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**WATCH FOR MOTORCYCLES**  
Hupy and Abraham S.C.

# Biker Newsbrief

Spring 2015

## Saving Lives Through Motorcycle Awareness

Every spring, motorcyclists take to the highways in large numbers. The influx of motorcycles on the roads can catch car drivers by surprise. One of the leading causes of car versus motorcycle crashes is that drivers don't see the motorcycles. Some suggest that's due to the smaller size of motorcycles, but most agree that drivers aren't looking for motorcycles. They become complacent after driving several months of winter without bikes on the roads.

Hupy and Abraham, S.C. has spent tens of thousands of dollars on awareness campaigns, including billboards on major highways in Wisconsin, Illinois and Iowa, "Watch for Motorcycles" bumper stickers and public service announcements on TV. Our firm attends many events throughout the spring and summer and gives free awareness products to the attendees. We also have produced a video for ABATE of Wisconsin's Share the Road Program, to reach the 70,000 students that instructors can't reach. In addition, we produced two public service videos with the sheriffs of two counties in Wisconsin, urging the public to "Watch for Motorcycles."

More and more states are now issuing proclamations declaring May as Motorcycle Awareness Month. In addition, motorcycle awareness campaigns each spring are helping to remind motorists that motorcycles

are back on the roads in ever-increasing numbers.

Preventing crashes from occurring is 100 percent effective in reducing injuries and fatalities. The American Motorcyclist Association has been urging increased funding for motorcycle rider education and motorist awareness programs for years.

These awareness initiatives seem to be working, and with continued partnerships between government, private businesses and motorcycle rights groups, we can make and are making a difference.



**Hupy and Abraham, S.C. and Attorney Michael Hupy contributed to the project of wrapping the semitrailer with ABATE of Wisconsin's awareness message.**

## A Small Battery Could Prevent a Big Problem

Experiencing a string of bad luck with batteries can make you become somewhat of an expert on the subject. Let us introduce you to a gadget that will hopefully prevent you from gaining that expertise. The Antigravity Batteries Micro-Start XP-1 is a long name for a tiny product. This pocket-sized jump starter is the world's smallest personal power supply and is powerful enough to start a V-8 truck with ease. You can use it to charge anything from a cell phone to a motorcycle, thus never being stranded without either again.

## Injured Motorcyclists Get \$550,000 and More Than \$1,000,000 in Settlements

**In May 2013**, our client was riding his motorcycle on a rural Wisconsin highway following a vehicle driven by the defendant. The defendant put on his right directional, slowed and pulled onto the shoulder. As our client continued along the highway past the defendant's car, the defendant quickly made a U-turn into the path of our client's motorcycle. Our client's motorcycle struck the defendant's car on the driver's side door and he was thrown over the vehicle, sustaining serious injuries.

Attorney Chad Kreblin fought hard and recovered \$250,000 under one insurance policy and was able to locate a second policy for \$300,000 and won a full recovery under that policy as well.

**In October 2011**, our client was riding his motorcycle northbound on I-794 over the Hoan Bridge in Milwaukee. As he crossed the bridge, an SUV merged into his lane, colliding with his motorcycle. Our client slid along the highway guardrail for 75 feet before being thrown from his motorcycle. Multiple witnesses saw the SUV merge into his lane as though she didn't see him. Our client suffered severe injuries to his head and face, resulting in permanent loss of taste and smell and eye problems.

Attorney Jason Abraham recovered the full \$300,000 liability policy limits from the at-fault driver's insurance company. The insurance company said they would pay only the \$300,000 and not the additional excess policy of \$50,000. Attorney Abraham refused to accept anything less than full payment for his client. After filing suit, Attorney Abraham recovered the full \$50,000 excess policy limits.

After securing the limits of the at-fault driver's two insurance policies, Attorney Abraham pursued the client's multiple underinsured motorist coverage policies. Because Wisconsin's "Truth in Auto" legislation was in effect, the policies could be stacked, giving the client \$900,000 of coverage. After numerous phone calls and letters, Attorney Abraham recovered an additional \$700,000 from the client's underinsured motorist policies. However, Attorney Abraham would not settle for less than the full \$1,000,000 and will fight in court if necessary.

# Road America: A Legacy of Speed

Road America in Elkhart Lake is widely considered one of the world's finest and most challenging road racing courses. In the early 1950s, Wisconsin state legislation banned road racing. In response to this, a group of local citizens, combined with the Chicago Region Sports Car Club of America (SCCA), came together to develop plans for a permanent racecourse. Five hundred and twenty-five acres of Wisconsin farmland were bought shortly thereafter, and the history of Road America began. This racing season, Hupy and Abraham, S.C. will be a contributor to that history.

By 1955, the track's first SCCA national race was held, and a legacy of racing was born. Today, Road America attracts roughly 800,000 visitors per year while featuring more than 425 events, often with several on the same day and many broadcast worldwide. The original configuration of 4.048 miles of sweeping roadway and 14 technical turns have

been maintained and demand the respect of all who take on the track.

Car racing isn't the only event featured, however. Everything from go-cart racing to vintage events and charity bicycle rides are hosted at Elkhart Lake during the season. This wide variety makes Road America a mecca for all fun things on wheels.

This year, Hupy and Abraham, S.C. will sponsor one of Road America's most exciting motorcycle racing events, the MotoAmerica (AMA/FIM) Superbike Doubleheader. With an average attendance of more than 20,000 people, it is the largest motorcycle race of the year for the track. As if watching superbikes tear around at record-breaking speeds isn't

enough, the weekend roster currently includes a stunt bike event and general public paddock access as well.



**"When I was in a motorcycle accident everyone recommended the same lawyer. Everyone recommended I go with Michael Hupy as my lawyer. And that is just what I did. And I am glad that I did."**

**Michael Schmidt – Received a \$2,900,000 settlement**

# Personal Data Captured by Third-Party Websites

Cybersecurity experts warn there is a massive data collection campaign being waged against unsuspecting consumers. One of the worst offenders is none other than our own government. If you've logged on to HealthCare.gov in order to sign up for health insurance, your personal information has been shared with private, third-party companies.

Although the government insists it only shares your information with other government agencies such as the IRS, Social Security Administration and Department of Homeland Security, if you're signing up for health care, why are other government agencies collecting data on you?

More disturbing is the fact that private companies have embedded connections on the HealthCare.gov site. These companies track individual users to build a personal profile that is used to aid advertisers. There is no evidence personal health information has been compromised, and outside vendors are prohibited from using information collected from HealthCare.gov for their companies' purposes. Yet, tracking

website performance is a standard part of e-commerce, and companies are more than likely gathering information for themselves — despite the government's assurances they are not.

Recently, Catchpoint Systems, a leader in Web performance testing and monitoring solutions, found 50 third-party connections embedded on HealthCare.gov. Websites accessed behind the scenes, without consumers' knowledge, included Google's data analytics, Twitter, Facebook and more. These companies cannot see your name, birthdate or Social Security number, but they do track your personal browsing preferences, which is financially beneficial to advertising clients of the companies. Although your name may be unknown to these companies, your computer has a distinct signature, and a profile of your Internet use can be used to generate data beneficial to advertisers.

Even more troubling is, even if you enable the "Do Not Track" feature on the HealthCare.gov site, your data still will be collected and shared.

# Attorney Hupy Announced \$25,000 Reward to Find Shooter of 5 Year Old

Attorney Michael Hupy offered a \$25,000 reward to the first person to provide information leading to an arrest and conviction after a shooting that left two dead in Milwaukee. On Sunday, April 12, Archie Brown Jr., 40, and Rasheed Chiles, 15, were shot after Brown's car struck and killed two-year-old Damani Terry. The shooter committed suicide in Chicago.

"As a longtime resident of the City of Milwaukee, I will do what I can to make this city a less violent and better place to live," Attorney Hupy said.

On May 6, the six-month anniversary of 5 year old Laylah Petersen's homicide, Milwaukee Police Chief Edward Flynn and Attorney Michael Hupy held a press conference at the Petersen's home. They announced that Attorney Hupy is adding \$25,000 to the \$10,000 reward in the investigation of Petersen's death. The reward will go to the first person who provides information to the authorities leading to the arrest and conviction of the person who fired the shot that killed Laylah Petersen.

# Engineering the Future: Harley LiveWire

Styling and engineering. Combine the two, and add just a dash of the future, and you have yourself the Harley LiveWire. Created in an effort to extend the freedom to ride for generations to come, Harley's first all-electric motorcycle digs deep to combine heritage with history making.

Since its prototype unveiling in June 2014, Harley's LiveWire has generated a lot of media buzz. Less covered, but no less noteworthy, is the Marquette graduate and lead engineer, Jeff Richlen, behind this exciting innovation. Watch for the LiveWire on the silver screen in the new Marvel Avengers movie, "Age of Ultron," which is now in theaters.

Read more at [www.hupy.com/news/engineering-the-future.cfm](http://www.hupy.com/news/engineering-the-future.cfm)



**3,000+ INJURED BIKERS HIRED US** Year, after year, after year... **RATED BEST VOTED BEST**

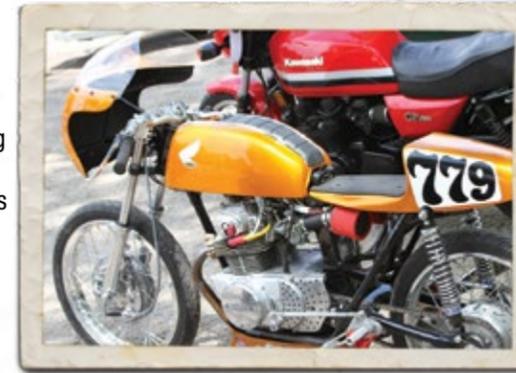
# Café Racers

The motorcycle world is a constantly changing and growing community. Now more than ever, vintage motorcycles are becoming an increasingly popular hobby platform, with café racers and similarly modified styles often leading the charge.

Originating in Britain during the early 1960s, the term "café racer" was allegedly coined to define the modified race bikes that were used primarily for short trips to cafes and other drinking establishments. Predominantly British bikes such as Norton, BSA and AJS, these early models were stripped down to the basics in the interest of going fast, with 100 mph being the magic number.

Today, café racers and modified variations are being made out of all types of motorcycles, both new and old. Vintage events are growing in both number and size, including races such as the American Heritage Racing Motorcycle Association (AHRMA) vintage run at Road America this year.

It's important to remember that motorcycle enthusiasts are an inclusive family, especially as that family continues to expand.



**"When I was in a motorcycle accident my lawyer dropped my case because he didn't think he could win. Then I hired Michael Hupy and he got a jury to award me more than \$1,000,000."**

**Gilbert Rivera**

# Knowing Whom You Ride with May Save Your Life

The riding season is starting now, and many poker runs and charity rides have been planned in advance of the season. It is an exciting time of the year to meet and make new friends with whom to ride. When riding in a group ride, there are always safety concerns to consider. It is important to know your fellow riders in a group ride. As riders line up to get ready, ask yourself if you know the rider who is in the front, rear and side of you.

As bikers, we band together for great causes and fun group rides, but remember your safety and the safety of others will make the ride a success. All riders are not the same and each of us has been taught to ride differently by different road courses or individual teachers or mentors. When riding in a group, knowing the rider next to you will take the corner correctly and not veer into your lane, causing you to lose control, is important to your safety. The rider in front of you may fishtail on loose gravel and cause a bad scenario for you and others. Being aware keeps you and your fellow riders safe.

Planned group rides such as a chapter ride will be organized in advance, with chapter safety officers and road captains planning the route and noting all intersecting roads and highways for maximum access and safety. Many riders will line up with their friends and family who know each other's riding habits. If you don't know the people around you or don't have a lot of experience, let the chapter's organizers

know so they can assess the situation and put you in a proper placement with other experienced riders. Riding in the middle of the pack without many years of riding experience can be the most dangerous and most stressful area on the ride. Riding staggered is a standard procedure that allows room in case riders have to avoid oncoming traffic and road obstacles such as potholes or roadkill.

Let's talk and be honest about poker run events. Poker runs are hosted by many bar and tavern stops along a preplanned route. Most of you know how the game is played. For those of you not familiar, at each stop you get your poker card stamped and continue until you get the card completed. The ride will end at the main hosting venue for raffles, awards and prizes. Most places rely on your business, and drinking alcohol is involved. So not only are there hazards and obstacles while riding normally, the alcohol factor is now present. This is now a new level of danger. Safety concerns in these situations are not usually anticipated, and your best bet is to ride in groups of riders you know and trust.

If you are injured in a motorcycle accident, please contact Hupy and Abraham, S.C., where experience matters in motorcycle accident recovery. Please be safe this riding season.

# Is Motorcycle Profiling Increasing?

A recent concern among the motorcycle community is the number of traffic stops, presumably due to profiling. Although stopping someone based on the mode of transportation or manner of dress is illegal (due to Fourth Amendment protections), more and more law enforcement agencies appear to be profiling motorcycle clubs in an attempt to gather information for intelligence purposes.

In Washington, the state patrol went so far as to publish a pamphlet entitled "Basic Biker 101," which troopers were using as a reference to identify possible criminal biker organizations. Although banned in 2002, the pamphlet continued to be used until 2010, when a civil rights action against a trooper (who admitted using the guide as the premise for a stop) resulted in a \$90,000 damages award.

Shortly afterward, members of the Washington motorcycle rights groups ABATE of Washington, Confederation of Clubs, US Defenders, Washington Road Riders Association and BOLT worked together to help draft and pass Senate Bill 5242 (2011-12). This law, which passed both legislative branches unanimously, provided for continued training of law enforcement officers regarding the racial profiling laws in addition to clarifying the definition of motorcycle profiling.

The Washington action was precipitated by continuous violations of Fourth Amendment rights by troopers stopping members of various motorcycle clubs without reasonable suspicion any crime was committed or about to be committed. In fact, there was a general mentality among many law enforcement officers that club members were criminals and drug dealers. During testimony before a legislative committee, David "Double D" Devereaux provided an excellent presentation of why the motorcycle community was asking for special training of officers to stop the apparent profiling problem (<https://www.youtube.com/watch?v=LRLc3J8wrVY#t=25>).



**Attorney Michael Hupy and his son, Rex, who worked in the office of U.S. Senator Ron Johnson. On April 20, 2015, Attorney Hupy gave Johnson's office a heads-up regarding the Bikers Inside the Beltway event.**

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Advertising Material

## WATCH FOR MOTORCYCLES

This is the law firm that has represented more than 3,000 injured bikers. 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 service the entire states of Wisconsin, Illinois, Iowa and beyond. Our offices are located in:

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It is almost summer, so Hupy and Abraham, S.C. is inviting all bikers to commemorate riding season with a photo contest! Show us your favorite ride or any bike you admire! Whether it's a cruiser, classic, sportbike or custom, all types of bikes are welcome for submission.

Take an extra second to snap a picture, and you could end up with some extra cash in your pockets!

## TWO CASH CONTESTS

### 1. Motorcycle Photo Contest

#### HOW TO ENTER

There are multiple ways you can enter:

- Visit the Hupy and Abraham, S.C. Facebook Page and click on the photo tab to upload and submit your photo.
- Post your photo with the hashtag #HupyBikeContest on Instagram, Twitter or Facebook.
- Email your photo to [pickme@hupy.com](mailto:pickme@hupy.com)

#### PRIZES

- The photo that receives the most Facebook "likes" at the end of each month will receive a first-place prize of a \$100 cash card. The first and second runners-up with the most "likes" will receive Hupy and Abraham, S.C. T-shirts.
- Additionally, the photos receiving the most "likes" from each month (May, June, July, August and September) will go on to a final

### 2. Win Summer Cash

What would you do with extra cash this summer? Hupy and Abraham, S.C. is giving away 10 prizes valued at \$100 each. Simply fill out the form on our website for your chance to win! Enter the contest at: [www.hupy.com/cash](http://www.hupy.com/cash)



View full contest rules and information at: [www.hupy.com/bike](http://www.hupy.com/bike)

poll in October to be eligible for the grand prize of a \$500 cash card.