

Hupy and Abraham S.C.
personal injury lawyers

Current News For Riders At
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Rider Resource

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

Spring 2019

50TH ANNIVERSARY CELEBRATION: Hupy and Abraham, S.C.: Supporting Riders for Decades



As we mark the firm's 50th anniversary and approach the official start of riding season, we can confidently state that we have been actively involved in the community for decades – and for that we are extremely proud.

Since the late 1980s, our firm's president, Attorney Michael Hupy, has been extremely supportive of the biker rights movement and expanded his work to cover motorcycle accident and rights cases. Attorney Hupy knew the importance of ensuring that motorcyclists were being properly represented and made it a top priority.

The firm has represented more than 4,000 injured riders. In the last 50 years, attorneys at Hupy and Abraham, S.C. have secured over \$1 billion dollars in verdicts and settlements for clients. This includes many motorcycle settlements in the millions of dollars.

The difference between our firm and others is that the love of motorcycles and riding is not isolated to one person. It is a lifestyle that has been engrained into part of the firm's identity. The uniqueness of Hupy and Abraham, S.C. lies in its staff. A motorcycle community exists within the firm's past and present. Some employees are figureheads for older rider groups, while younger riders focus on racing. More than 20 employees are riders, including four shareholders. Managing Partner Attorney Jason Abraham is a member of several organizations.

And Hupy and Abraham, S.C. is passionate about motorcycle awareness. Our mission is to make the roads safer for riders and educate the public. Through the years, our "Watch For Motorcyclists" campaign has reached more than 10 million people.

We've published safety articles and the popular motorcycle maintenance and interview series called "Behind the Handlebars" which covers important motorcycle news and events.

We have created a level of trust with the motorcycle riding community that was built on a person-to-person basis. The firm utilizes staff expertise to connect with the riding community. We know the appeal of motorcycle riding crosses many demographics and spans generations. That's why we've remained accessible to riders from all walks of life.

Because of our multifaceted support for motorcyclists over the decades, we are the law firm riders choose to hire and expect that to continue for decades to come.



WE GET RESULTS:

\$1.1 Million Within 3 Months

On a clear morning in October 2018, our client was riding his motorcycle on a rural Wisconsin highway when a car pulled out across two lanes of traffic in front of his motorcycle. Our client immediately hit his brakes, but was unable to stop before hitting the passenger side of the car. The force of the impact flipped the defendant's car on its roof and propelled it into another vehicle waiting at the intersection.

As a result of the crash, our client sustained multiple injuries that required treatment, but healed quickly. Within three months of his accident, our firm was able to obtain medical records and bills. Attorney Chad Kreblin was able to negotiate a \$1.1 million settlement with the insurance company on behalf of the client.

8x the Insurance Company's Offer For Biker

One spring day, our client was driving his motorcycle when a box-style truck pulled out in front of him. Taking evasive action, he laid down his motorcycle, struck a traffic sign and suffered lower back fractures.

The truck driver's attorneys hired an independent medical director to claim only \$30,000 of our client's \$90,000 in medical bills were related to the accident.

After mediation, Attorney Todd Korb of Hupy and Abraham, S.C. settled the case for \$265,500.

Rider Cut Off by Negligent Driver Receives \$1.1 Million

Our Wisconsin client was riding his motorcycle when he sustained significant injuries because a negligent driver turned left in front of him.

After his accident, our client had incurred \$600,000 in medical bills. The insurance company argued our client made a good recovery and extended an initial offer of \$700,000. Without filing suit, Attorney Douglas Ross demonstrated the severity of the injuries and convinced the insurance company to pay the \$1.1 million dollar policy limits.

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

Advertising Material

JUST RIDE:

International Female Ride Day

International Female Ride Day was started in Toronto, Canada, by road racer Vicki Gray back in 2007. Ms. Gray is also a ride instructor and owner of "Motoress®" magazine, a publication dedicated to women riders. When it first began, International Female Ride Day occurred on the first Friday of May. But since 2014, the ride has taken place on the first Saturday of May. In the spirit of Vicki Gray's mantra of "Just Ride®", this special event celebrates the female motorcycle enthusiast and is a global sensation. Every brand and style of motorcycle participates in nearly every country across the world.



Women have been riding motorcycles since they were invented, and this event promotes that fact with global synchronization of rides on the same day. In the Midwest, Windy City Harley-Davidson has partnered with Midwest Women Riders for a fun, two-day event May 3-4 to celebrate International Female Ride Day. Shortly after announcing this year's ride, it sold out.

These are amazing times. The number of women who ride continues to expand. To learn more about supporting women riders all over the world, visit: <https://motoress.com/>.



Vicki Gray is the founder of International Female Ride Day.



Left: Gloria Tramontin Struck, member of the Sturgis and AMA Hall of Fame, has logged over 650,000 miles on 11 Harleys and three Indian motorcycles.

