

We Are The Motorcycle Riders Foundation:

The Motorcycle Riders Foundation (MRF) provides leadership at the federal level for states' motorcyclists' rights organizations as well as motorcycle clubs and individual riders. The MRF is chiefly concerned with issues at the national and international levels that impact the freedom and safety of American street motorcyclists. The MRF is committed to being a national advocate for the advancement of motorcycling and its associated lifestyle and works in conjunction with its partners to help educate elected officials and policymakers in Washington and beyond.



**MRF President Represents Riders
At AIMExpo**

Earlier this week, Motorcycle Riders Foundation (MRF) President Kirk “Hardtail” Willard attended the American International Motorcycle Expo (AIMExpo) in Anaheim, CA, the premier powersports trade show in North America that brings together manufacturers, dealers, distributors, and aftermarket leaders from across the motorcycle industry. AIMExpo serves as a central hub for showcasing new products, building business relationships, and discussing the future of motorcycling.

A key highlight of the event was the continued partnership with respected industry figures such as Bob Kay and other leaders in the aftermarket parts community. These relationships are not symbolic; they are working alliances that allow the MRF to coordinate strategy, share intelligence and build coalitions around issues that directly affect riders nationwide.

By being present and engaged, the MRF reinforced its commitment to issues including the Right to Repair and the preservation of the internal combustion engine. These priorities are increasingly under pressure from regulatory trends and shifting technology mandates, and success will only come through cooperation between rider advocates and the businesses that serve them.

Our participation at AIMExpo is a reminder that advocacy does not occur solely in legislative offices. It happens on the show floor, in side meetings, and in ongoing conversations with our partners. The MRF will continue to join forces with industry allies to defend rider freedom and ensure the future of motorcycling remains strong for generations to come.

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About Motorcycle Riders Foundation

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