

















"Everything we do is because, bikers matter!" A division of Shuman Legal®

"Art from the Heart" Winning Helmet Sold at Mecum Motorcycle Auction!

The final helmet from the "Art from the Heart" campaign to benefit Curing Kids Cancer, was auctioned off at the Mecum 33rd Annual Vintage & Antique Motorcycle Auction at the end of January. This special helmet, painted by George and Frank from Havana Kustoms, Inc., was previously auctioned at Mecum Motorcycle Auction 2023, in Las Vegas, and bought by Mike Wolfe from American Pickers. Mike generously donated the helmet back so it could earn even more money for Curing Kids Cancer. It was auctioned off a second time at Mecum Indianapolis in 2023. Motorcycle Safety Lawyers® (MSL) bought back the helmet in Indianapolis, but felt that it still had the potential to earn more money for Curing Kids Cancer, so MSL put it up for auction again at Mecum in January, 2024.

At the January Mecum Motorcycle Auction, the helmet sold for \$20,000 to one lucky bidder. To date, this very special helmet has earned a total of \$37,600 for Curing Kids Cancer. What a monumental achievement!

The "Art from the Heart" campaign was a collaborative effort of several people including KIRSH Helmets, Motorcycle Safety Lawyers® (MSL), Motorcycle Knuckle Busters and Curing Kids Cancer. But this could never have been as successful as it was without the support of the entire family at Mecum Auctions.

All of us at **Motorcycle Safety Lawyers**® were so honored to be able to support this project. It's been one heck of a ride, and this journey is one that none of us will ever forget. To know that every bidder and person who donates to this cause is helping make monumental advances in research to help prevent and cure pediatric cancer is amazing. God Bless You!



Grainne Owen, Curing Kids Cancer with "Vegas" and "Jeannie" at Mecum. This one helmet raised a total of \$37,600 for Curing Kids Cancer



Thank you to George and Frank from Havana Kustoms, Inc. for painting this special helmet.

Mecum Motorcycle Auction – The Hottest Place For Cool Bikes!

Motorcycle Safety Lawyers® (MSL) had a great time at the Mecum 33rd Annual Vintage & Antique Motorcycle Auction January 24-27, 2024. We made some new friends, saw some hot bikes, and continued to help support our friends at **Curing Kids Cancer**.

Leslie James, Purple Haze Kustomz, was there with his 1984 Harley-Davidson Shovelhead Digger Chopper, which went on the auction block Saturday afternoon and was successfully sold! This bike had an interesting back story. It was built in 1978 by David Perewitz on an Arlen Ness Digger Frame. The paint colors of the bike were inspired by Roman Polanski's Rosemary's Baby, where one of the actresses had on a blouse with the exact colors that set the theme for the bike including VooDoo Purple and Oriental Blues. This custom bike has made quite a few appearances and won several awards including:

- Cover bike of Street Chopper Hot Bike magazine in May 1983
- Appeared on "Miami Vice" in the 1986 Episode "Better Living Through Chemistry"
- Best in Show at the World Famous Buffalo Chip
- First place in Radical Custom class at the 35th Rat's Hole Bike Show at the Chip
- Cycle Source Magazine pick at the Old School Chopper Show at Full Throttle Saloon.
- American Graffiti award at Sasha's Cycles Bike Show in Downtown Sturgis
- Invited to the King of Customs Show at the Buffalo Chip
- First place at the 1998 J&P Promotions indoor bike show
- Second place at the 1998 Black Death Bike Show
- Second Place Radical Custom at the 1998 State Line Swap
- 2010 Chicago Bike Show 2nd Place Shovelhead Full Custom

We hope the next lucky owner is as happy with this Chopper as Leslie James was and look forward to Leslie's next rebuild.



A few of the many awards this chopper has won!



Sturgis Schools Out Chopper Show "Best in Show" Winner

Mecum Motorcycle Auction!

And then there were the bikes. Here are some of ${\bf Motorcycle\ Safety\ Lawyers}^{\tiny{\textcircled{\tiny B}}}$ favorites.

















