctioned Red Fox Turkey Run set for August 8, which was organized by the Pathfinders Motorcycle Club. Before the approximately 300 riders could head off on the ride that morning, officers from the Windham County Sheriff's Department showed up in force at the staging area and told riders they would be arrested if they started riding.

Chicago, IL is considering a helmet law for anyone entering the city limits, but Mayor Richard Daley thinks that it should also be tied to getting insurance by requiring a helmet to get insurance coverage. Daley says the City should do what the state has failed to do. The mayor also told WBBM Newsradio 780 that government officials should consider mandating helmets for bicyclists, rollerbladers and skateboarders. Alderman Edward Burke (14th) introduced an ordinance that would require motorcycle riders to wear helmets within city limits. Burke said the Illinois General Assembly has repeatedly failed to pass proposals for helmet mandates and said the city should act to do so.

Australia's Motorcycle Council of New South Wales has expressed outrage at the Road Traffic Authority's (RTA) "neglect" of motorcycle riders in its planned cashless tollways, saying the RTA has "not considered motorcycle riders in their plans."

Sydney's cross-city tunnel is about to switch to an automated electronic-tag only, and no other technology is being offered to motorcycle riders. According to the Motorcycle Council, the standard e-tag devices are unsuitable for motorcycle riders.

The French government has decided to recommend daytime running lights (DRL) for all vehicles during the six months of the winter season, and to evaluate its effects on road safety. The Federation of European Motorcyclists Associations (FEMA) is working to stop the proposal. FEMA cites the potential dangers of this measure for motorcyclists, noting the same concern voiced by US motorcyclists—namely, that motorcycles will lose their "conspicuity" advantage of being the only vehicles with daytime lighting.

For more information on any of these stories, or to alert the AMA of any legislative news in your area involving motorcycling, contact Terry Lee Cook, Government Relations Specialist, 13515 Yarmouth Drive, Pickerington, OH 43147; fax 614-856-1920 or e-mail to tcCook@ama-cycle.org.