

# AMERICAN MOTORCYCLIST

JULY 2011

A woman with dark hair, wearing a brown and tan leather motorcycle jacket, is sitting on a dark blue Honda motorcycle. She is holding a white helmet with a black stripe and the word 'SHOEI' on it. The motorcycle has 'HONDA' written on the fuel tank. The background is a dimly lit garage with a neon sign that says 'OPEN' in green. The overall tone is gritty and authentic.

## ALL BIKE ALL THE TIME

Everyday Riders Put Motorcycles First

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THE JOURNAL OF THE **AMA**



# ALL BIKE

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**For Many Riders, Motorcycles Are Tools.  
For Commuting. For Running Errands.  
For Leaving Your Car At Home. For Saving  
Fuel. For Being Green. For Connecting to  
the World. And Even, Some Think, For  
Making You A Better Person.**

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# ALL THE TIME

PEOPLE WHO RIDE to work on motorcycles are different than people who drive to work in cars.

And, arguably, they're better in some fundamental ways.

Just ask former AMA Board Member Andy Goldfine, the guy who gave the world the Aerostich Roadcrafter suit and created "Ride To Work Day," which will be celebrated by motorcyclists the world over on June 20.

"By definition, motorcyclists aren't normal," he says. "The clinical term is 'non-normative,' which means that riding a motorcycle is not the normal choice, because the default in our culture is cars."

The beauty, though, is that the choice to ride makes all the difference.

"It makes your life richer and better to be on a motorcycle, and ride anywhere you would otherwise be driving," Goldfine says. It's good on many levels. It's good for you, and the people around you. It's better for traffic flow. It's better on the environment. It makes you a stronger, better and more impactful person. It's a win-win-win."

For some, motorcycling is a passion that, by necessity or design, fits in around other things in life. For others, though, motorcycling borders

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## RIDE TO WORK DAY

BE A PART OF THE MOVEMENT ON JUNE 20

IT ALL STARTED with a tongue-in-cheek slogan.

Instead of the classic "Ride to Live, Live to Ride," Goldfine turned the saying on its end for a t-shirt that said, "Work to Ride, Ride to Work."

Aside from being funny and selling well in his Aerostich catalog, it captured the essence of utility riding so well that some friends at *Motorcycle Consumer News* magazine, Fred Rau and Patty Carpenter, urged him to call for a national Ride to Work Day.

Goldfine picked a day, started

publicizing it in his publications and enlisted the help of motorcycle magazines.

"It really started as a grassroots advocacy ad-hoc thing," he says. "10 years later, the Internet came along, and I started a website. It's taken off, and people now do it all over the world."

The idea, he says, is extremely simple: Get people to ride to work. Aside from being fun and a show of solidarity among motorcyclists, the movement helps show the public and politicians that motorcyclists—and

motorcycles—matter.

Along the way, it became a national cause, and in recent years with backing by the world motorcycling body, the Federation Internationale de Motocyclisme (FIM), it's gone global.

"It's hard to measure, but it's possible that it's the largest motorcycle event in the world," Goldfine says. "There could be more than 1 million people doing it."

This year's observance of Ride To Work Day will be the 20th annual event. See you on the road June 20!

Photo: Derek Montgomery





Photo: Justin Monicella

**“A car isn’t for me anymore. I ride and race motorcycles. It’s just who I’ve become. I don’t know if I’ll ever go back.”**

— Rebecca Berneck

on religion. For them, the motorcycle is the first choice in the garage nearly all the time.

While there’s no right way to be a motorcyclist, utility riders tend to approach the world a little differently. And they tend to come away from the choice to be daily riders with a viewpoint that’s just a little different than car drivers.

Here’s a look at three people who have made that choice in a big way.

### Ride To Work Evangelist

You’d have to look pretty hard to find a more dedicated daily motorcyclist than Andy Goldfine.

A rider since he was 13, he converted his love for all things two-wheeled into one of motorcycling’s most well-known mail-order companies, RiderWearHouse. His Aerostich suit, which debuted in the 1980s as the first mass-market textile riding suit, created a new category of riding gear that other companies are still chasing today.

But in many ways, the successful company Goldfine created is merely an outgrowth of his passion, which is riding a motorcycle as much as possible. That means riding to work, even in the dead of a Duluth, Minn., winter. It means running errands on a motorcycle. Lunch meetings, pleasure riding. Thousand-mile round-trip business trips to Chicago.

In fact, it means doing nearly everything on a motorcycle. Goldfine does own a car, but he estimates he puts only a few thousand miles a year on it, usually for long-distance winter trips. The rest of the time, he’s on a bike.

Doing that, he says, requires making a choice. And the easiest choice is to commit to riding to work on a regular basis.

“Commuting is the number one way to use your motorcycle more,” he says. “The playful aspect of motorcycling takes care of itself. The vacations and Saturday rides are things you want to do.

“To make riding to work really successful, you have to make a decision that you’re going to do it. You have to decide, ‘I want to do this; I want this to be a part of my life’ and execute on that,” he says. “Then you find ways to do what it takes to handle all the logistical considerations, and the financial considerations, and you just do it.”

The obstacles—rain, cold, heat, the need to wear work clothes, the logistics of carrying things like groceries and more—can seem large. But Goldfine suggests that you just break them down.

First off, he says, you have to set your bike up for the commute. A Honda Gold Wing, for example, may not be the best commuter for downtown San Francisco, though it would be perfect if you commuted between San Antonio and Austin in Texas. A short, in-town commute would be perfect for a budget bike or a scooter.

You must also budget for the proper gear. If you’re riding every day, consider whether you must arrive at work or do your errands in work attire. In other words, evaluate for your particular circumstances.

“If you’re in a hostile riding environment like Los Angeles, and you’re on the freeway, then good protective clothing and everything is important,” he notes. “If you’re in a more benign traffic environment like Duluth, you can probably ride all your life in jeans and a jacket.”

The need to wear work clothes can be challenging, though simple things like leaving a pair of extra shoes at work, so you can change out of your boots, can certainly help. In Goldfine’s case, though, the work-clothes dilemma is exactly what set him on the path of creating what he considered to be the ultimate commuter suit: the Aerostich Roadcrafter.

Nearly every part of the suit that made Goldfine and Aerostich

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