



### Editor's Corner

We are a dying breed – if you didn't already know that – we, who love motorcycles with a displacement larger than, let's say, 500cc!

According to all the experts out there, the motorcycle industry is changing. With the desperate need to attract more, i.e: **new** buyers, the marketing and design departments of all major manufacturers are trying to identify a target consumer group away from the ageing baby boomers.

As they have not been very successful getting Generation Xers on bikes, they now have to turn to Millennials. Supposedly, there are more of them and they live longer. This will be a challenge to get these guys leaving their cell-phones alone and hop on a bike. Maybe for a commute they may.

Consider these numbers: According to a Bloomberg report - which may be "fake news" though – in 2006 motorcycle sales in the U.S. peaked at 716,000 units, then started to decline and totalled only 371,000 in 2016, roughly half.

Scary numbers, aren't they? To make it worse, here is the issue with us old geezers: In 2003, only 25% of all riders were older than 50. Ten years later, it was 50%. The target consumer may be only buying one more new bike.

A new product is required to attract a new kind of rider. And it is supposed to be a smaller bike. Honda has the **Rebel 500**, Harley Davidson has the **Street 500**, Ducati has a 800cc **Scrambler** and BMW pushes the **G310**. All small and nimble urban cruisers that serve a different purpose for the owner than riding across the country or from motorcycle rally to motorcycle rally – something that may not be part of the "lifestyle" for the next generation of riders anymore.

But there is one other thing, that may have an even more serious impact on motorcycling: The technology of internal combustion based on fossil fuels is being phased out. Most of us may not see this anymore, but there is a good chance that a couple of decades from now, you will not be able to "save lives with loud pipes" anymore, because all vehicles whisper along being propelled by an electric motor. If you are one of these guys who own a bunch of bikes – old bikes, because you think they are collectibles – you may be well advised to sell them off while you get any money for them. Did you hear me?

*Mike*



Newsletter of the BMW Motorcycle Club of Akron  
BMW MOA #21 BMW RA #361  
Volume 14 Issue 7/8, Summer 2017

*Time flies!* **CanAm** celebrated the 10<sup>th</sup> anniversary of the **Spyder** with a "Homecoming" event at their headquarters in Valcourt, Quebec. 3,000 riders from around the world attended. Over 100,000 units have been sold since 2007. Special Anniversary Edition models are being offered in limited quantities.



The riding season is about half over! Both large **BMW Owner Rallies** are behind us. **Vintage Motorcycle Days** has come and gone. As I write this, **Sturgis** is about to be over. In between have been several events for special interests and specific groups.

But don't despair! There is still things on the calendar for us motorcyclists:

First and Foremost locally, we have the **Greater Akron MC Annual Centurion Poker Run on Sunday, August 13!** As they have supported our run in the past, we should support theirs by participating. Some will go there after breakfast at the Farmer Boy. If you plan on having breakfast at the Poker Run, remember the bacon is only for their members!

Next up is the **Four Winds Rally** in New Bethlehem, PA, **August 18-20**. Pre-registration deadline is August 13.

That same weekend, **August 18-20 is the NVMDRA Annual Ohio Vintage Nationals Drag Race and Swap Meet** at Quaker City Motorsports Park in Salem, Ohio.

Our own Dennis Copley may field a bike in the competition. Let's go and cheer him on!



Several of us interested in Vintage motorcycles have attended these events in the past and there is still one more coming up: **Sunday Vintage Bike Ride**, organized by Spike's Vintage Motorsports, Tuscarawas St, Canton, **August 27**.

For our road race fans, there is an event just across the State line, the Pittsburgh International Race Complex will host the eighth round of the 2017 **MotoAmerica AMA/FIM North American Road Race Championship August 25-27**

Another popular destination is the **Finger Lakes Rally** in Watkins Glen, NY September 1-4.

If you want to go, it is probably not too early to make plans for **Vintage Motorcycle Festival** at the Barber Motorsports Park in Alabama, **October 6-8**

We are going to approach the end of the year rather fast after that and with this comes our **Club Christmas Party**. It is scheduled for **December 2**, at the Moose Lodge in Mogadore. Please mark your calendar. A formal invitation with an RSVP will come soon.

If you would like to chip in with some help in preparation and planning, please contact Allyn Orlando. [u1alpo@gmail.com](mailto:u1alpo@gmail.com)



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