

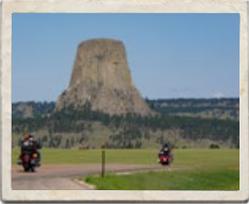
Rider Resource

\$ BILLIONS \$ Collected

2026 Riding Season

America's Must-Ride Motorcycle Destinations

Few things beat loading up the bike for a vacation filled with great rides and unforgettable scenery. Whether you're planning a long weekend or a bucket-list trip, these four destinations belong on every rider's radar.



Sturgis (South Dakota)

Home of the legendary Sturgis Motorcycle Rally, this is the ultimate biker pilgrimage. During rally week, the town transforms into a sea of chrome with concerts, vendors, and riders from around the world. Plus, the Black Hills offer some of the best riding in the country, including sweeping curves, scenic overlooks and iconic stops like Mount Rushmore and Needles Highway.



Tail of the Dragon (North Carolina/Tennessee)

With 318 curves packed into just 11 miles, the Tail of the Dragon is a true rider's challenge. Continuous twists and elevation changes demand focus and skill. Nearby routes like the Cherohala Skyway—a 43-mile National Scenic Byway—make it easy to turn the trip into a full weekend of mountain riding.



Pacific Coast Highway (California)

This ride, which is all about scenery, is a completely different kind of thrill. Riders cruise alongside the Pacific Ocean with dramatic cliffs, rolling hills, and coastal towns along the way. Stretching through Big Sur and across iconic bridges, it's one of the most photographed roads in America and a bucket-list ride for anyone who loves long scenic routes.



Daytona Beach (Florida)

Each spring, hundreds of thousands of riders descend on Daytona Beach for Daytona Bike Week, one of the largest motorcycle events in the world. From beachside cruising and Main Street gatherings to races at Daytona International Speedway, the week blends rally energy with a laid-back Florida vacation vibe.

No Matter Where You ride, Preparation Matters

Check your bike before you leave, plan your route, and make sure you return home safely. For more motorcycle safety tips and riding articles, visit hupy.com.

CASE RESULTS:

Motorcyclist Gets \$250,000 After Insurance Company Offers Policy Limits

Our client was riding his motorcycle when another driver failed to yield the right of way. The client suffered fractured ribs and a fractured scapula.

The insurance company tried to settle the case for \$103,000. After litigation, Attorney Todd Korb was able to get the insurance company to offer their policy limit of \$250,000.

Client Collects \$75,000 After Cycle Accident

Our client left a bar on the back of a motorcycle. The driver was intoxicated and caused an accident.

Attorney David Metnick filed suit against the driver and the bar. After four years of litigation, Attorney Metnick was able to recover \$75,000 for our client. The bar paid \$50,000 to compensate our client for her injuries.

\$25,000 After Insurance Company Refuses To Pay

In 2021, our client was riding his motorcycle through an intersection in Belvidere, Illinois. The defendant ran a red light, struck our client, and knocked him from his bike.

The insurance company for the at-fault driver refused to make an offer. Their insured claimed his traffic light was green. However, eyewitness statements contradicted the defendant. He was exposed as being untruthful during his deposition (his demeanor was horrible as well). The at-fault insurance company continued to refuse to offer their insurance policy limits of \$25,000, and kept trying to offer the plaintiff less than the policy.

Finally, the insurance company offered \$24,000. Attorney James Theisen threatened the insurance company with a bad faith claim and insisted that his client recover the entire \$25,000 policy. The insurance company relented and offered their entire policy.

KEEP ON HAND

5 Things Every Rider Should Keep in Their Phone

Motorcycle riders know that preparation is everything. Your phone can be one of your most powerful tools in an emergency, if it's set up the right way. Here are five essential things every rider should keep saved and easily accessible:

1. Emergency "In Case of Emergency" (ICE) Contacts

Label a trusted friend, spouse, or family member so first responders can quickly contact them if you're injured. For extra safety, save more than one contact, like a spouse and a sibling, in case the first person isn't reachable.

2. Photos of Your License & Registration

Keep clear, up-to-date photos of your driver's license and motorcycle registration. Having these handy can speed up interactions with police, insurance companies, or towing services.

