



HMDA News

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HAPPY HOLIDAYS
TO ONE AND ALL!

The end of the year is fast approaching and HMDA wishes all members and everyone in the motorcycle world, Happy Holidays! The end of the year also means it's time to renew your membership. Please keep HMDA alive and kicking, by sending in the renewal form at the end of this newsletter, along with your annual dues. We need to select officers, as well, for next year. Please take a moment and make a nomination for a board position, on the nomination form at the end of this newsletter.

SAFETY INSPECTIONS..Please read...

Mark Ely has spent some time on this and he has learned the only way we have a chance to increase the cost of a Motorcycle safety inspection, to at least the same level as the automobile inspection, is to provide the DOT with information that proves our cost of performing these inspections. For this reason Mark is asking dealers to perform one or more inspection on bikes in use (not new) and record the date, time at the start and time at the end, and the VIN number. Please email this to Mark Ely: mely@southseacycles.com. Help Mark make our case to lose less money on these inspections.

HOLIDAY SHOPPING AND “REVIVE YOUR RIDE”

The Motorcycle Industry Council is running the “Revive Your Ride” program again, for this year. Tucker Rocky had a hand in starting this program last year, but the MIC is the group that offers and runs it. The whole purpose is to help bring customers into the motorcycle stores and dealerships. The MIC is running ads in trade publications and various on line sites. Customers have a chance to win huge dollar prizes, but the only way is to go into their local motorcycle store or dealership and get an entry number. Here is the best part. IT IS ABSOLUTELY FREE FOR YOU DEALERS!! All you need to do is go on line and sign up. You will be listed as a participating store and receive your entry numbers for the prizes. MIC is also making signs, banners and posters available, on line that can be downloaded and printed, for your store. Please see the enclosed flyer, for more information. What can I say, it’s free and if you get one customer for the five minutes you spend on line, don’t you think it’s worth it?



MECALM



β What the heck is MECALM? It is Maine Citizens Against Loud Motorcycles. You may wonder why we should care about what the Maine citizens think. Well, it’s pretty simple. This is the way things are headed and we all need to be aware of the various solutions, people are finding. Please read the enclosed article about MECALM. Is this something that would work in Hawaii? Do we want it, or something like it? Every year, legislation is introduced to control loud motorcycles in Hawaii and one of these years something might stick, so we need to at least be aware. HMDA, so far, has decided that, as dealers, we risk making some of our customers angry, if we push something of this kind, but we also know it could be better than some alternatives. Take a look at the article we’ve provided you from the internet and let us know your thoughts.



Maine Citizens Against Loud Motorcycles

MECALM

facebook

A grassroots coalition of Maine residents dedicated to bringing peace & quiet to our streets & neighborhoods by passing & enforcing state laws & local ordinances to assure that motorcycles run legally and quietly in Maine.

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Like

325 people like Maine Citizens Against Loud Motorcycles (MECALM).



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MYTH: All motorcycles are loud by nature. Untrue. They come out of the factory legally quiet & become loud when owners tamper with the muffler or put on illegal "straight pipes."

May 2011

MAINE LEGISLATURE PASSES & GOVERNOR SIGNS LD 477 TO SEND LOUD BIKES FOR SOUND METER TESTING

For the third time in two years, the Maine House and Senate have passed a major piece of bipartisan legislation aimed at curbing the obnoxious noise created by loud motorcycles. Gov. **Paul LePage** signed **LD 477** into law on May 26, 2011. While drafting the measure members of both parties on the **Transportation Committee** expressed disgust and impatience with the ongoing scourge of loud bikes, one rep likening it to "terrorism." Several members said they've received more citizen complaints about loud bikes than any other issue. To underscore the urgency of quick action, the committee made LD 477 an emergency measure that can take effect immediately and possibly bring some peace and quiet during the 2011 riding season.

For the first time, LD 477 introduces sound meter testing in Maine for loud bikes. The current law (**LD 1642**, passed in 2010) leaves the issue of whether a bike is too loud up to the discretion of a patrol officer. The new law gives the ticketed operator the option of going to a certified inspection station to have the bike's exhaust noise checked by a sound meter -- a fair and objective test.

Many bikers had expressed outrage at the 2010 law, which defined what's too loud as exhaust noise that is "noticeably louder than similar vehicles in the environment" or louder than the sound made by the original manufacturer's exhaust. Some bikers felt it was unfair to rely on such a subjective standard, essentially an officer's opinion. Some towns, notably Waterville, began enforcing that law in 2010 and people in communities across the state reported some reduction in motorcycle noise last summer as riders afraid of getting ticketed modified their behavior. Even a biker with an illegally loud exhaust can greatly reduce the noise created by riding more carefully and courteously.