Right: Vicki "Spitfire" Sanfelipo is an RN and founder of Accident Scene Management, the largest motorcycle trauma training organization in the world. She also owns Road Guardians, a non-profit dedicated to the safety and education of all riders.

SPOTLIGHT:

Key Local Events

Des Moines Vintage Bike Night

May 2

Kick off this season in vintage style at this awesome community-based bike night in the heart of Des Moines. Check out old school choppers, bobbers, cafe racers, modern classics, trackers, brat styled, classics, scramblers, classic scooters and classic side cars.

Brewtown Rumble

June 2

The Brewtown Rumble is a ride-in vintage motorcycle show. Everyone is welcome – riders and enthusiasts alike. Proceeds from the Rumble support the BUILD Moto Mentor Program. The Rumble also features live music, a pin-up show, vendors and food from some of Milwaukee's best cafes, restaurants and food trucks.

16th Annual Rockerbox®

Motorcycle Show

July 26 – 28

Widely known as the premier Wisconsin motorcycle show and party, Rockerbox® features an eclectic mix of Euro, Japanese and American vintage café racers, choppers, sport bikes, racing machines, supermotos, scooters and sidecars. All makes and models are welcome, and you will find a mash of motorcycles competing for space alongside dealers and vendors of all things motorcycling!

2019 Milwaukee Rally

Aug. 29 – Sept. 2

This enormous Labor Day weekend rally features five locations for an all-in-one event. The Milwaukee Rally is presented by Iron Town Harley-Davidson, Milwaukee Harley-Davidson, Suburban Motors Harley-Davidson, Wisconsin Harley-Davidson and West Bend Harley-Davidson. The fun is endless with exhilarating concerts, motorcycle stunt shows, custom bike shows and all things Harley-Davidson!

Tomahawk Fall Ride for MDA

Sep. 12 – 15

The Annual Tomahawk Fall Ride brings more than 40,000 motorcycle enthusiasts to Northern Wisconsin and others to the area each September. This event not only includes entertainment and the newest motorcycles and accessories from Harley-Davidson Motor Company, but it also raises money for the Muscular Dystrophy Association (MDA).

UPCOMING SPRING & SUMMER BIKE EVENTS

The weather is starting to warm up and we are all eager to kick off this 2019 season! Please join Hupy and Abraham, S.C. at some of the top motorcycle events in Wisconsin, Illinois and Iowa.

2019

- May 2..... Des Moines Vintage Bike Night (Des Moines, IA)
- May 4..... International Female Ride Day (Worldwide)
- May 5..... Road Runners 34th Annual Original Bike Blessing (Oak Creek, WI)
- May 17..... Bike Down To i-Town (Indianola, IA)
- May 26..... Springfield Mile American Flat Track Races (Springfield, IL)
- May 31 - June 2 ... MotoAmerica Dunlop Championship (Elkhart Lake, WI)
- June 2..... Brewtown Rumble (Milwaukee, WI)
- June 13 - 16 ABATE of Wisconsin Summer Hummer (Greenwood, WI)
- June 20 - 23 Motoblot Street Rally (Chicago, IL)
- July 26 - 28 16th Annual Rockerbox® Motorcycle Show (Elkhart Lake, WI)
- Aug. 2 -11 Sturgis Motorcycle Rally (Sturgis, SD)
- Aug. 29 - Sept. 2... Milwaukee Rally (Milwaukee, WI)
- Sept. 12- 15 37th Annual Tomahawk Fall Ride for MDA (Tomahawk, WI)

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

TRENDING:

Motorcycle Manufacturers Re-energize Product Offerings with Electric Bikes

In recent years, the focus has shifted to renewable energy solutions in every aspect of life, but especially in the automotive industry. With the recent success of many different electric cars, several motorcycle manufacturers are looking to grab a piece of the market share for eco-friendly motorcycles.

Harley-Davidson has made waves with its introduction of the LiveWire fully electric motorcycle, set to make its debut in 2022. Traditionally a manufacturer of large highway cruisers popular with older audiences, Harley-Davidson is looking to secure more of the younger demographic with the LiveWire.



Recent years of slumping profits and increased interest in renewable energy are the two main factors that have forced this change in direction for Harley-Davidson. Its recent purchase of StaCyc, a California-based manufacturer of electric bikes for children, confirms the company's commitment to and faith in the ever-growing market of electric vehicles.

Harley-Davidson isn't the only major player looking to lock down market share with electric vehicles. Famous motorcycle designer Erik Buell has recently announced his own new brand of electric motorcycles and bikes, cleverly named "Fuell." Fuell is planning to target urban markets with their small, stylish and affordable electric bikes, which are expected to launch by 2021.

To keep up to date on all the latest trends in the motorcycle world and riding community, please check out our library of motorcycle articles at hupy.com.