An audience favorite donated to support Curing Kids Cancer

Main Street Moto Hosts 2nd Annual Industry Party



After the recent American International Motorcycle Expo (AIMExpo) in Las Vegas, Tara Pierce, from **Main Street Moto**, hosted the **2**nd **Annual Moto Industry Gathering**. It was an event where many of the motorcycle industry "superstars" had an opportunity to meet and greet in a friendly, relaxed setting.

The **Moto Industry Party** was attended by motorcycle enthusiasts and some powerhouse women riders. It was a great opportunity to get together, share stories, hang out, do a little networking, meet Tara, and check out the shop. What a great way to welcome these guests and say Thank You for their contributions to the Motorcycle Community.

Upon entering the event, you were greeted, took a photo in the photo booth, and then explored each room where you found great food, drinks, and old friends that you hadn't seen in awhile. It was fun to reconnect with everyone.

Main Street Moto is a retro boutique motorcycle dealership. They offer a combination of all makes and models including "eclectic" motorcycles, parts, accessories, service, art, and riding gear. In addition, Steve McAnulty has incorporated his **Dyno Tuning** business at this location. Steve grew up riding dirt bikes and has over 20 years as a master mechanic and bike builder and has brought **Las Vegas Dyno Tech** into Main Street Moto.

Motorcycle Safety Lawyers® would like to thank Tara, Dennis, Steve, Penny, Marilyn, Shannon and Jill for their hospitality and contributions to pull this great event together. We all had a wonderful time!







Tara and Dennis at Main Street Moto

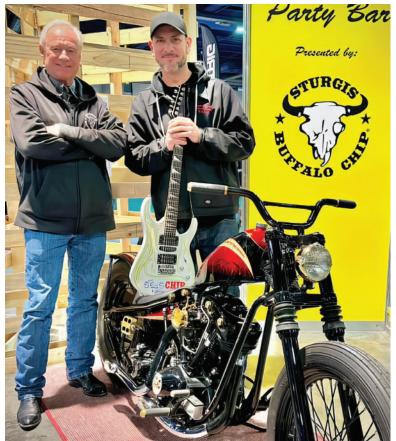
Shannon, Marilyn, Penny, and Tara

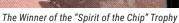
Sturgis Buffalo Chip Awards "Spirit of the Chip" Trophy at AIMExpo

AIMExpo and the **Sturgis Buffalo Chip** joined forces to bring the **"Spirit of the Chip"** to the 2 Wheel Custom Showcase during the show. The 2 Wheel Custom Showcase, curated by bike builder Kevin Dunworth, featured bikes from 10 of the top bike builders from across the country.

The lucky winner was **MajikMikeDesigns** who was awarded the "**Spirit of the Chip**" trophy. **Rod "Woody" Woodruff**, president and CEO of the Legendary Sturgis Buffalo Chip was the judge. The winner best captured the spirit of the Buffalo Chip and the custom motorcycle culture it represents. Congratulations to all builders who participated in the contest this year.

Motorcycle Safety Lawyers® looks forward to seeing everyone at The Buffalo Chip this year for the Sturgis Rally.









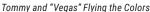
"Vegas", Marilyn, and "Woody" having fun!



Caesars Palace is Gearing Up For The Big Game!

Las Vegas hosted "The Big Game" for the 1st time! You never can tell who you might run into before the game!









Jim Lynch "Lucky", "Bear", Bobby Flay, and "Vegas"

Preparing Your Motorcycle For Riding Season

As soon as the snow clears and the salt is washed away, those of us in the Midwest are beginning to think about riding again. But before you get on your bike, here are a few pre-season inspection tips to help ensure you and your bike are ready to ride.

Inspect For Problems – Do a visual inspection before that first ride. Start with a thorough washing. Now that your bike is clean, it will be easier to spot any issues.

Check Your Tires – Look for cracks or cuts in the sidewalls or tread area. Check the tread depth. Look for uneven tread wear and check the tire pressures and re-inflate them to the proper levels.

Check For Worn Brake Pads And Rotors – Look for signs of wear at the edge of the pad between the brake caliper and rotor. On rotors, look for a lip or ridge on the outer edge of the rotor beyond the brake pad contact surface. Also, replace if the rotor surface itself shows visible grooves or scoring.

