



The 2010 tour season is upon us and the motorcycle industry has not been immune to the economic climate. Many bike builders, manufacturers and ancillary vendors who sell clothing, food and other complimentary items have closed their doors. The direct result of these hard times has manifested in less custom bikes and fewer vendors at shows, expos, rallies and events. Enthusiast who have historically attended several rallies are now forced to pick between one or another, a perfect example of this was the turnout in Laughlin.

Those of us who remain must work together. Without the enthusiastic, passionate men and women who have participated in the American Motorcycle Rally scene our subculture will suffer dramatically.

In light of the change in today's economic crisis there are things that can all do together to ride out the storm. Several cities including Daytona have slashed prices on accommodations; however if you wait until a week or two before the event you'll find even better deals, and

always negotiate! If you trailer your bike make sure that your trailer is at capacity to share fuel expenses. Promoters also need to step up and tighten their belts. They need to start comping spaces to the bike builders that are toughing it out and discount spaces to the rest of the vendors.

If vendors and builders don't show up bikers won't show up, if bikers don't show up... game over. On the other hand if a rally is packed with custom bikes, exciting entertainment and unique vendors attendance will be high. This is the only way to rebuild our industry without letting it slip away forever. Let's be real here, the bubble has burst we need to get together and protect our way of life even if we have to give up some profits for a while. Let's remember why we chose to be part of this culture.

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