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# Rider Resource

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Fall 2019

## MILWAUKEE RALLY AUG. 29-Sept 2:

### Did You Rally for the Rally?

If you live anywhere close by, it's likely your Labor Day weekend included hopping on your bike and heading to the Milwaukee Rally – the biggest party of the summer. The Milwaukee Rally features five days of live music, exciting motorcycle thrill shows and a chance to see the new 2020 Harley-Davidson bikes.

The inaugural Milwaukee Rally was held June 6-9, 2002, at Veterans Park on Milwaukee's beautiful lakefront. Hupy and Abraham, S.C. (then known as Michael F. Hupy and Associates) was, and continues to be, a major sponsor of this great event. That first rally featured over 200 vendors and major motorcycle aftermarket companies like Arlen Ness, Custom Chrome, Samson Exhaust, Corbin, Drag Specialties and J&P Cycles. The rally also introduced the city to national, award-winning rib cookers.

If you had the misfortune of not attending this year's Milwaukee Rally, here's what you missed:

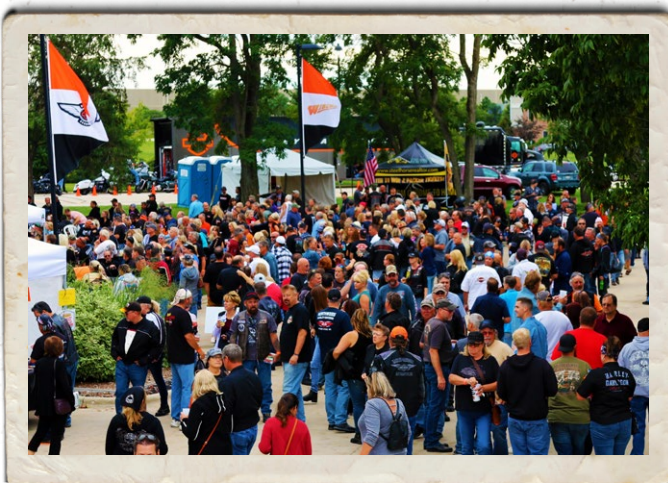
If music is what you're into, this year did not disappoint. It had everything from local favorites such as Rebel Grace, Bobby Friss, Cherry Pie and the Boogie Men, to headliners at the Harley-Davidson Museum with the likes of Led Zeppelin 2, Colt Ford and Gimme Skynyrd.

Vendors at Wisconsin Harley-Davidson, Milwaukee Harley-Davidson, West Bend Harley-Davidson and Suburban Motors offered something for everyone – parts, accessories and a wide variety of products for all your motorcycle needs.

The Harley-Davidson Museum also announced that the special summer exhibit, "Daredevils: A Century of Spine-Tingling Spectacles," closes September 8. Rally weekend marked one of the final chances you had to experience this.

Members of the Harley Owners Group (H.O.G.) from across the world were invited to Milwaukee for a family reunion – aka the H.O.G. National Rally – which was held in conjunction with the Rally.

We hope you were able to come out and enjoy all of the festivities of this year's Milwaukee Rally. If not, we hope to see you next year!



## WE GET RESULTS:

### \$422,000 for Rider who Collided with Lawn Mower

On a clear summer evening during 2017 in Ozaukee County, our client and his brother were riding their motorcycles. They were cruising down a highway when a lawn mower pulled out in front of them. While his brother swerved out of the way, our client braked to avoid the collision, but could not avoid hitting the lawn mower.

The insurance company's initial offer was \$5,000. They hired a reconstructionist who alleged our client was speeding. Attorney Todd Korb disagreed.

Attorney Korb took the case to trial and the jury awarded a \$422,000 verdict.

### Insurance Company Offers Motorcycle Passenger \$70,000. Hupy and Abraham, S.C. Rejects and Collects \$365,000.

Our client was riding on a motorcycle with her husband. Someone pulled out directly in front of them from a side street. The impact caused our client to be thrown from the bike and hit her head. While healing, it was discovered our client's sense of smell and taste had been altered.

