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How to Stay Safe During Cold Weather Rides: A ROADMAP FOR BIKERS

For many of us across the country winter weather rages on in full force this month – even though we’re itching to get on our bikes. If you’re planning on braving the winter weather this month we encourage you to take a moment to review the following tips to make sure you’re prepared for the unique challenges of cold weather riding.

Mental Checks: Stay vigilant and recognize signs of cold-induced fatigue – slowed reactions, stiffness and decreased clarity. Boost visibility and following distances. Understanding your limits is key to ensuring a safe ride.

Motorcycle Effects: Cold weather affects both rider and machine. Tire traction decreases and road conditions become challenging. Perform regular maintenance checks on tires, fluids and batteries. Adjust lean angles and approach corners cautiously.

Check the Forecast: Anticipate weather changes by checking forecasts. It’s not just about precipitation; understand the riding temperatures and calculate the motorcycle wind chill. Informed decisions turn potential hazards into safe journeys.

Quick Fixes: Unexpected cold snaps demand resourcefulness. Incorporate quick fixes like pushups to boost circulation, atypical insulation with newspapers or garbage bags, having a warm snack and knowing when to stop for the night.

Layer Smarter (Clothing): Ditch bulk for smart layering. From a wicking base layer to a waterproof shell prepare for varying conditions. Prioritize your core warmth; it radiates comfort to the rest of your body. Remember, maintaining heat is easier than regaining it.

Motorcycle Modifications: Enhance safety and comfort with modifications. Consider larger windscreens, lowered fairings, handguards and heated elements. These adjustments are investments in your riding comfort, especially during colder seasons.

Heated Motorcycle Gear: Embrace the game-changer: heated gear, jackets, vests, gloves and socks are available. Stash a heated jacket or vest within your motorcycle seamlessly integrating with your layers. Ensure your core stays warm and opt for heated gloves for optimal control.

Cold weather riding is undeniably exhilarating but it’s important to prioritize safety. Recognize hazardous conditions, conduct regular self-checks and ensure both you and your bike are in optimal condition before heading out. And don’t forget to stay updated on safety resources, events and product updates for a safer and more enjoyable ride.



REV UP THE ROMANCE

7 Valentine's Day Gift Ideas for the Biker in Your Life

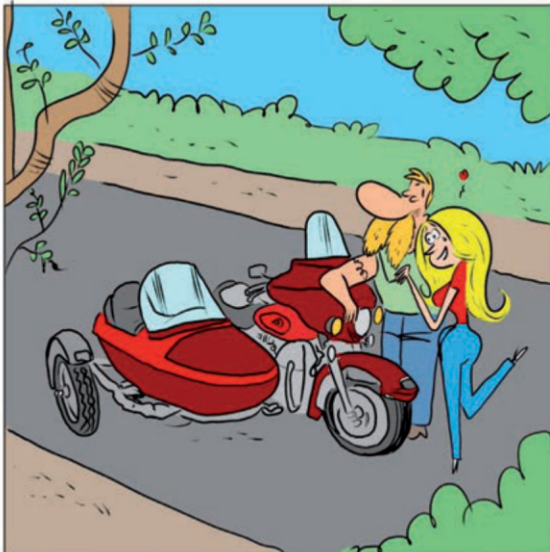
Valentine's Day is just around the corner and, if your special someone is a devoted motorcyclist, why not pick a gift that celebrates their passion for the open road?

Skip the cliché gifts and consider these unique and thoughtful presents that will make their heart race faster than a Harley on a straightaway. (PS: If you are that "special someone" leave this list out where your sweetheart can find it so they know what to get you this Valentine's Day!)

1. Customized Riding Gear: Start with something personal and practical – customize their riding gear. Personalized helmets, gloves or jackets with their name, a special message or even a unique design can add a touch of individuality to their gear.



HAVE A LAUGH!



