



WOMEN'S COALITION OF MOTORCYCLISTS

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FOR IMMEDIATE RELEASE:

**THE WOMEN'S COALITION OF MOTORCYCLISTS DATA COLLECTION PROJECT
Surveys to be Released to Women Riders in the USA**

United States - The Women's Coalition of Motorcyclists, Inc. (WCM) embarked on a data collection project in late 2020 that no other powersports entity has attempted to date. We started researching the key challenges that hold women back from becoming and staying avid motorcycle riders. We believe that many potential inhibitors could become targets for systematic improvement with appropriate supporting evidence. No industry analyst has taken on this issue or provided the industry's necessary feedback in a brand-agnostic manner. Our results will be shared with the leaders of the motorcycling industry.

The WCM Coalition At-Large Board (CAB) has identified four (4) topics and is developing a 4-part series of surveys seeking this information. With this announcement, the first two are currently published, and female motorcyclists in North America are encouraged to participate. The collection of the survey data is critical to WCM's ongoing mission of increasing the number of female motorcycle riders in all disciplines and at all levels of the industry. WCM believes that with this data, we can provide the motorcycling industry the information they need to take steps towards helping women become passionate, life-long riders and customers.

The surveys are intended for female motorcyclists within North America. The links are sharable, and sharing is encouraged and appreciated:

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| 1. Motorcycle Rider Training | LINK: https://bit.ly/CABTrainingSurvey |
| 2. Motorcycle Design | LINK: https://bit.ly/CABMotorcycleDesignSurvey |
| 3. Motorcycle Gear and Apparel | LINK: TBD |
| 4. Motorcycle Dealership Operations | LINK: TBD |

Those interested in learning more about this project or other WCM opportunities can email IndustryLiaison@WCM2020.org.

Visit www.wcm2020.org to find out more about WCM, Inc.

WCM's Mission: The WCM will increase the participation of females in all disciplines of motorcycling as it grows the number of motorcyclists overall.