Check All Lights – Make sure head lights (high and low beams), tail-lights, and turn signals are all in working order. Check for cracked or damaged lenses.

Check Your Instruments Panel - Make sure that all your gauges and warning lights are working properly.

Look For Fluid Leaks – Check for leaks around the engine. If the surface is wet and oily, consider having it looked at by a qualified mechanic. Inspect the brake and clutch master cylinder housings for any leaks. All engine casings, cover seams, and fittings should be oil free (although with age you may see some seeping).

Inspect The Body – Make sure fenders are secure, fairings are properly attached, and mirror mounts are tight and adjusted

correctly.

Perform Any Scheduled Maintenance – Check your owner's manual for service recommendations. Seasonal maintenance may include:

- Oil and filter change
- Engine tune up, spark plugs, fuel filter, fuel injectors, and air filter
- Inspect clutch and brake fluid levels and lines. Top-up fluids
- Check battery and charging system
- Lubricate drive system. Clean and lubricate chain. Lubricate bearings, swing arm, suspension pivot points, and steering and fork.

Check Your Riding Gear – Does everything still fit correctly? It is recommended to replace helmets after 5 years of use. If your helmet has been dropped or been in a crash, it should be replaced, regardless of its age.

Get your FREE Insurance Policy Review -Do you have the proper coverage to provide for you and your loved ones in the event of an accident? Email a copy of you declaration page to David@ MotorcycleSafetyLawyers.com or call David at (224) 392-1600 for a **FREE** review.

Take A Test Ride – Start with a short distance ride. Practice your basic skills. Pay attention to how your bike accelerates, shifts, corners, and stops.

Let's Ride! – You are now ready to ride. Get out and enjoy!

Count's Kustoms – Worth The Visit!



If you 're looking for something completely different to do the next time you visit Las Vegas, **Motorcycle Safety Lawyers**® has a recommendation. Stop by **Count's Kustoms** to see some of their amazing hot rods and choppers.

Count's Kustoms is a one-of-a-kind hot rod and chopper customization/restoration shop in Las Vegas. It is owned by **Danny "The Count" Koker**. You may have seen Count's Kustoms on TV, since it is the filming location for 'Counting Cars' and 'Vegas Rat Rods'.

Every project at Count's Kustoms is a work of art, that uses the highest-grade materials available, and is customized to the individual tastes of the customer. Count's Kustoms hot rods and choppers exceed expectations with their creativity, handling, and ride-ability.

Stop by the shop for a tour and see these unique hot rods and choppers. There is a **FREE tour** of the Count's personal collection and the **VIP All-Location Tour Experience**, which has a fee. Visit **https://www.countskustoms.com/tour.html** for more information.

You may also see Danny Koker playing in his rock band "Count's 77". Count's Kustoms is located at 2714 S. Highland Drive, Las Vegas, NV 89109.













Motorcycle Safety Lawyers® Sponsors Accident Scene Management Courses



If you're looking for a motorcycle training class that focuses on how to help if you are in, witness, or come upon a motorcycle accident, **Road Guardians** has partnered with **Motorcycle Safety Lawyers® (MSL)** to bring Accident Scene Management (ASM) training to you! The cost for each class is \$150, however **MSL sponsors** the first \$115 of the class so **you only pay \$35**! This is a <u>full day of training for just \$35</u>. You cannot afford to pass this up!

Additional benefits of MSL sponsored classes include beverages served all day, catered lunch, certificate of completion, fun swag, jacket patch, FREE motorcycle insurance policy review, and more! Start with the 100 Series Basic class and you'll be ready to take the 300 Series Advanced class next!



Scan code for Larry's contact information

Our ASM Motorcycle Safety Courses teach you valuable skills that every rider should know! Be prepared IF a rider goes down! Learn how to save a life and reduce injuries! Call Larry "Bear" Stotts, Director of Motorcycle Safety, Education and Promotion and Certified ASM Instructor, at 847-997-8403 or email him at Larry@ motorcyclesafetylawyers.com to find out more about these classes and how you can sign up.

