

Rider Resource

We Have Collected **MORE THAN \$1 BILLION** For Thousands of Clients

Fall 2018

Harley-Davidson 115th Anniversary: An Experience Unlike Any Other

Every five years, Harley-Davidson Motor Company marks its anniversary with a huge celebration. The 100th anniversary seemed to be the ultimate party which would never be duplicated. Well, the 100th might hold the record for attendance, but this year's 115th celebration topped all others in terms of the scope of its new events and locations.

As always, the Harley-Davidson Museum exhibits were a must-see, and the activities there complemented the anniversary, but this year Harley-Davidson punched out the baffles, tuned up the rally and accessorized the event – making it a true extravaganza.

New this year was the Motor Carnival on the shores of Lake Michigan which included dyna drags, helicopter rides, Rhett Rotten's Wall of Death and the all-female, high-wire stunt group, Una Circus.

Flat Out Friday flat track races continued the adrenaline rush at the Panther Arena, with riders competing on a Dr. Pepper-drenched arena floor. That same day, there was a "Run What You Brung" all-Harley drag race competition which was held at Great Lakes Dragaway in Union Grove.

Those craving a little high-altitude excitement were entertained at Little Switzerland in Slinger as they watched a thrilling hill-climb competition with a \$8,500 purse in prize money. Add to all this fun the Milwaukee Rally, which the four Metro-Milwaukee dealers sponsored, and you had one heck of a celebration. The Milwaukee Rally returns next year during Labor Day weekend, and the Harley 120th anniversary will take place in 2023.



Rider Struck by Inattentive Driver Gets 1.5 Million

In July 2017 our client and his wife were riding their motorcycle in Waukesha, Wisconsin, when a minivan turned left into them. The impact caused both riders to be ejected from the motorcycle and seriously injured the husband.

Attorney Brandon Derry was assigned to the case and quickly found two insurance policies totaling \$1.5 million. Derry convinced the insurance company to offer the full policy limits. He also negotiated a full waiver from our client's health insurance company, ensuring he would benefit from the full amount of his settlement.

Multi-Millions For Hero

A Veteran and former State Quartermaster of his VFW post had been turning southbound on Hwy. 74 when he came to a stop in a long line of cars for bridge construction. He had been coming from getting his cap and gown for his college graduation ceremony the next day. As he was stopped, he was rear-ended by a tractor trailer being driven by a distracted driver. He suffered fatal injuries.

Attorneys Tom Kyle and James Theisen aggressively pursued the driver and his employer. The case was settled only weeks before trial resulting in multi-millions collected for this hero.

Named Best Personal Injury Law Firm by the Wisconsin Law Journal 2 years in a row!

Wisconsin **Law Journal**
Reader Rankings 2018
BEST PERSONAL INJURY LAW FIRM

WINNER

Voted Best by the Public, Rated Best by Judges and Lawyers, Year after Year

Motorcycle Ice Racing is Back!

It took over 30 years, but thanks to Ron "Ronster Ron" Brefka, motorcycle ice racing has finally returned to Milwaukee. Last January, the oval track on the lagoon at Wilson Park on Milwaukee's southside was encircled by thousands of enthusiastic fans, which surprised the organizers but was tangible evidence of how popular these kinds of races are. Ron and his crew at High Voltage are sponsoring ice racing again, returning to Wilson Park on January 13, 2019.

Racers will gather at the 1601 W. Howard Ave. entrance to the park to push their sheet-metal studded tires onto the lagoon for an afternoon of racing on ice.

After practice laps and fine tuning in the morning, the racers will compete in several classes, including AA expert, Twins/Vintage, Open Amateur and youth classes. These are AMA sanctioned races and follow the AMA rules for competition and safety.

You can enjoy some of the action from the 2018 competition by visiting <https://www.youtube.com/watch?v=ZXZWWAMggBw>. You can also hear Ronster Ron describe the race during his interview with Hupy and Abraham, S.C.'s "Behind the Handlebars" video crew at <https://www.hupy.com/video/behind-the-handlebars-high-voltage-ice-races-at-wilson-park.cfm>.

2019 promises improved viewing areas, including the park pavillion's heated top level. Come out on January 13 and watch the racers cut up the ice and make it slicker than a Hamilton Beach Snowman Ice Shaver! See you there.



