



HMDA NEWS

Volume 8 • Issue 4

The Newsletter of the HMDA

• April/May 2003 •

SIZE DOES MATTER

A small but enthusiastic group showed up for the April HMDA meeting. It sure would be nice to get more participation from the dealerships, especially the larger ones...



TREASURER'S REPORT

There is \$8,285.90 in the HMDA account, of which \$436 belongs to HOA. There are a couple of dealers that will be removed from the prestigious HMDA website for nonpayment of their dues. It's not like you haven't been warned. Cycle Sports gets a significant number of referrals from the HMDA website link. This feature, in and of itself ought to be worth the pittance you pay in dues each year.

**Have You Been Removed
from the Website?**

**The next meeting of the
HMDA will be on Monday,
May 12th
at 8:30 a.m. at the Airport
Plaza Hotel Coffee Shop.**

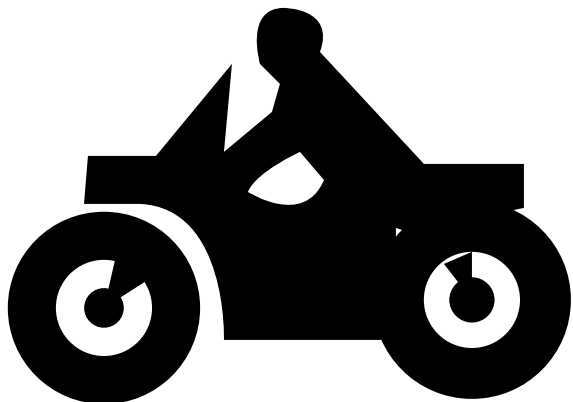
RETAIL OUTLETS REPORT

The Motorcycle Industry Council has released a report of motorcycle retail outlets by state. (See page 3.) The good news is that we're not dead last. Delaware and Rhode Island both have fewer motorcycle shops than Hawaii. While I can believe that California has almost 400 shops, I have a little trouble understanding why there would be 65 shops in Alaska. I guess they're a combination of bike and snowmobile shops. Or maybe dog sleds.

MAY SAFETY CAMPAIGN

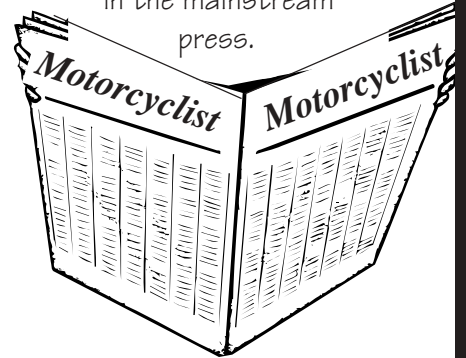
May is here - although it feels like we just completed the end of year inventory. The bumper stickers are out- Mark Morrison has distributed them to the shops. If you run out and want to order more, please let us

know. The Governor will issue a proclamation in support of May as Motorcycle and Moped Awareness Month. It would be great if we could get some of the dealers to show up for the signing ceremony. More news as it becomes available.



WE'RE FAMOUS!

There is a very nice article about the street motorcycle scene in Hawaii in the May 2003 issue of *Motorcyclist* magazine. It's gratifying to get some positive coverage in the mainstream press.



IT COULD HAPPEN HERE

Several states have raided their funding for motorcycle safety training in an effort to balance their budget. To help keep that from happening here, the HMDA is drafting a letter explaining the importance of training here in Hawaii and asking Governor Lingle to preserve the integrity of the program's funding.

MOTORCYCLE RETAIL OUTLETS

RETAIL OUTLETS BY STATE: 2002

Please Note:

Data for North Carolina through New York has been adjusted to reflect a corrected sorting order.

Please accept our apologies for any inconvenience this may have caused.

In 2002, 13,895 retail outlets sold motorcycles and related products in the U.S.

These retail outlets employed an estimated 145,763 employees at an annual payroll of \$3.6 billion.

In 2002, 44% of the retail outlets were franchised to sell new motorcycles, scooters or all-terrain vehicles (ATVs).

Just over half (56%) of the 2002 retail outlets specialized in motorcycle related parts, accessories, riding apparel, used vehicles or service, but were not franchised to sell new motorcycles, scooters or ATVs.

