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# Rider Resource

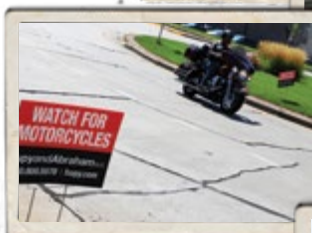
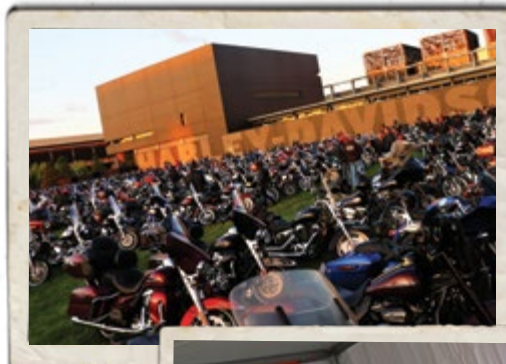
Spring 2018

## Harley-Davidson Ramps Up Plans for 115th Anniversary

Take advantage of the many spectacular free events that are planned at the metro-Milwaukee dealers which include Iron Town Harley-Davidson (formerly Hal's H-D), Milwaukee Harley-Davidson, Wisconsin Harley-Davidson and Suburban Motors, and the great lineup of events during the Harley-Davidson 115th anniversary. Whether you're local or "riding home" from select dealerships across the country, most of the fun starts on August 29, 2018, with a huge welcome home party at the Moto-Carnival location at Veterans Park on Milwaukee's lakefront. Enjoy free high-wire thrill shows, the Wall of Death and more. On Friday, August 31, racing on the sand at Bradford Beach starts with preliminaries, followed by the finals on Saturday, September 1.

If indoor racing is your thing, Flat Out Friday flat track racing will be at the Panther Arena, 400 W. Kilbourn Ave., on August 31. It's a continuation of the Dr. Pepper-drenched arena floor racing we've come to enjoy during the Mama Tried weekend fun. Even more fun on August 31 includes "Run What You Brung" all-Harley drag racing at Great Lakes Dragaway in Union Grove, Wisconsin.

Of course, the seven area Harley-Davidson dealerships will all be buzzing with activities, as well as the Harley-Davidson Museum, which will have exhibits, tattooists and more. Enjoy factory tours and demo rides at the Menomonee Falls factory and don't forget the civilian and police skills competition on Friday and Saturday at Miller Park for the start of competition and the finals on Saturday, September 1, at Veterans Park.



Neighborhood street parties are being planned and the giant anniversary parade will be Sunday, September 2, starting at 45th and Wisconsin Avenue, and ending at the Moto-Carnival grounds at Veterans Park. This is going to be one giant party celebrating Harley's 115 years of manufacturing its iconic Milwaukee Iron. Don't miss this party!

In conjunction with this year's Harley-Davidson anniversary is the 17th annual Milwaukee Rally. Hupy and Abraham, S.C. is proud to be a sponsor of the Milwaukee Rally since its inception in 2002. As part of its sponsorship, Hupy and Abraham, S.C. sponsors the Run for Cash event, with riders collecting stamps from participating Harley-Davidson dealerships to win cash prizes, including \$1,000 for first place.

[www.milwaukeerally.com](http://www.milwaukeerally.com)

## Iowa Rider Gets \$4.25 Million

Ray Snyder started his motorcycle and his day like most others in August 2016. He left his Iowa home to visit his wife at her job in Rock Island, Illinois. In an instant, his life was dramatically changed.

Ray was riding eastbound as he entered an intersection that had stop signs for north and south traffic. Suddenly, a southbound truck failed to stop at the intersection, turning right and crossing the centerline into the oncoming eastbound traffic. Ray was able to act quickly and swerve to avoid hitting the truck head-on. Instead, his motorcycle entered the median, and he was thrown from the bike into a stopped third vehicle. His injuries were catastrophic. He had 27 fractures, including five skull fractures.

Kelly Snyder learned of her husband's crash and rushed to be with him. When she considered hiring an attorney, only one law firm came to mind. She called Hupy and Abraham, S.C. She knew about our firm and that Hupy and Abraham, S.C. had sponsored an event for A.B.A.T.E. of Illinois. Attorney Vito Manicioto, a motorcyclist himself, represented the Snyders.

