

There's a reason to ride motorcycles.

The dream is to change the ways motorcycling is consumed by riders in advanced and wealthy countries, and change the way riding is viewed by non-riders. And I think we can do it.

This dream is not about telling people to ride this-or-that way...or to experience it using any particular kind or style of motorcycle or equipment.

We all live partly in a world of commerce and materialism. People choose to buy things which support their dreams and values. Almost every marketplace—and those ideas the products within embody—is intensely competitive and crowded. When someone chooses an Aerostich product, it often involves the hope to employ it in ways that advance a dream.

So do we need to be slightly subversive, and support this dream? Yes, if we can...but does it also mean limited growth and little profit? Unknown. It may mean just the opposite. Sometimes this feels like a double-down bet on a new future for motorcycling.

In 1965, if anyone had claimed that mainstream America would soon come to love and appreciate Harleys and 'bikers' as the highest embodiment of mainstream motorcycling, they would have universally been thought completely clueless...it was such a preposterous idea.

Yet twenty five years later that was exactly what was happening. The paradox is that motorcycling in wealthy advanced countries is inseparably both a slightly subversive yet societally beneficial activity. We can own that. We can ride it.

We can show that riding can be accomplished without hubris. We can show beyond question that the slightly subversive act of riding a motorcycle or scooter produces socially positive results. We can each teach that. We can prove it.

We want reform...the kind of cultural change that rebukes the 'what is'. The world is ready and open to the changes we dream of bringing to motorcycling. Harley Davidson's mainstreaming, conflating and co-opting of 'outlaw-ness' opened a door. By enshrining and accepting that value-shift, riders thoroughly rebuked what had been generally accepted only two decades earlier.

We can do that, too. Right Now. Our purchases and riding activities can rebuke motorcycles being understood and consumed merely as toys, and riding narrowly experienced as another amusement. Riding is a social good. Go forth now. Ride everywhere. Dreams can come true.

—Mr. Subjective, November 2011



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