

THE VOICE OF  
MOTORCYCLISTS IN CANADA



## MCC CHAIRMAN'S MESSAGE – PETER SHEPPARD SPEAKS OUT ON “GIVING”

In July, at the Parts Canada Superbike Series held at Mosport, many famous past racing heroes were on hand for a “Racers Reunion.” Announcer



Pat Gonsalves, long-time promoter of all things motorcycling, created the event as a fundraiser for The Riders Safety Fund. A gorgeous poster featuring photos of all of the racers was provided to people who lined up to have their posters signed.

Great, but very few of those people donated any dollars to the Riders Safety Fund! The silent auction with great gear at low starting bids, did not do well either.

Riders across this country regularly get together and ride for charities of all kinds: Breast Cancer, Prostate Cancer, Ride for Sight, Kids, etc. Riders support every kind of charity imaginable.

Why don't they support organizations/ events that support motorcycling? There are great needs in the Canadian motorcycling scene that deserve every rider's support.

If you are a “doer” and want to help support motorcycling why not have a ride to raise funds for the Hall of Fame; make a donation to an advocacy issue; the Riders Safety Fund or to a fund that fights for change to improve on road rider safety. You may want to propose a fund for a “pet” motorcycling issue that you are concerned about.

MCC can help you to promote, protect and preserve motorcycling in Canada.

Canada is a big country and motorcyclists are spread thin across this land. If you love riding, and hope your kids will too, consider ways of supporting motorcycling into the future and preserving what we have created from our past.

## MCC – THE RIDERS' VOICE

MCC is Canada's largest association representing motorcyclists' interests. Its voting membership comprises more than 200 clubs and represents over 70,000 riders from all across Canada. To access MCC member benefits, join a club that belongs to MCC, or have your current club join, or consider becoming an affiliate member.

## MCC ENDORSES SOUND TEST STANDARD, CALLS FOR NATIONAL IMPLEMENTATION

The MCC Board of Directors has endorsed the new SAE J 2825 stationary sound test procedure and is calling for authorities in all Canadian jurisdictions to adopt its use.

Recent tests of the procedure in Alberta, done in accordance with the standard and with a range of sound meters, has demonstrated that the test works, that it's simple to apply, that it's repeatable, and it's accurate.

MCC, representing the rider community, sits on the CCMTA Working Group that is dealing with this issue. We will advocate that all jurisdictions adopt this standard methodology.

WHAT THIS MEANS FOR MOTORCYCLISTS is that arbitrary assessment of exhaust systems, by ear, by look, by “sticks” or “coat hangers” can be a thing of the past. The test can be applied fairly and equitably, meaning all parties know where they stand.

MCC will continue to oppose measures that single out motorcycles and ignore other “noise” generators, such as noisy cars and trucks, loud stereos, leaf-blowers, etc.

## HALL OF FAME INDUCTION BANQUET AND REUNION - OCTOBER 24, 2009

Purchase Deadline is October 2nd.

The Hall of Fame Induction banquet and reunion is arguably THE motorcycle event of the year, and you should plan to be there. The presentations are superb, and the stories are inspiring and often heart wrenching. Call NOW for tickets. Ticket sales are at the strongest pace of the four years since the Induction banquet has been held.



## CANADIANS IN COLORADO PROVIDE INTERNATIONAL FLAVOUR

Canadian attendance more than doubled at the AMA's International Women and Motorcycling Conference in Keystone, Colorado, compared to the last occasion the event was held three years ago.

Presented by Harley-Davidson and Buell, this event is arguably one of the largest gatherings of female riders in North America. And, riding in the Colorado Rockies? Well, that's a great big bonus!

MCC's Women Riders Council collaborated with the AMA to add a real international flavour to the event, hosting the International Street Party on Friday evening. The WRC also arranged for Deb Grey to be Keynote presenter. Grey, a former MP and a recipient of the Order of Canada, is an avid motorcyclist. Entertainment was Canada's-own Toronto-based Johnny Rev and the Pushrods, which played to a highly enthusiastic crowd on a fabulous evening with great summer weather.

Five countries other than the US were represented, with Canada's delegation (63) being by far the largest. Ten other delegates/speakers came from other countries: Australia, Japan, United Kingdom and Switzerland.

MCC's participation was supported by our partners Honda Canada, BMW Motorrad, Deeley Harley-Davidson Canada, Ontario Tourism, Inside Motorcycles Magazine, Parts Canada, Motorcycle Mojo Magazine and Destination Highways publications.

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