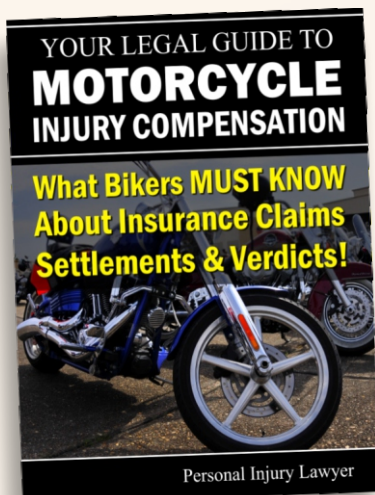
"AWW, YOU PUT ON THE SIDE CAR FOR
VALENTINE'S DAY...I SWORE I WOULDN'T CRY."





- 2. Motorcycle Accessories:** Enhance their riding experience with quality accessories. Consider items like upgraded grips, a comfortable seat or a custom exhaust system. These additions not only improve comfort but also showcase your attention to their riding preferences.
- 3. Adventure Map:** Fuel their sense of wanderlust by gifting a beautifully crafted adventure map. Choose a map where they can mark the routes they've conquered, plan future rides or reminisce about their favorite biking destinations. It's a great way to combine their love for travel with the joy of riding.
- 4. Maintenance Toolkit:** Show you care about their safety by assembling a high-quality motorcycle maintenance toolkit. Include essentials like a tire repair kit, a multi-tool and a compact air compressor. This practical gift demonstrates your commitment to their well-being on the road.
- 5. Track Day Experience:** Take their love for speed to the next level by gifting a track day experience. Many racing circuits offer opportunities for motorcyclists to test their skills in a controlled environment. It's an exhilarating and memorable gift that allows them to push their bike to the limit in a safe setting.
- 6. DIY Customization Kit:** For the hands-on enthusiast assemble a DIY customization kit. Include items like decals, paint pens and accessories that they can use to add a personal touch to their bike. It's a creative and thoughtful way to support their passion for customizing their ride.

Whether it's a personalized touch for their gear or an unforgettable experience on the track, these ideas are sure to rev up the romance and make this Valentine's Day unforgettable!



Your Legal Guide To **MOTORCYCLE INJURY COMPENSATION**

This insider's guide explains how motorcyclists can maximize claims after an accident and avoid expensive mistakes that could devalue their case and cost them tens of thousands of dollars or more. Readers will learn the answers to 11 questions that injured bikers need to ask before they sign any settlement documents with an insurance company.

Read this important legal guide
BEFORE you are involved in an accident!
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FEELING LUCKY?

Enter to Win the **BRAND NEW** 2024 MOTORCYCLE GIVEAWAY SWEEPSTAKES

Win The Bike of Your Choice, Up To \$20,000!

Maybe you've got your eye on a custom-built motorcycle or a 2024 Harley; maybe an Indian Scout. Perhaps an all-new electric bike. It's winners' choice, up to \$20,000.00 value. You could be the WINNER!

Click Here For Your Chance To Win:

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The 2023 Motorcycle Giveaway is sponsored by the National Academy of Motorcycle Injury Lawyers.



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The information included in this newsletter is not intended as a substitute for professional legal advice. For your specific situation, please call the appropriate legal professional.

To My 2-Wheeled Valentine,

As I sit here with a pen in one hand and a helmet in the other, I find myself compelled to pour my heart out to you. You, my trusty steed, have been my constant companion on the asphalt dance floor, swaying to the rhythm of the open road.

They say love is a wild ride, and indeed it is, especially when it involves a throttle and an open highway. Our love, my dear motorcycle, is the stuff of legends, whispered about in gas stations and repair shops alike.

So, here's to you, my chrome companion, my asphalt amore. May our journey together continue to be filled with twists, turns and the occasional bug in the teeth. Through all the miles and memories, know that you hold a special place in the chambers of my heart—revving, roaring and always ready for the next adventure.

Riding with Love (and a Helmet),
Your Faithful Friend

