

BULLETIN

Motorcycle Industry Division



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GET BACK ON YOUR BIKE: MOTORCYCLE BRANDS JOIN FORCES FOR INDUSTRY INITIATIVE

Dear Member,

Major Motorcycle Manufacturers have joined forces to encourage riders across the country to get their motorcycle out of the garage and ride it to work. Individual manufacturers are promoting this initiative via their franchise networks. If you haven't received details please read their [media release by following this link](#).

The opportunity to encourage riders in your local community to get their bike serviced or safety checked is there. The more riders you attract to your business the better!

Get behind "Ride to Work Week" from 8 to 15 October 2017 in your local community, remind your customers it's on!

I hope you have good sales, with associated profit, as warmer weather arrives!

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