STATE	2002 Franchised Motorcycle Retail Outlets			2002 Non-Franchised Motorcycle Retail Outlets			2002 Total Motorcycle Retail Outlets		
	No. of Outlets	No. of Employees	Employee Payroll (\$000s)	No. of Outlets	No. of Employees	Employee Payroll (\$000s)	No. of Outlets	No. of Employees	Employee Payroll (\$000s)
Alabama	94	1,692	\$48,880	109	578	\$9,047	203	2,270	\$57,927
Alaska	65	1,131	25,675	13	94	2,438	78	1,225	28,093
Arizona	81	1,409	31,995	155	1,116	28,830	236	2,525	\$60,825
Arkansas	107	1,926	55,640	119	631	9,877	226	2,557	\$65,517
California	374	6,508	147,730	687	5,018	129,642	1,071	11,526	277,372
Colorado	114	1,984	45,030	172	1,238	31,992	286	3,222	77,022
Connecticut	48	730	18,096	110	473	9,240	158	1,203	27,336
Delaware	10	152	3,770	17	73	1,428	27	225	5,198
D.C.	0	0	0	0	0	0	0	0	0
Florida	198	3,564	102,960	440	2,332	36,520	638	5,896	139,480
Georgia	147	2,646	76,440	187	991	15,521	334	3,637	91,961
Hawaii	11	193	4,345	46	331	8,536	57	522	12,901
Idaho	92	1,603	36,340	59	425	10,974	151	2,028	47,314
Illinois	230	3,220	86,020	317	2,378	50,403	547	5,598	136,423
Indiana	158	2,212	59,092	239	1,793	38,001	397	4,005	97,093
Iowa	128	1,764	47,124	106	795	16,894	232	2,559	63,978
Kansas	88	1,204	32,164	105	788	18,695	191	1,992	48,859
Kentucky	123	2,178	62,920	156	827	12,948	277	3,005	75,868
Louisiana	93	1,674	48,360	111	588	9,213	204	2,262	57,573
Maine	82	1,246	30,914	63	271	5,292	145	1,517	36,206
Maryland	45	684	16,965	104	447	8,736	149	1,131	25,701
Massachusetts	74	1,125	27,898	172	740	14,448	246	1,865	42,346
Michigan	256	3,584	85,744	272	2,040	43,248	528	5,624	138,992
Minnesota	260	3,640	97,240	148	1,110	23,532	408	4,750	120,772
Mississippi	87	1,566	45,240	75	398	8,225	162	1,964	53,465
Missouri	143	2,002	53,482	208	1,545	32,754	349	3,547	86,236
Montana	74	1,288	29,230	50	360	9,300	124	1,648	38,530
N. Carolina	176	3,168	91,520	190	1,007	15,770	366	4,175	107,290
N. Dakota	61	854	22,814	14	105	2,226	75	959	25,040
Nebraska	77	1,078	28,798	49	368	7,791	126	1,446	36,589
Nevada	43	748	16,985	70	504	13,020	113	1,252	30,005
New Hampshire	66	1,003	24,882	81	348	6,804	147	1,351	31,686
New Jersey	88	1,307	32,422	170	731	14,280	256	2,038	46,702
New Mexico	50	870	19,750	68	490	12,648	118	1,360	32,398
New York	309	4,607	116,493	345	1,484	28,080	654	6,181	144,573
Ohio	213	2,982	79,662	444	3,330	70,596	657	6,312	150,258
Oklahoma	84	1,512	43,680	120	636	9,960	204	2,148	53,640
Oregon	101	1,757	39,895	145	1,044	26,970	246	2,801	66,865
Pennsylvania	277	4,210	104,429	386	1,660	32,424	663	5,870	136,853
Rhode Island	9	137	3,393	31	133	2,604	40	270	5,997
S. Carolina	76	1,368	39,520	129	684	10,707	205	2,052	50,227
S. Dakota	53	742	19,822	43	323	8,837	96	1,065	28,659
Tennessee	133	2,394	69,100	175	928	14,525	308	3,322	83,685
Texas	350	6,390	184,600	453	2,401	37,599	803	8,791	222,199
Utah	83	1,444	32,785	50	360	9,300	133	1,804	42,085
Vermont	50	790	18,850	14	60	1,176	64	820	20,026
Virginia	117	2,104	60,840	149	790	12,367	266	2,896	73,207
Washington	102	1,775	40,290	144	1,037	26,784	246	2,812	67,074
West Virginia	69	1,049	26,013	63	271	5,292	132	1,320	31,305
Wisconsin	271	3,794	101,354	192	1,440	30,528	463	5,234	131,882
Wyoming	56	974	22,120	29	200	5,994	85	1,183	27,534
U.S. Total	6,093	98,040	\$2,569,371	7,802	47,723	\$986,276	13,895	145,763	\$3,555,647

NOTE:

A franchised motorcycle outlet is defined as a motorcycle retail outlet franchised to sell new motorcycles, scooters or all-terrain vehicles (ATVs).

A non-franchised motorcycle outlet is defined as a motorcycle retail outlet specializing in the sale of either motorcycle related parts, accessories, riding apparel, used vehicles or service, but not franchised to sell new motorcycles, scooters or ATVs. Because of differences in list sources, direct comparisons should not be made between the number of outlets each year.

SOURCE:

2002 Motorcycle Retail Dealer Audit, Motorcycle Industry Council, Inc., Irvine, California, October 2002.
2001 Motorcycle Retail Dealer Profile Survey, Motorcycle Industry Council, Inc., Irvine, California, December 2001.

CONVENTION UPDATE

The fine folks at Kryptonite have agreed to bring a display to the HMDA convention in October. It didn't take too much to encourage them to come; winter in Massachusetts can't be too much fun. As it stands now, we have Arai, Dunlop, Silkolene and Kryptonite. I have tentative acceptance from Icon and Thor and am waiting for responses from Cobra and Kuryakyn.

It should be an outstanding convention again this year.

Don't forget to circle October 18th on your calendar.



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**Did You Pay Your
2003 Dues? If not...this is
your LAST newsletter...
and your dealership will
be removed from the
website!**

Call Gail @ 262-7329