After the defendant's claim of \$70,000 was rejected, the case went to litigation.

During mediation, the defendants offered \$100,000 because they claimed smoking was the cause of our client's diminished taste and smell. Turning down the mediation offer, Attorney Thomas Perlberg resolved the case for \$365,000 shortly before trial.

**"They were there the next day and started immediately on his case."**

- Kelly Snyder

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## MOTORCYCLE TECHNOLOGY:

# 5 Gadgets to Help You Stay Safe on the Road

New and innovative motorcycle technologies are always being introduced. By staying up to date on the latest products, you can maintain your safety while on the road. Here are five of the latest gadgets you need to know about:

- 1. Motorcycle Airbag Jacket** – After detecting a collision, this jacket auto-inflates using a mechanical trigger, filling up internal air bags to protect your neck and body on impact. It provides an extra measure of safety compared to standard road armor if you're involved in a crash.
- 2. Smart Brake Module** – This device makes your taillight illuminate when you let off the throttle and brake with your engine instead of using your front and/or rear brakes. The module can help prevent getting rear-ended by another vehicle that wouldn't normally see that you're slowing down.
- 3. Dual-Dash Camera System** – Several camera systems have recently been released that can be placed on both the front and the back of your bike. Footage of each ride you take can be recorded and used to review your riding or to show what happened if you were involved in an accident.
- 4. Bluetooth Communication Headset** – Having a hands-free way to communicate and navigate is important while riding. New



Bluetooth headsets can relay navigation and other info from your phone and help you communicate with others who are also using Bluetooth, up to 1,000 yards away. With simple voice commands, you can talk to other riders, share GPS directions or even share the music you're listening to.

- 5. Smart Turning System** – Riders have a lot to focus on while on the road and sometimes forget to cancel signals after taking a turn. This device makes your turn signals self-cancel after a turn so you can better focus on riding and help those around you know where you and your bike are headed.

For the latest in motorcycle news and events across the Midwest, head to [hupy.com](http://hupy.com).

**"I was involved in a catastrophic motorcycle accident which has changed my way of life completely. Hupy and Abraham, S.C. saw to it that I had the best attorney for my case."**

*- Ray Snyder*

**STURGIS 2019: AUGUST 2-11:**

## Everything You Expected, and More... More or Less

Conceived in 1938 by Pappy Hoel, the Sturgis celebration continues to be a destination pilgrimage for thousands of motorcyclists each year. If races are your thing, this year did not disappoint. Everything from Hooligan to traditional flat track, drag racing and dirt and moto events filled the venues at numerous locations in and around Sturgis. If you went to party, your biggest



Pictured at this year's Sturgis Motorcycle Museum Hall of Fame breakfast are, from left: Jim Rhodes, a founder of ABATE of Michigan; Tony Pan; Ron Finch, bike builder and Hall of Fame Inductee; and ABATE of Michigan members Butch Brown and Mike Olinger.

challenge was choosing which parties to attend. Concerts? The crowds enjoyed everything from God Smack to Keith Urban – who gave away one of his guitars to a fan in the middle of one of his songs. And, the traditional lineup at the Buffalo Chip included a bit of a change: a performance by Snoop Dogg.

To carry on the tradition of biker generosity, several rides raised money for local charities. The Monday, August 5 Legends Ride, led by Twisted Sister's lead man, Dee Snider, has raised over \$750,000 for charity. The annual Biker Belles women's ride, led by Diva Amy, left The Lodge at Deadwood on Tuesday and raised money for the Sturgis Motorcycle Museum and Hall of Fame, Strider Education Foundation and Helping with Horsepower.

Riding the Hills is an exceptional get away experience to enjoy for those who just want to ride. Former Wisconsin State Senator Dave Zien took first place in the Papa Beard category, as well as Best in Show in the Sturgis beard contest. Overall, attendance was down from last year and DUI and drug arrests were up from 2018. And sadly, two motorcycle fatalities occurred during the rally.