Can't Make It To Our Offices?
WE'LL COME TO YOU!
24/7/365

HOT TOPIC:

Profiling at Idaho Hearing Intended to Ban Profiling

Motorcyclist profiling has been an ongoing controversy throughout the country. In 2011, Washington became the first state to pass an anti-profiling bill. Maryland followed that example in 2016. Since then, many other states have tried unsuccessfully to pass bills – or even have bills authored – that address the problem of profiling.

Last December, Idaho was hopeful it would be the next state to pass such legislation. Assemblymen passed an anti-profiling bill out of the House Judiciary Committee with a vote of 69-0 with one absent. A Senate version of the bill was taken up March 4, 2019. According to the Motorcycle Profiling Project, the bill, sponsored by Senator Lee Heider (R-Twin Falls), a motorcyclist himself, would have outlawed motorcycle profiling by state or local law enforcement for the purposes of traffic stops, detentions or other actions. SB 1109 defines motorcycle profiling as "the arbitrary use of the fact that a person rides a motorcycle or wears motorcycle-related paraphernalia as a factor in deciding to stop and question, take



enforcement action, arrest, or search a person or vehicle."

As motorcyclists arrived for the hearing before a Senate committee, any person wearing motorcycle club attire was denied entry into the hearing room. ABATE of Idaho objected vigorously to this action, stating, "Any government agent denying an individual access to Senate Chambers because they are wearing motorcycle club colors is a clear violation of speech, association and due process rights protected by the U.S. Constitution."

Despite the protests and the fact that the bill being discussed at the hearing addressed the practice of profiling, profiling nevertheless occurred and people were denied access. Even with this blatant example of profiling just outside the committee chambers, the vote was 18-17 to kill the bill.

We have represented over 4,000 Injured Bikers. There is a reason other firms never tell you the number of riders they've represented.

WATCH FOR MOTORCYCLES! Motorcycle Awareness Month

May starts the riding season for many and is the traditional month for motorcycle awareness proclamations. Millions of motorists will view the Hupy and Abraham, S.C. message, "Watch For Motorcycles," as part of the firm's continuing billboard campaign in Wisconsin, Illinois and Iowa aimed at reminding motorists that motorcycles are back on the roads.

A surefire way to reduce injuries and fatalities is preventing crashes from occurring in the first place. Hupy and Abraham, S.C. has spent tens of thousands of dollars on awareness campaigns including billboards, TV public service announcements, contributions to ABATE's Share the Road programs and the distribution of free "Watch For Motorcycles" and "DNT TXT N DRV" bumper stickers. You, too, can help spread the message by ordering and displaying these stickers.



Scroll through all of our options and choose your FREE "Watch For Motorcycles" sticker here! <https://www.hupy.com/reports/>

2019 "Watch For Motorcycles" Hats are here!

Our brand-new, "Watch For Motorcycles" vintage-style hats are the perfect way to show your love for adventure, motorcycles and good times. Visit any Hupy and Abraham, S.C. booth at a motorcycle event this season to get one of your own!



Check out our Upcoming Events:
<https://www.hupy.com/library/calendar.cfm>

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Rider Resource

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- 50th Anniversary Celebration
- International Female Ride Day
- Profiling at Idaho Hearing Intended to Ban Profiling

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Get Email Updates: info@hupy.com



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Advertising Material

We represent riders of all makes and models of motorcycles.

Des Moines, Cedar Rapids, Quad Cities

IOWA:

Gurnee, Rockford, Bloomington

ILLINOIS:

Milwaukee, Madison, Wausau, Green Bay, Appleton

WISCONSIN:

Our offices are located in:

We service the entire states of Wisconsin, Illinois, Iowa and beyond.

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

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WATCH FOR MOTORCYCLES
HupyandAbraham s.c.

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.



Don't Miss "Behind the Handlebars" - Hupy and Abraham, S.C.'s Emmy-Submitted Video Series

ON THE WEB:

Races, the Milwaukee Rally, the Tomahawk Fall Ride and many others. Don't miss exclusive interviews with racers, Davidson, Erik Buell, Charlie Brechtel and Dave Zien. Stay up to date with the latest and greatest in the motorcycle world by watching the series on hupy.com, Hupy and Abraham, S.C.'s Facebook page or the Hupy and Abraham YouTube playlist. Keep an eye out for the Behind the Handlebars crew at the next big motorcycle event near you!

"Behind the Handlebars" is Hupy and Abraham, S.C.'s Emmy-submitted video series focusing on everything motorcycle. Host Tony "Pan" Santello takes viewers to a variety of events across the Midwest and beyond, interviewing custom bike builders and event organizers, major manufacturers and more. The series features instructional videos, including how to change the oil on your bike and how to store your bike for the winter. Over the past few years, Behind the International Motorcycle Show, the Sturgis Motorcycle Rally, the Harley 15th Anniversary, MotoAmerica Championship