LD 477 creates an affirmative defense for bikers. Police can still issue tickets based on their opinion, relying on their experience and common sense. But if the accused believes the ticket is unfair or incorrect, they now have the option of going to an inspection station and having the bike's noise level tested. If it passes the test, presumably the courts will dismiss the ticket. Operators of cars and trucks stopped for loud noise in Maine have had this option for years, and now the same defense will be extended to motorcycles if **LD 477** becomes law.

MECALM believes the new law should give police departments in Maine confidence that they can write motorcycle noise tickets with greater confidence they will stand up in court, and that judges can easily understand the clarity and fairness of decibel tests. It will no longer be just a question of the officer's opinion. Any biker who feels a noise citation is unfair can bring the decibel test results into court. If a biker challenges a ticket in court without having gone for the noise test -- most likely out of fear the muffler would flunk -- a judge is justified in sustaining the ticket.

VISIBLE INSPECTION STICKERS REQUIRED ON BIKES IN 2012

In 2010 the legislature passed a bill (**LD 1675**) that will require motorcycles to begin displaying visible inspection stickers on the rear starting in January 2012. Members of the Transportation Committee were disturbed to learn that up to **42% of Maine's nearly 50,000 registered motorcycles go uninspected each year** -- presumably because the chances of being caught are so low. A bike with loud "straight" or "drag" pipes cannot legally pass inspection in Maine. Nor can exhausts designed for racing use and clearly stamped "for off-road use only." Yet thousands of Maine motorcycles carry this illegal equipment, accounting for the vast majority of the high decibel noise that shatters the peace in homes and communities across Maine.

The 2010 inspection sticker law also created a broad-based task force under the Maine state police to study solutions to the motorcycle noise problem. The panel -- including state and local police, **MECALM**, and motorcycle rider groups -- worked throughout 2010 and endorsed the **J2825** decibel test developed by the **Society for Automotive Engineers (SAE)** with funding from the motorcycle industry. That test is the one inspection stations will use on loud bikes under **LD 477**. To pass, a typical bike exhaust must not exceed 92 decibels at idle. **SAE** says that's equivalent to the noise a new bike makes when it rolls off the assembly line with a legal exhaust that meets federal noise standards.

MECALM is heartened and encouraged by the ongoing support the Maine legislature has shown for curbing motorcycle noise. Among all states, Maine is the leader in efforts to quiet motorcycles. However, there is a glaring loophole in both the inspection and decibel testing laws -- the ease in swapping out a motorcycle's muffler. Unlike cars and trucks, motorcycle exhausts can be installed and removed in minutes, making it simple for an operator to put on the original legal exhaust for inspection or a decibel test, then immediately switch back to illegal straight pipes. **MECALM** will work in the future to find a practical and effective way to close this loophole.

LEGISLATURE REJECTS EPA LABELS, CONFISCATION OF STRAIGHT PIPES

In crafting **LD 477** on its own, the Transportation Committee rejected several other approaches. One would have required **EPA** matching labels on motorcycle mufflers. The noise task force had rejected that idea, and Maine State Police Lt. **Brian Scott**, who chaired the task force, told the committee those labels are either missing or hard to locate on many mufflers, making it an impractical enforcement tool. Another rejected bill would have allowed police to confiscate straight pipes and another -- strongly opposed by **MECALM** -- would have exempted motorcycles from inspection altogether.

MECALM's own research on several dozen new motorcycles has confirmed that the EPA labels are either missing entirely or nearly impossible to find. **MECALM** still believes the labels could become part of the solution in the future, perhaps following the example of California, which will require them only on new bikes starting in the 2013 model year. California is such a huge state that manufacturers may now begin to make the EPA labels plainly visible -- as required by widely-ignored federal regulation -- and makers of after-market mufflers will have an incentive to produce more EPA-compliant exhausts. **MECALM** also believes that, while it's not fair to penalize a biker for the absence of a label that was never there in the first place, the presence of an EPA label could be an affirmative defense against a noise ticket, presuming the muffler is not illegally altered by removing baffles.

Practical Tips for Local Enforcement

DON'T DESPAIR: LOCAL ACTION CAN BE EFFECTIVE

Sadly, many people assaulted by loud bikes believe nothing can be done about it. Wrong! On our [Perspectives page](#), you can read how one **MECALM** activist has succeeded in getting town officials and police in her local community to pay serious attention to the plague of motorcycle noise. **Claire Unsinn** gives practical nuts-and-bolts ideas that people in any town can use to bring relief to their streets and neighborhoods.