Wouldn't you want someone trained to help you if you are the victim of a motorcycle accident? <u>All</u> motorcyclists can benefit by learning these skills! Sign up for a class and be better prepared for the riding season. Individual spots are available, or we can train your entire group at once. Classes are filling up fast, **contact Larry "Bear" and sign up today!**





Motorcycle Safety Lawyers® – Your Personal Injury Partners!

Yes, **Motorcycle Safety Lawyers**® (MSL) is still your number one resource for legal representation in case of a motorcycle accident, but as a division of **Shuman Legal®**, we can help you with any type of **Personal Injury** case that you may encounter.

You can count on Motorcycle Safety Lawyers®, a division of Shuman Legal® for all your personal injury needs!

- Car, Boat, Bus, Motorcycle, & Truck
- ATV, Jet Ski, & Snowmobile
- Bicycle, eBike, Moped, Scooter, Uber & Lyft
- Dog Bites, Slip and Fall, & Nursing Home Abuse
- Workers' Compensation





Call **(888) 500-9000** for a **FREE Consultation today**. Our team of legal experts has decades of experience and will fight to get you the <u>maximum possible settlement</u> that you deserve. We will give you the time you need to answer all your questions and provide an assessment of your case based upon the information that you provide us. We take care of all aspects of your case so you can focus on your recovery!

Motorcycle Safety Lawyers®, a division of Shuman Legal® is standing by to provide you with a FREE Case Review.

Motorcycle Safety Lawyers® At Daytona Bike Week



Motorcycle Safety Lawyers® (MSL) will be sponsoring, presenting, and participating in several events at Daytona Bike Week this year. Stop by and say hello. We would love to see you! Here is the MSL Line Up For March 1-10, 2024 in Daytona:

March 1-10: Daytona Bike Week. Motorcycle Safety

Lawyers® is the presenting sponsor and will be exhibiting with **The Rat's Hole** at the Indian Motorcycle Dealership in Daytona Beach. 290 N. Beach St., Dayton Beach, FL 32114

March 2: Bike Show Mafia Audio Kickoff Party, sponsored by Motorcycle Safety Lawyers®, at the Broken Spoke Saloon, 1151 US-1, Ormond Beach, FL 32174

March 4: Bike Show Mafia Trike Show, sponsored by Motorcycle Safety Lawyers®, held at Teddy Morse's Daytona Harley-Davidson, 1637 N. US Highway 1, Ormond Beach, FL 32174

March 4: Flying Piston Benefit Breakfast, presented by Motorcycle Safety Lawyers®, held at Teddy Morse's Daytona Harley-Davidson, 1637 N. US Highway 1, Ormond Beach, FL 32174

March 7: Bike Show Mafia BSM All Class Bike Show and BSM Godfather of Bass Audio Competition, sponsored by Motorcycle Safety Lawyers®, held at Teddy Morse's Daytona Harley-Davidson, 1637 N. US Highway 1, Ormond Beach, FL 32174

March 8: The Rat's Hole V8 Parade for V8 Trikes or V8 Two-Wheeler, sponsored by Motorcycle Safety Lawyers®. Registration by 10:00, Judging from 10:00-4:00, and the Awards presented at 5:00pm. Indian Motorcycle Dealership in Daytona Beach. 290 N. Beach St., Daytona Beach, FL 32114.

March 9: The Rat's Hole Bike Show with 14 Classes, sponsored by Motorcycle Safety Lawyers®. Registration by 10:00, Judging from 10:00-4:00, and the Awards presented at 5:00pm. Indian Motorcycle Dealership in Daytona Beach. 290 N. Beach St., Daytona Beach, FL 32114

Stop by and see **Motorcycle Safety Lawyers**® at **Daytona Bike Week**. We will be there with **FREE swag** for everyone! Don't miss it!