## UPCOMING FALL BIKE EVENTS

Fall is a fantastic time of year for motorcycle rides. There is nothing like getting out on the road and enjoying the cool weather and beautiful colors. Please join Hupy and Abraham, S.C. at some of the best fall motorcycle events in Wisconsin, Illinois and Iowa.

### 2019

- Sep. 6 - 8 ..... 49th Annual Wisconsin Dells BMW Rally (Wisconsin Dells, WI)
- Sep. 7 ..... High Voltage Motorcycle Show (Milwaukee, WI)
- Sep. 7 ..... Durand Biker Bash (Durand, IL)
- Sep. 9 - 15 ..... Tomahawk Fall Ride for MDA (Tomahawk, WI)
- Sep. 20 ..... Indianola Bike Night (Indianola, IA)
- Sep. 21 ..... Milwaukee Harley-Davidson Summer Concert (Milwaukee, WI)
- Sep. 28 ..... Ozaukee Guzzlers Grass Drags (Fredonia, WI)
- Sep. 28 ..... Plymouth Dirt Track Racing (Plymouth, WI)
- Oct. 5 ..... Wisconsin Harley-Davidson Oktoberfest (Oconomowoc, WI)
- Oct. 12 ..... Suburban Harley-Davidson Fall Color Run (Thiensville, WI)

If you are a rider in the Illinois, Wisconsin or Iowa area, check out our online event calendar at [www.hupy.com](http://www.hupy.com) to see all of our bike events throughout the year. Please stop by our Hupy and Abraham, S.C. WATCH FOR MOTORCYCLES booth at any event to get your FREE "Watch for Motorcycles" trucker hat, stickers, kickstand coasters and more!



## TRENDING:

# Great Holiday Gift Ideas for All Bikers

Christmas season will soon be upon us and with it comes the mad dash to find the right gifts for our friends and loved ones. Thankfully, you don't have to worry about shopping for the motorcycle rider in your life because we've compiled a list of fun and practical gift ideas that any rider will love.

One thing that any biker will appreciate is a new pair of gloves. They ensure adequate protection and are highly encouraged for all riders. And, replacing gloves whenever necessary is a must to keep your hands safe.

Do you know a biker who continues riding into the colder months of the year? Hand warmers are a great gift idea, especially when they are paired with new gloves. Keeping your hands warm helps to ensure good circulation and will prevent them from getting numb (which can be very dangerous).

Every rider needs a good tire pressure gauge and this tool would make a great addition to any rider's toolkit. Help your friend be aware of and maintain safe tire pressure so they can ride worry-free and know when it's time for new tires.

A first-aid kit is another item riders should have in their saddlebag. Most retail first-aid kits are packed with all the supplies and materials needed to treat small injuries that can occur on the road. Even though you hope they'll never need to use a first-aid kit, don't let the rider in your life go without one.

If your rider takes a lot of pride in the appearance of his or her bike, an auto detailing kit may prove very useful. In addition to making a ride look its very best, regularly cleaning a bike can also help ensure it runs properly, free of dust and debris in vital areas.

Any one of these gifts is sure to delight the biker in your life this holiday season and, more importantly, will keep them safe and confident behind the handlebars.

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**"Wonderful towards motorcycle riders, as this is what brought me to them. I was recommended to use them from a personal business friend, and I'm glad I did!"**

*- C. Liphe*

## TRENDING:

# Gear Gifts for Girl Riders

The Motorcycle Industry Council recently released a survey stating that nearly one in five motorcyclists are women! Survey results also revealed that women riders are more likely to spend money on accessories, maintenance and modifications on their bikes. As this trend of more women on the roadways continues, they may be searching for the right fit before going on a ride.

Gift-giving season is quickly approaching, AND birthdays, anniversaries and special occasions never stop! Here are some clothing suggestions for the riding woman in your life, from head to toe!