3. Insurance Policy Number

Save the policy number of your personal or motorcycle insurance in a secure note or contact. This ensures you can quickly provide information to authorities or your insurer without digging through paperwork.

4. Medical Information

Use your phone's Medical ID or an emergency note to record allergies, medications, blood type, and chronic conditions. First responders can access this information even if your phone is locked, helping them give you the best care immediately.

5. Attorney Contact

If you're involved in a serious accident, having an attorney's contact can save valuable time. Reach out to a trusted rider-focused law firm like Hupy and Abraham, S.C., (800-800-5678) to get guidance on the next steps before things get complicated.

A few minutes spent organizing these five items could make a world of difference if the unexpected happens.

Ride safe, stay prepared, and let your phone work for you.

Motorcycling and the Next Generation: Interest Is Evolving

There is a common belief that interest in motorcycling is fading among today's younger generations. In reality, the future of motorcycling isn't fading. It's evolving, shaped by a new wave of passionate, informed riders.

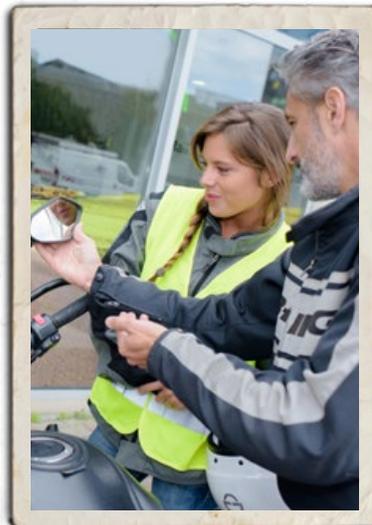
Young riders face three distinct challenges: cost, culture, and increased awareness of risk.

- **Cost:** Since 2020, the average price of a new motorcycle has risen by more than 40%, creating a significant financial barrier to entry.
- **Culture:** Many feel intimidated to step into a community that has longtime riders. They're worried about being a beginner in an established community.
- **Risk:** What was once seen as a symbol of freedom and rebellion now requires a heightened awareness of safety.

At Hupy and Abraham, S.C., we are proud to support riders of all generations.

Follow us on social media to stay up to date on rider safety tips, community events, legal insights, and the latest news impacting the motorcycle community.

Ride informed. Ride protected. Stay connected with Hupy and Abraham, S.C.



INVITE US!

FREE INSURANCE COVERAGE REVIEWS: Invite Us to Your Club!

We're proud to be attorneys who ride, and we welcome the opportunity to visit your motorcycle club. Our team delivers engaging, rider-focused presentations covering motorcycle law, riders' rights, insurance coverage, and what to do after an accident.

Each session is informative, practical, and tailored to the real-world concerns riders face—providing valuable insights to help your members stay protected on and off the road.

Contact MacKenzie today to schedule your free session: 414.982.6911 or email mo'dwyer@hupy.com.

Behind the Handlebars: Inside the World of Motorcycling

Behind the Handlebars is an award-winning interview series that takes viewers inside the world of motorcycling—from high-adrenaline track racing to the legendary Sturgis Motorcycle Rally and beyond.

Featuring in-depth conversations with riders, industry leaders, safety advocates, and enthusiasts, the series offers a behind-the-scenes look at the passion, culture, and community that fuel the riding lifestyle. Through event coverage, rider stories, and expert insight, Behind the Handlebars celebrates the freedom of the open road while reinforcing the importance of motorcycle safety and awareness.

Learn more at:

<https://www.hupy.com/video/behind-the-handlebars/>



800.800.5678

Hupy.com

PROTECT YOURSELF

Beyond the Trail: Protecting ATV & UTV Riders Every Mile of the Ride

Our commitment to riders goes far beyond motorcycles. We are proud to stand alongside ATV and UTV riders who have been injured due to someone else's negligence—because every rider deserves strong legal protection, no matter what they ride.

We understand the unique laws governing trail systems and designated routes across Wisconsin, Illinois, and Iowa. Off-road riding comes with its own rules, risks, and insurance challenges. Having a legal team that knows the terrain can make all the difference.

Our dedication doesn't stop at legal representation. For years, we've actively supported the Wisconsin ATV/UTV Association (WATVA) and regularly attend ATV and UTV events throughout the region. We believe in being part of the riding community, not just serving it.