While success is possible, she says, "Being an activist for freedom from the abuse of motorcycle noise calls for hard work, patience, perseverance, self-education, and courage. Change can be slow and you may get discouraged, but don't give up!"



Kennebunkport, Maine hopes bikers will voluntarily heed signs like this one posted on Rt 9. (May 2010 photo)



What is Revive Your Ride!?

Revive Your Ride! is a free, industry-wide marketing program brought to you by Tucker Rocky and the nearly 300 member companies of the Motorcycle Industry Council.

The program is a personal call-to-action for consumers to get out and ride – whether that means accessorizing the bike they already own, bringing a machine out of mothballs, updating riding gear, or getting that overdue servicing done. Most importantly, it's about getting motorcyclists back out on the road or in the dirt. When more people ride, the whole industry benefits.

Steve Johnson of Tucker Rocky helped initiate the program and encourages you to sign up and participate.

How does it Work?

Revive your Ride! works by getting customers excited about riding again and back into retailers. It's simple; it's about building consumer interest, floor traffic and sales. During the promotion periods it offers customers a chance to win money and product.

Right now, October 15 through December 31, during the Revive Your Ride Fall Giveaway, customers have a chance to win a \$10,000 grand prize, a \$2,500 first place prize and a \$1,000 second place prize. To offer these prizes, all you have to do is sign up at mic.org/reviveyourride. Then your customers are only three quick steps away from a good chance to win \$10,000, \$2,500 or \$1,000.

To enter, customers need only to go to a participating retailer (you), enjoy taking a look at the latest powersports products while they're at it, get a unique entry code from the dealer, then enter online at reviveyourride.org. It's completely free for customers to enter and it's completely free for dealerships to participate.

Why should you participate?

Why wouldn't you? The Revive Your Ride contest is the perfect opportunity to get customers into your store. It supports new product introductions, helps move older product, encourages customers to come in for end-of-season service, offers another holiday gift idea for customers and much, much more. Be a part of it. How many other campaigns cost so little effort yet deliver so much?

Don't forget about the dealer incentives...sign up now and you have a chance to win one of three great incentives. Participating retailers can win one of two trips to Indy for the Dealernews International Powersports Dealer Expo in February 2012, or a targeted direct marketing list specific for your trade area, using the Polk Motorcycle Garage Predictor.

OK, how do I get started?

It's easy; all you have to do is visit the Revive Your Ride! web site and sign up. mic.org/reviveyourride

After you sign up, you will be issued a unique dealer code, receive two promotion posters and will have unlimited access to online downloadable flyers, postcards and other digital assets. In addition, your store will be included in the dealer locator on the public *Revive your Ride!* web site at www.reviveyourride.org.

Once you are on the Revive Your Ride web site, you will find dozens of simple, flexible promotional ideas, all designed to give customers even more reasons to go into your store and SHOP NOW.



Support the program by posting banner ads, logos and/or program information on your web sites, blogs, Facebook and Twitter feeds.

Questions? Give us a call at 949.727.4211 ext.3045 or write to RYR@mic.org.



HMDA Membership Application

New

Renewal

Company Name: _____

Contact Name: _____

Address: _____

Phone/Fax: _____

Email Address: _____

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

Membership Type: Active (\$250): _____ Associate: (\$30): _____

Date: _____

Please mail to: HMDA • P.O. Box 1813 • Kailua, Hawaii 96734



HMDA Board of Directors 2012 Nomination Form

Name of Nominee: _____

Position Nominated For:

(President • Vice President • Treasurer • Secretary)

Nominated by: _____

Company: _____

Mailing Address/Daytime Phone #: _____

Fax your nomination to 1866-333-5157 toll free, or...

Mail to: HMDA • P.O. Box 1813 • Kailua, Hawaii 96734

MOTORCYCLE SAFETY TRAINING

The outer island program is proceeding pretty much as planned. The Kauai MSF range is tentatively set to have its grand opening in the week of December twelve through the sixteenth, at the "Vivinha Stadium. The Maui range should open in spring of next year, with the Big Island not far behind.

MOTORCYCLE WORDS OF WISDOM

"Most motorcycle problems are caused by the nut that connects the handlebars to the saddle"

"Riding faster than everyone else only guarantees you'll ride alone"

Hawaii Motorcycle Dealers Assoc.

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**Next HMDA
Meeting
Monday,
December 12th
at 8:30 a.m.
Best Western
Airport Plaza
Hotel Coffee
Shop**