

THE MAGAZINE WITH A MAP

# Go <sup>For</sup> FAR <sup>Ride</sup>

April 2010

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**FREE**



***Bike Week  
Review***

***Motorcycle &  
Veterans News***

***Ride To The Keys***

***Scenic Ride Map:  
Gecko's Journey***



***Check Out The Curves On Our Centerfold!***

## Let Me Tell Ya!



**Mike Savidge**

### Most Dangerous Mode of Transport

The words above are exactly how motorcycles were recently being described on the website of the European Commission. That Commission is the body responsible for proposing legislation, including traffic laws, for the European Union. In December, they hosted a conference to discuss drafting a Road Safety Action Program. You might think the conference attendees would be considering ways to make it safer for motorcyclists and other vehicles to share the road. Unfortunately, most of their suggestions seemed to revolve around the idea that motorcyclists (they call them PTW's – Powered Two Wheelers) would be safest if they didn't ride motorcycles.

Thankfully, the riders across the big pond have some people looking out for them and the "most dangerous" description caught the eye of Trevor Baird of Write To Ride. WTR is a rider's rights group in northern Ireland that monitors safety and legislative issues for European riders. Trevor has been involved

in motorcycle rights issues for more than two decades and recounted the story about this issue in a recent issue of the Motorcycle Riders Foundation newsletter.

The story and the issue help to remind anyone who rides that riders rights aren't just an American phenomenon. After reading through the information on the Write to Ride website at [www.writetoride.co.uk](http://www.writetoride.co.uk), it also became apparent to me that American lawmakers don't have an exclusive monopoly on stupid. One of their solutions to foster a reduction in the number of PTW accidents is to enact a "very restrictive licensing system with access only at higher age limits, more extensive training and testing, lower power to weight ratios or restricted top speed". Just like stateside, little thought seems to be given to educating the vehicle drivers about road courtesy when it comes to bikers.

As I've said before, support those who support you.

### I Want To Work For Polaris!

With all the gloom and doom on the employment front it's a shock to hear what Polaris Industries in Minneapolis did with some of their annual profit. They gave it to the employees! Not just the big muckety-mucks either, but to 2,200 hourly and non-salaried working stiffs. On average, each worker gets a bonus equal to about 15% of their annual base pay. Salaried workers will also get a piece of the pie. The CEO, Scott Wine, summed it up by saying, "Profit-sharing is something that is very important and fundamental to the culture at Polaris, especially as we continue to outperform the industry. We understand that Polaris' success is built on a foundation of dedication, innovation, and hard work from our employees. To acknowledge and reward that extra effort is something we are proud to continue." Polaris employees have enjoyed a profit-sharing program since 1982.

### You or Your Business Can Be On Our Cover!

One of the ways I've tried to make this magazine different from the rest is by not marketing the front cover. My goal was to generate enough advertising revenue from the rest of the pages to allow me to put a scenic ride photo or shot of a cool bike on the front. I wanted Go FAR to look like a motorcycle magazine, not an advertisement for a business or an event. If you notice the other magazines on the rack, you'll see most of them have a much different business plan for marketing the monthly front page. They do that for a reason, to raise revenue, the fuel that keeps the business wheels turning.

Well, I've got some upgrades planned for Go FAR this year and they require more of that revenue stuff. So the cover of Go FAR is now on the market. The cover package will also include a 2-page inside spread. It's available on a monthly basis and I'm also considering an on-going sponsorship deal for the magazine. Are these options cheap? Not in the least. Are they worth it? Absolutely!

**PUT YOUR BRAND ON  
THIS MAGAZINE! GO FAR  
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