Ray spent over two months in the hospital undergoing numerous orthopedic surgeries. A feeding tube was inserted into his stomach because he could not swallow. He spent the next seven months in physical therapy and had to learn how to swallow again as well. Attorney Manicioto worked on his case for over a year and a half when he was contacted by the at-fault insurance company. It wanted to enter mediation in an attempt to avoid a lawsuit.

After Attorney Manicioto presented a comprehensive mediation package, the insurance company claimed the driver was not negligent and that the truck's brakes had failed. It offered \$1.5 million to settle the case. That defense was rejected by Attorney Manicioto, who continued to negotiate. After much hard work and determination, Attorney Manicioto was able to get the insurance company to pay \$4.25 million to settle the Snyders' case.

**"If you are on two wheels and you go down, look up Hupy and Abraham. They can change your life...and they did mine."**

- Ray Snyder, \$4.25 Million

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# Autonomous Vehicle Kills Pedestrian in Arizona

Speeding, being distracted, disregarding traffic signals, or driving while tired, drunk or under the influence of drugs have all been blamed for highway crashes. Setting human error aside, autonomous vehicles controlled by sophisticated computer systems are being heralded as the future for reducing crashes, injuries and fatalities. While many are highly optimistic, the technology is only a decade old and just recently being tested on America's roadways. In fact, only a few states allow this type of testing to take place right now. There is certainly a lot of interest as to what extent they might influence transportation, but research and testing are still ongoing.

Of great concern is the obstacle recognition system on these vehicles. Although other vehicles can be readily detected and distances for stopping or avoiding contact calculated, the question looms over the ability to recognize smaller obstacles like bicycles, motorcycles, pedestrians or road debris. Until now, there have been only a few minor incidents where autonomous vehicles inadvertently contacted other vehicles. That all changed dramatically on March 18 when an Uber autonomous vehicle struck and killed a 49-year-old woman in Tempe, Arizona. At the time of the incident, a driver was behind the wheel of the car as it operated in the autonomous mode.

This is thought to be the first pedestrian fatality involving an autonomous vehicle, and Uber immediately halted testing of its vehicles while the National Transportation Safety Board (NTSB) investigates the crash.

Obstacle recognition software has been a concern of motorcyclists since it was announced autonomous vehicles would be manufactured by all the auto makers by 2025. On Tuesday, March 20, the Motorcycle Riders Foundation (MRF) issued this statement of concern:

"The Motorcycle Riders Foundation was disturbed and disheartened to hear the news of the tragedy in Arizona. It is incidents like these that must make regulators and policymakers ensure that before automated vehicles are ubiquitous on our nation's highways, a strong federal law must contain protections for all roadway users including pedestrians, bicyclists and motorcyclists. Though we continue to remain optimistic that fully autonomous vehicles can help to reduce human errors that cause 94% of crashes, we continue to insist that the technology must be highly regulated and fully vetted with certifiable safety testing and evaluation."

Just 10 days later, the company has reached a settlement with the family.

## MARK YOUR CALENDARS

### August 29 - September 3, 2018

### Harley-Davidson 115th Anniversary/Milwaukee Rally

## Upcoming Spring & Summer Bike Events

This season, join Hupy and Abraham, S.C. at some of the hottest motorcycle events in Wisconsin, Illinois and Iowa!

### 2018

- May 3..... Des Moines Vintage Bike Night (Des Moines, IA)
- May 4 to 5..... Vintage Torque Fest (Dubuque, IA)
- May 5..... International Female Ride Day (worldwide)
- May 6..... Road Runners Bike Blessing (Oak Creek, WI)
- May 27..... Springfield Mile American Flat Track Races (Springfield, IL)
- June 1 to 3..... MotoAmerica Dunlop Championship (Elkhart Lake, WI)
- June 3..... Brewtown Rumble (Milwaukee, WI)
- June 9 to 10 ..... Aztalan Practice and Pro-Am Race (Lake Mills, WI)
- June 14 to 17 ..... ABATE of WI Summer Hummer (Greenwood, WI)
- June 22 to 24 ..... Motoblot Street Rally (Chicago, IL)
- July 4 to 7..... ABATE of Iowa Freedom Rally (Algona, IA)
- Aug. 29 to Sept. 2..... Harley-Davidson 115th Anniversary (Milwaukee, WI)
- September 2..... Springfield Mile American Flat Track Races (Springfield, IL)
- September 7 to 9..... Aztalan Senior MX Practice/Race, MX Race (Lake Mills, IL)

## NEW THIS YEAR "Watch for Motorcycles" Trucker Hats!

Helmet hair can be a serious problem during riding season! Not to worry – our brand-new, **FREE**, "Watch for Motorcycles" vintage-style trucker hats are here to help. Visit any Hupy and Abraham, S.C. booth at a motorcycle event this season to get yours!



## Highlights of Great Local Events

Motorcycle season is here! Check out these not-to-be-missed events across Wisconsin, Illinois and Iowa!

### Des Moines Vintage Bike Night

Kick off the season in vintage style at this awesome community-based bike night in the heart of Des Moines. Don't be surprised if you see everything from brand-new Ducati Panigales to vintage Vincents.

### Vintage Torque Fest

Benefiting the children's charity, Helping Hannah's Heart, this grassroots, "knuckle-dragging," chain-racing, minibike rodeo/swap meet/car show/charity auction truly has something for everyone. Support a great cause!

### Springfield Mile Flat Track Races

No one can deny that flat track is HOT! Check out one of the fastest miles that dirt has to offer at the beautiful Springfield Mile racetrack in Springfield, Illinois.

### MotoAmerica Dunlop Championship

If speed is your addiction, then there aren't many better places to go than the historic Road America in Elkhart Lake, Wisconsin! Watch superbikes battle it out head to head at blistering speeds, get autographs from famous racers and cruise the vendor pits for a great souvenir!

### Harley-Davidson 115th Anniversary/ Milwaukee Rally

This year is a year to remember! Milwaukee, Wisconsin will be the place to be this summer, from August 29 through September 3, as the 115th anniversary of Harley-Davidson falls during the Milwaukee Rally!

Stay up to date on the best motorcycle events the Midwest has to offer by checking out our regularly updated MOTORCYCLE EVENTS CALENDAR ONLINE at [www.hupy.com](http://www.hupy.com)

Can't make it to our offices?  
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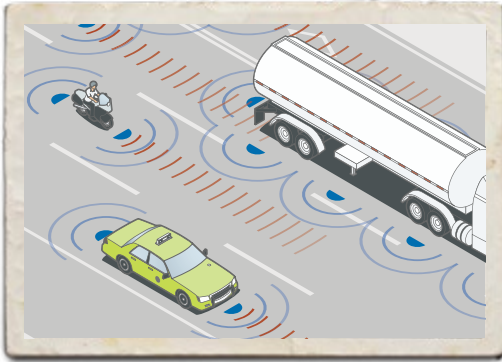
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# The REAL Reason Drivers "Don't See" Bikers

We've all unfortunately heard it before – a downed biker is injured and the driver is stunned, claiming, "I just didn't see him!"

In today's day and age of texts, tweets and ever-enticing mobile apps, it's easy to place all the blame squarely in the lap of inattentive drivers. But it turns out biology itself may also play a role.

"Inattentive blindness" is what causes an individual to look straight at an object but still not see it. This lack of perception isn't due to any kind of visual defect or malice on the individual's part. Instead, it is caused by the brain "filling in" details of what it expects to see in its own attempt to be efficient while focusing on something else.



The phenomenon was made famous by the "Invisible Gorilla" study by psychologists Daniel Simons and Christopher Chabris. In this study, a video is shown of two groups of students passing a basketball back and forth in a room, while the viewer is tasked to count basketball passes between the students in white T-shirts. The passes continue for roughly a minute, during which a man in a gorilla suit ambles onto the screen, thumps his chest and leaves. Shockingly, half of all people who watch the video and count the passes miss the gorilla entirely.

So how does this phenomenon translate to the street? Motorcyclists account for only

about two percent of vehicles on the road in North America, so this means we're not really "expected" on most drivers' visual radar. They expect intersections, minivans, road signals and mail trucks, but usually not motorcycles. As such, when drivers look down a street they expect to be clear or only have cars, they can completely miss a biker coming toward them. Additional distracting stimuli like texting, eating and phone conversations can, of course, only further exacerbate this problem.

Fortunately, there are a few tricks riders can employ to become more "expected." Running with bright or custom daytime riding lights can increase visibility to drivers who expect to see headlights. Riding in a slightly diagonal motion when approaching an intersection can increase your visibility and visual profile for

drivers as well.

When it comes down to it, however, the only real solution against inattentive blindness is to WATCH FOR MOTORCYCLES. Drivers need to avoid driving distractions and focus on being more aware of motorcycles so they can start expecting motorcycles. This is true especially in the spring months when riders are entering the roads again for the first time in a season.

Help fight inattentive blindness and spread the motorcycle awareness message by visiting [www.hupy.com](http://www.hupy.com) to get your FREE "Watch for Motorcycles" sticker today!

# Hupy and Abraham, S.C. named "Best Personal Injury Law Firm" by the Wisconsin Law Journal

The Wisconsin Law Journal is Wisconsin's leading legal publication and an essential source for attorneys, judges and other members of the community. In its inaugural poll in 2017, the firm was named "Best" and was again for the second year in a row in 2018.



# Hupy and Abraham, S.C. named "Best and Brightest"

Sponsored by the National Association for Business Resources, Hupy and Abraham, S.C. was recently named one of the "Best and Brightest Companies to Work For" in Milwaukee!



# Best of Milwaukee Winner for Seven Years in a Row

Hupy and Abraham, S.C. was once again named the winner of the Shepherd Express "Best Law Firm – Personal Injury" poll for the seventh consecutive year in a row.



If you haven't checked out our video series **Behind the Handlebars** yet, you're missing out! Our channel features everything from maintenance tips and tricks to all-star motorcycle event interviews with guests like Rusty Butcher, Jeremy Prach of Flat Out Friday, Dave Zein and Jody Perewitz, and can be found at [hupy.com/video/behind-the-handlebars](http://hupy.com/video/behind-the-handlebars).

Check back regularly for updates!

# The Future of Harley-Davidson

Times are definitely changing for motorcyclists. Millennials are hesitant to embrace the motorcycling lifestyle, while baby boomers are slowly aging out of two wheels. Harley-Davidson, in particular, has taken a hard hit over the last year as the cruiser and touring markets declined, reporting a 40 percent drop in its third-quarter 2017 profits alone.

Change can be good though, and Harley-Davidson has no plans to be left behind as the industry landscape evolves. Used motorcycles, in particular, is one market that's thriving, and H-D plans to capitalize on that trend even more in 2018 by focusing on new rider creation with their "Riding Academy," which taught over 62,000 new motorcyclists in 2017. According to CEO Matt Levatich, part of Harley's comprehensive 10-year plan is to train "2 million new U.S. riders," who will hopefully select not only used Harley-Davidsons as their future ride, but also some of the new 100 "high

impact" models set to be released.

Another, and to many unexpected, avenue that the heavyweight giant has chosen for the future is electric bikes. For a company whose identity is based on a cornerstone of heritage, electric motorcycles may seem like a counterintuitive choice. However, that hasn't stopped Harley from not only announcing plans to release the (tentatively named) electric "Revelation" by 2020, but also investing in California-based Alta Motors, a company known for being a leader and innovator in lightweight electric vehicles.

Many U.S. Harley-Davidson dealerships feel this year is bound to be a good one, with the Milwaukee Rally coinciding with the 115th anniversary in Milwaukee over Labor Day weekend. Only time will tell, though, if the course changes the company has made will pan out.

# FREE 115th Anniversary "Watch for Motorcycles" Stickers



Get your free orange and black 115th anniversary edition "Watch for Motorcycles" stickers at [www.hupy.com](http://www.hupy.com)!

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111 EAST KILBOURN AVENUE, SUITE 1100

MILWAUKEE, WI 53202

# Rider Resource

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Spring 2018

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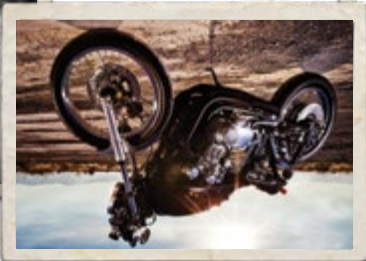
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## WATCH FOR MOTORCYCLES

This is the law firm that has represented more than 4,000 injured riders. Some have received multi-million dollar settlements. Prior results in an earlier case do not guarantee or suggest a similar outcome in future matters the law firm may undertake.

## Moto Photo Contest: Your First Bike

Are YOU ready to win CASH for your motorcycle photo? Show us YOUR first bike for a chance to win! Every month from May to September, riders can enter a photo with a quick description of their first bike to win \$100 cash "likes." A GRAND PRIZE poll of finalists from the monthly winners will be held in October, when the winner will receive an additional \$500!



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