J.J. Flairty at the High Voltage Wilson Park Ice Races

Racing: The Roots of All Riding

There's a revival happening in the motorcycle world — and it's about time! For the first time in years it's clear there is a renewed interest in the roots of motorcycling.

As someone wise once said, the first motorcycle race occurred directly after the second motorcycle was made — and that person was right! Racing is as thrilling as it is diverse, captivating people of all ages across history and time.

Recently flat track racing has enjoyed the largest resurgence in popularity, with local events and venues like the Springfield Mile, Mama Tried's Flat Out Friday and Aztalan Cycle Club helping to usher in a comeback.

Hooligan racing and riding has also enjoyed a resurgence, with famous riders like Travis Pastrana recreating daring Evel Kenievel stunts and new racing circuits like the Grand National Hooligan Championship premiering.



A close cousin to hooligan racing is minibike racing, and what the machines lack in size they more than make up for in spunk. Events like Iron Invasion's "mini mudder" course and Milwaukee Harley-Davidson's Boonie Bike race night are some of the most unique (and arguably hilarious) races in the country. Even Mama Tried's Flat Out Friday made room for a special Boonie Bike class, which has (understandably) become a fan favorite.

Drag racing and hillclimbs are also quickly gaining popularity. The Harley-Davidson 115th Anniversary Celebration featured both, and local ski hills are finding that crowds will gather in sunshine, rain or snow to watch riders challenge the peaks.

Even the winter racing scene is heating up! New events like the High Voltage Motorcycle Ice Races at Milwaukee's Wilson Park are putting ice riding on the map. You can also catch the slideways action at trending events like Mama Tried's Slippery Sunday and the Steel Shoe Fund endurance race.

At Hupy and Abraham, S.C., we are proud to support ALL types of riders, from our sponsored Boonie Bike team and "Wild Pete's Vintage Rides," to our flat trackers Andrew Mauk and Mark Martinich. Catch them and our Watch for Motorcycles booths at these and other great motorcycling events year-round!

"You were kind, honest, timely, diligent, respectful and personable."

Shanna Maloney
– Motorcycle Accident Client

Upcoming Fall and Winter Bike Events

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

2018

September 7 to 10..... 48th Annual Wisconsin Dells BMW Rally (Wisconsin Dells, WI)

September 12 to 16.. Tomahawk Ride and Rally (Tomahawk, WI)

October 6..... Iron Invasion (Woodstock, IL)

October 12 to 14..... Snowmobile USA (Milwaukee, WI)

October 14..... Dukane ABATE Toy and Food Run (Elburn, IL)

November 4..... Milwaukee Cruisers Twist the Throttle Bash (Milwaukee, WI)

2019

January 13..... High Voltage Ice Races (Milwaukee, WI)

February 15 to 17..... Chicago Progressive International Motorcycle Show (Rosemont, IL)

February 22 to 24..... World of Wheels Milwaukee (Milwaukee, WI)
North America's premiere custom car show series!

March 8-10..... World of Wheels Chicago (Chicago, IL)

Beware of Milwaukee's Very Dangerous New Trolley Tracks

Although the Milwaukee Trolley will not start running until November the tracks have been laid and at least 10 people have already hired us because their bicycle or motorcycle got stuck in the depression in the track causing them to fall over and get hurt. In 1937, before Milwaukee had the sense to take out the old tracks an experienced motorcycle policeman suffered the same fate and died from a head injury when he fell over. On some streets where the trolley runs there is only one lane and cars will be backed up behind it. Unlike buses which pull to the curb the trolley will stay in the street to pick up and drop off passengers even where there is only one lane. Signs around Milwaukee tell car drivers not to follow trolleys, whatever that means. According to the Milwaukee Street Car (also known as "The HOP") website safe navigation requires tracks be crossed at a 90 degree angle but that is impossible. A recent poll we took found 69% of respondents agree they are unsafe and you can't always cross at a 90 degree angle. Beware.

Some major areas of concern are going east on Ogden and attempting to turn left onto Prospect and going east on St. Paul and attempting to turn left at Water Street. Several accidents have happened at these locations. Rain or other inclement weather can also increase the risk of sliding on the tracks into the depression so please be very careful.

We have represented over 4,000 Bikers. There is a reason our copycats never tell you how many they've helped.