2024 Daytona Flying Piston Benefit Auction Presented By Motorcycle Safety Lawyers®

That's right, we want to see you in Daytona for the 4th Annual Flying Piston Benefit Builders Breakfast & Silent Auction presented by Motorcycle Safety Lawyers® (MSL). It's going to be a great event, and you won't want to miss it! Here are some of the details:

- Who: Motorcycle Enthusiasts
- What: 2024 Flying Piston Benefit Builders Breakfast, Daytona Edition
- When: Monday, March 4th: Breakfast starts at 8:30 AM
- Where: Destination Daytona is located at 637 N US Hwy 1 Ormond Beach, FL 32174 Map It
- Benefit: Proceeds go to Allkidsbikes.org and Motorcycle Missions
- Tickets: Click here for the tickets
- Silent Auction: Coming Soon and available at the event
- Online Auction Items: located on the auction site

The event raises funds for non-profits and individuals in the motorcycle community, veterans, and kindergartners. All Kids Bike and Motorcycle Missions are this year's recipients.

Come and meet the **Bike Builders**, check out the "Art on Deck" and "Drink The Art" Contests and bid on unique, one-of-a-kind silent auction items. There's something for everyone…and Breakfast too!

For additional information and to get your Breakfast Tickets visit **2024 Daytona Flying Piston BenefitEVENT PAGE - Flying Piston Benefit**

The Flying Piston Benefit is produced by Marilyn Stemp of **Iron Trader News** & Jeff Najar of **Horsepower Marketing**.









Scan below to purchase Breakfast Tickets



Do You Have Your National Biker VIP Card™

National Biker VIP Card™ Program

\$59.95 / year (Only .17 per day) Included FREE for Your First Year (for one registered motorcycle):

National Biker VIP Card™



One year subscription to the RikerDown Foundation "If You Go Down W

Motorcycle tows, jumps and gas delivery up to 3 gallons (up to \$300 per

One year subscription to the BikerDown Foundation "If You Go Down, We Step Up"

Plus, These Additional FREE Benefits:

- Silicone Phone Sleeve to store National Biker VIP Card™
- •We will audit your insurance policy, we do not sell insurance
- No fees or costs if we do not win your case
- "Do NOT Remove My Helmet" & "Watch Out for Motorcycles" stickers
- Motorcycle Safety Lawyers® Punisher magnet
- Monthly Motorcycle Newsletter
- Sponsored Accident Scene Management classes (you save \$115)

Scan to join ____

Give **The National Biker VIP Card™** to everyone on your gift list. It make great holiday/birthday gift and shows how much you care!

Why give a gift card that you use once when **The Motorcycle Safety Lawyers® VIP Card™ lasts an entire year!**

For a complete list of **Motorcycle Safety Lawyers® VIP Card™ Benefits**, additional program information, or to purchase the card, visit https://motorcyclesafetylawyers.com/product/national-biker-vip-card/ If you have any questions email: david@motorcyclesafetylawyers.com

Order Yours Today!

For other gift ideas like Advanced Trauma Packs and moisture "wicking" apparel, visit our online store at https://motorcyclesafetylawyers.com/shop/

David "Vegas" Shuman hosts the "because, bikers matter!" Podcast













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The Weather is Changing, and Road Hazards Can Be Anywhere, Are You Prepared?

You've gone through the checklist to prepare your bike for riding season, but how about you? Are you fully prepared in case of an emergency? No one "plans" to have a breakdown, or worse yet an accident, but if that happens there are a few things you can do to minimize your exposure and provide you and your family with the coverage that you need.

First is Motorcycle Safety Lawyers® (MSL) National Biker VIP Card™. This roadside assistance program provides certified motorcycle tows, jumps and up to 3 gallons of gas delivery (pays up to \$300 per disablement) per year. Plus, the VIP card provides many additional benefits that can be found at https://motorcyclesafetylawyers.com/product/national-biker-vip-card/. All this is yours for the low price of \$59.95 per year per bike. And, to add a second bike is only \$5.00! Compare that to your current roadside assistance program and you'll see *there is no comparison!*





Second, we would like the opportunity to provide you with a **FREE Insurance Policy Review**. We are NOT an insurance company, nor do we sell insurance or recommend specific insurance companies. This **FREE** service is 100% about making sure that you have the right amount of coverage to protect you and your loved ones in the event of an accident.