Helmets are always a rider's personal choice. Because the fit, weight and aerodynamics are different for everyone – it may be necessary to bring your giftee along to a local shop – if they choose to do so. Helmets can vary by price due to material types and special colors, and the rider's preferences for them should always be given consideration. If a rider decides to forgo a helmet all together, her ears should be taken into account. Special earplugs are designed to limit wind and road noise exposure that don't affect sounds of horns or sirens. Earplugs are a relatively cheap expense that provide long-term benefits.

In the case of a fall, hands are typically the first thing to touch the ground. Due to this, gloves are one of the most important pieces of gear a rider can own. Gloves should fit properly, and cover the fingers, palms and the backs of hands. A special feature to focus on is extra protection for the palms, as they are the first things to hit the ground.

A fun item to shop for is a jacket, but keep both style and safety in mind. Most jackets are either made of leather or textile material and should have durable seams and secure stitching to protect against wind blasts or undesirable air. Jackets should have a snug fit on your rider, but still maintain enough flexibility for her to move about comfortably. Additionally, body armor is an impact softening, absorbing material that is a great feature for a gifted jacket. While searching for effective ride armor, look for items with a CE safety rating. CE ratings aren't a requirement, but indicate certain safety standards for that piece of gear have been met.

A HOT new item for 2019 is the "Dainese" Smart Jacket, which was released in July. The Smart Jacket is an "airbag vest" that can be worn over or under any piece of clothing. It is available for both men and women and is currently in stores.

While the woman you're gifting may prefer skinny jeans or yoga pants, they're not really made for hitting the road. Luckily, there are jeans created for riders, made of strong denim that's durable and abrasion resistant. Still desiring tight legwear?

Alpinestars has created special form-fitting leggings designed with fabric lining and inserted knee guards for additional protection.

Last, but not least, are the feet! Most motorcycle boots are made to protect ankles and feet, along with the weight of her bike. A sturdy pair of boots is a great gift to give! Look for oil-resistant and nonslip soles with proper ankle support. Some riding boots are designed to prevent twisting and contain shin guards to lock the feet in place and to avoid damage from impact.

A final thing to consider is the color and visibility of gear. Riders' gear often comes in black, but that color can be difficult for car drivers to see, particularly at night. "High viz" gear is made of bright and reflective materials.

One of the most unique benefits about motorcycle gear is the variety of ways outfits can be mixed and matched. If your giftee wants, they can always find a tailor who will customize their gear to their liking! Keep these ideas in mind if you find yourself stumped. Good luck and happy shopping!



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Fall 2019

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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.



Motorcycle ice racing is a great spectator sport that is every bit as exciting as dirt track racing. Check event calendars on social media to find races in your area. If you are a dirt or motocross racer, maybe you should invest in some spiked tires and try going out on the ice.

Some riders rent motorcycle movies and have movie nights with friends. There is a bounty of great motorcycle flicks available to buy or rent. Of course, flat track and drag racing events take place all year round in states with a warmer climate. Watching these, or better yet, traveling to see them in person is another way to get over the winter doldrums.

Do not let winter get you down. Get out and enjoy the change of season. Just because it is cold or snowy, it does not mean your fun is over until April.

For riders in northern states, winter can be a depressing time. Once the streets become snow covered, cabin fever soon follows. Some adventurous souls on three wheels or with side hacks will test the slick roadways on occasion, but the rest of us put our motorcycles in storage until spring.

That does not mean we are confined to our quarters. Winter is a great time for adding updates to your bike or performing general maintenance duties during bike and try doing some of the routine jobs yourself. Oil changes, brake pad replacement, carburetor adjustment and more are easy tasks for the do-it-yourself aficionado. Just take your time and follow the instructions. It's fun and saves you money too.

Winter is also a great time to enjoy winter sports like skiing, snowmobiling, hiking and even winter camping.

## Overcoming the Winter Blahs

SEASONAL TIPS: