



"because, bikers matter!"™



2019 Winner Mike Kraak & Marc J. Shuman

Proud sponsor of

OPEN ROAD
RADIO

Sat. 11 AM, Facebook Live
1590 AM / 95.9 FM



TAKE THE LONG WAY!

LONG WAY ROUND: In 2004, actors Ewan McGregor (of Star Wars fame) and Charley Boorman singlehandedly gave rise to the Adventure Touring segment of motorcycling with their 19,000 mile "Long Way Round" ride from London to New York.

LONG WAY DOWN: The subsequent TV show chronicling their journey through Europe, Russia, Mongolia, Kazakhstan, Siberia and then North America became a hit and spawned a sequel a few years later called "Long Way Down" which saw the boys go from the northern tip of Scotland to Capetown, South Africa.

LONG WAY UP: Sixteen years later they suited up again to take on the challenge of riding the "Long Way Up" from the Southern Tip of South America to Los Angeles. This time the challenge was doing the entire ride on LiveWire electric motorcycles! When the news of their bike choice broke, the negative swell was quick to rise, but it was a smart move on their part to create a fresh and entertaining show and get the likes of Harley-Davidson on board. McGregor is a big proponent of the new "wave" of electric transportation and wanted to show the viability of the technology in the most challenging of circumstances. Patagonia and Bolivia were especially difficult as the Andean Plateau is known for its rough roads and little-to-no modern amenities. Watch this interview with Jimmy Fallon and hear what they did when they ran out of juice. Very funny! <http://getmore-info.com/longwayup>



FEELING LUCKY?

Get The Bike You Like 2020 MOTORCYCLE GIVEAWAY SWEEPSTAKES

The 2020 Motorcycle Giveaway is sponsored by the National Academy of Motorcycle Injury Lawyers.

Win a 2020 Harley-Davidson FXDR 114 OR The Bike Of Your Choice, Up To \$20,000!

What are you going to choose? An electric bike like the LiveWire? Or maybe you have your heart set on a Road Glide CVO? Get up to \$20,000 for the bike of your choice -- Chopper, Cruiser, Bagger, Bobber, Cafe Racer or Rocket Chaser!

Go here for a chance to win:

MotorcycleSafetyLawyers.com

Aprilia | BMW | Buell | Can-Am | Ducati | Harley-Davidson | Honda
Husqvarna | India | Janus | Kawasaki | KTM | Moto Guzi | Norton
Polaris | Royal Enfield | Suzuki | Triumph | Victory | Yamaha