We also provide educational resources focused on riders' rights, liability concerns, and common insurance gaps that can leave families vulnerable. Through longstanding advocacy efforts, we go beyond the courtroom and show up to support legislation that promotes safety both on and off the trail.

Protecting riders isn't just what we do. It's who we are.



Shifting Gears: The Rise and Impact of Women in Motorcycling

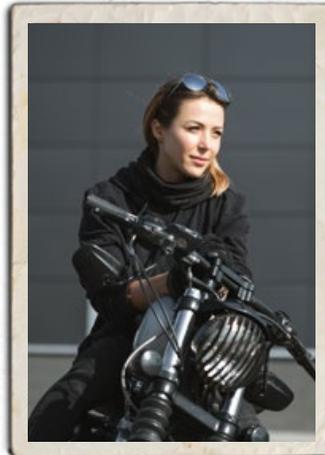
Many people see the world of motorcycling as being heavily male-dominated. However, women have been active and influential members of the motorcycle community since the early 1900s.

In recent years, the number of women riders has grown significantly.

What was once viewed primarily as a symbol of rebellion and masculinity has evolved into a more inclusive and diverse culture. As more women take to the road, their visibility and representation have reached unprecedented levels.

- More and more motorcycle gear is designed with women in mind, reflecting the growing demand for equipment tailored to female riders.
- Women continue to be strong advocates for rider safety and have made meaningful contributions across the industry and riding community.

Whether embarking on solo cross-country adventures, competing in high-level racing, leading group rides, or building supportive riding communities, women continue to leave an indelible mark on the world of motorcycling.



250+ Recognition Awards

Hupy and Abraham, S.C. has earned hundreds of accolades for our exceptional attorneys, innovative marketing, and strong workplace culture. Honors include National Best and Brightest Companies to Work For, Wisconsin Law Journal All Stars, and multiple Super Lawyers distinctions across Wisconsin, Iowa, and Illinois.

Our commitment to excellence has also garnered prestigious recognitions such as the Top 100 Trial Lawyer designation and The National Trial Lawyers Litigator Awards—underscoring our dedication to outstanding legal representation and leadership.

<https://www.hupy.com/library/awards-and-accolades.cfm>



CLIENT TESTIMONIALS

"I received personal attention from start to finish over three and a half years. Everyone I worked with was exceptional. I truly appreciated their care and concern."

– Susan P.

"The personal treatment stood out. There was nothing I disliked about the experience, and the service was great."

– Robert R.



HupyandAbraham s.c.
personal injury lawyers

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Rider Resource

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Advertising Material

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We Have Collected \$ BILLIONS For Thousands of Clients

We service the entire states of Wisconsin, Illinois, Iowa and beyond. Our offices are located in:

WISCONSIN:

Milwaukee, Madison, Wausau, Green Bay, Appleton

ILLINOIS:

Gurnee, Rockford, Bloomington

IOWA:

Des Moines, Cedar Rapids, Quad Cities

WATCH FOR MOTORCYCLES
HupyandAbraham s.c.

This is the law firm that has represented more than 5,000 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.

We represent riders of all makes and models of motorcycles.

2026: MUST ATTEND EVENTS

COMMUNITY EVENTS:

Please add these top motorcycle events to your 2026 calendar:

- May 3.....Final Ride Janie Ride (Chicago, IL)
- May 4.....Motovid at Blackhaws Farm (Beloit, IL)
- June 11-13.....Midwest Women Riders (Rockford, IL)
- June 25-28.....Summer Hummer (Greenwood, WI)
- June 27.....Trog Fest (Ixonia, WI)
- July 2-4.....Iowa ABATE Freedom Rally (Algona, IA)
- August 13-23.....Iowa State Fair (Des Moines, IA)
- August 15.....Central Wisconsin ABATE Fun on the Water (Stevens Point, WI)
- Sept 5.....Ride for Recovery (Oconomowoc, WI)
- Sept. 17-20.....Tomahawk Fall Ride (Tomahawk, WI)

For a full list of sponsored events, visit our events calendar at www.hupy.com/library/calendar.cfm