"From a Mom Who Wants to Save Another Mom's Son"

On October 3, 2012, Julie Rennhack lost her son to a motorcycle accident in the village of Rothschild, Wisconsin. A young driver in a truck failed to yield the right of way while turning left at an intersection and struck Roy Rennhack, whom the young driver claimed he never saw. Roy survived on life support for a short while after the incident until the family chose to remove him from it. Devastated, Julie spent the next five years trying to secure a motorcycle awareness message on a billboard in Rothschild. She wanted to ensure that no mother had to endure a tragedy like what she and her family had suffered.

In March 2018, after unsuccessfully petitioning other companies for help with her billboard, Julie reached out to Hupy and Abraham, S.C.. A supporter of bikers' rights and awareness for decades, Hupy and Abraham, S.C. immediately agreed to help. After multiple meetings, design drafts and phone calls, a final location and layout were chosen.

The message was one all riders, drivers and families can support: "From a Mom Who Wants to Save Another Mom's Son — WATCH FOR MOTORCYCLES." The billboard was unveiled in Rothschild this past May to coincide with Motorcycle Awareness Month in Roy's memory and honor Julie's wishes to help protect other riders.

WATCH FOR MOTORCYCLES®

FROM A MOM WHO WANTS TO SAVE ANOTHER MOM'S SON.

† IN LOVING MEMORY OF ROY †

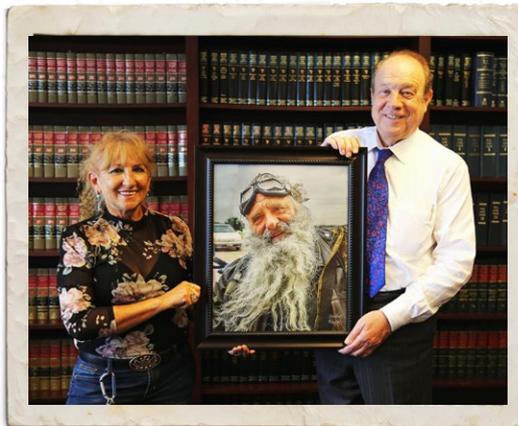


Behind the Handlebars

Check out our MOTORCYCLE VIDEO SERIES "Behind the Handlebars"! Interviews, tips and tricks. Find it on Facebook or at www.hupy.com/video/behind-the-handlebars.

Attorney Hupy Wins Big! ASM Supporter for 22 Years

Attorney and friend to motorcyclists, Michael Hupy won this amazing portrait of the million mile man, Dave Zien. Dave rode his FXRT 1,000,000 miles. It is currently in the Sturgis Motorcycle Museum. Attorney Hupy was the top bidder in the live auction July 21, which benefitted Accident Scene Management during the ASM River Road Fundraiser. Attorney Hupy has sponsored and supported ASM since its inception. Thank you Attorney Hupy for helping ASM save lives.



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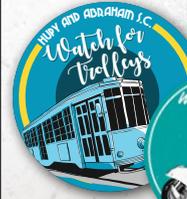
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Current News for Riders at **Hupy.com**

Rider Resource

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- Quick Winterization Tips
- Motorcycle Ice Racing is Back!

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Advertising Material

Fall 2018

We represent riders of all makes and models of motorcycles.

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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.

Quick Winterization Tips

Luck favors the prepared. Be sure you're ready by following these winterization basics!

THE BASICS

1. Stabilizer: Fill your tank and add the correct amount of a fuel stabilizer, like STA-BIL, to prevent rust and fuel rotting.

2. Bath time: A quick wash and wax will ensure a shiny, rust-free bike in spring.

3. Battery care: Attach a battery tender or remove the battery and keep it in a warm, dry place. Charge to full every two to four weeks on a trickle charger.

4. Oil & filter change: Change both if they're more than one season old.

5. Store: Inflate tires to full or use the centerstand; cover with a motorcycle tarp.

ADVANCED

6. Coolant: If your bike is liquid cooled, be sure antifreeze levels are sufficient in your coolant system. Drain and flush if you've driven more than 15,000 miles since the last change.

7. Mouse nests: Consider plugging your air intake and exhaust. You can purchase plugs, but homemade solutions work, too. Just don't forget they're there in the spring!

8. Alarm system: Consider adding an alarm, especially if you store your bike offsite.

Check out a step-by-step video about winterization by Behind the Handlebars host Tony "Pan" Santelipo at: www.hupy.com/video/behind-the-handlebars.