We encourage you to get your FREE insurance policy review NOW, before you actually need to use it. It's easy to do, just email a copy of your insurance policy declaration page to David@ MotorcycleSafetyLawyers.com or call David at (224) 392-1600 if you have any questions. David will promptly review your insurance policy and respond with recommendations for changes to

request from your agent / broker. For additional information visit https://motorcyclesafetylawyers.com/free-insurance-policy-review/

Third, purchase the **MSL Advanced Trauma Pack** and carry it on your motorcycle every time you ride. Visit https://motorcyclesafetylawyers.com/shop/ to get yours today.



MSL TRAUMA PACK CONTENTS Everest Fanny Pack (Red) **Chemical Cold Compress** First Aid Pocket Guide Surgical Tape MSL Pen & Small Note Pad 3" Sterile Gauze Roll **CPR Mask** 4" x 4" Sterile Gauze Pads Saline Solution 2" Wide Adhesive Roll Bandage 1-3 Ply Face Mask Triangular Bandage **Nitrile Gloves Emergency Blanket** Paramedic Shear Safety Green Glow Stick Hand Sanitizer Packet LED Flashlight with Batteries Burn Gel Packet **MSL Bumper Sticker** Eye Drops MSL Helmet Sticker

Fourth, Take an MSL sponsored Accident Scene Management Class so that you are prepared to act if you unfortunately come upon, witness or are involved in an accident. Call Larry "Bear" Stotts at (847) 997-8403 or email him at Larry@motorcyclesafetylawyers. com to find out more about ASM classes and how you can sign up.





Fifth, request an MSL "Watch Out for Motorcycles" Bumper Sticker and "Do NOT Remove My Helmet" Sticker by sending an email to Brenae@motorcyclesafetylawyers.com. You will also find these valuable items tucked into the MSL FREE Swag that is available at all MSL events!



Upcoming Events

March

March 1-10: 83rd Daytona Bike Week. Motorcycle Safety Lawyers® is the presenting sponsor and will be exhibiting with The Rat's Hole at the Indian Motorcycle Dealership in Daytona Beach. 290 N. Beach St., Dayton Beach, FL 32114

March 2: Bike Show Mafia, sponsored by Motorcycle Safety Lawyers®, Audio Kickoff Party at the Broken Spoke Saloon, 1151 US-1, Ormond Beach, FL 32174

March 3: Walneck's Motorcycle Swap Meet, 4401 S. Charleston Pike (Exit Mile Marker 59) Springfield, OH

March 4: Flying Piston Benefit Breakfast – presented by Motorcycle Safety Lawyers® held at Teddy Morse's Daytona Harley-Davidson, 1637 N. US Highway 1, Ormond Beach, FL 32174

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Lawyers®. Indian Motorcycle Dealership in Daytona Beach. 290
N. Beach St., Daytona Beach, FL 32114

March 30: LAMA Elgin 3rd Annual Easter Extravaganza. 820 N. Liberty St. Elgin, IL 60120. Sponsored by Motorcycle Safety Lawyers® and Elgin American Legion.

April

April 6: Bike Show Mafia All Class Bike Show, sponsored by Motorcycle Safety Lawyers®, at the Saint Jude's Poker Run and Music Festival. Held at Broken Spoke Saloon, 1151 US-1, Ormond Beach, FL 32174

April 21: Walneck's Motorcycle Swap Meet, McHenry Co. Fairgrounds – 11900 Country Club Rd., Woodstock, IL. Rte.47 (1 mile North of Rte. 14)

April 28: Walneck's Motorcycle Swap Meet, Bullitt County Fairgrounds, 964 Clermont Rd., Exit 112 (Rt. 245) Off I-65, Shepherdsville, KY 40165

May

May 5: Ride Janie Ride. Kick off from Fox River Harley Davidson in St. Charles and ends at Corrigan's Pub in Shorewood. Registration begins at 8:00 and kickstands up at 11:00. For non-riders, after party is \$30 at the door for food, soda, water, live music raffles, 50/50, and live auctions.

May 19: Walneck's Motorcycle Swap Meet, Monroe County Fairgrounds, Drive in Loading/Unloading. 5-miles West of I-75 on Hwy M-50 which is Custer Road to 3775 S. Custer Rd., Monroe, MI 48161







