

# DEALERNEWS

DN 2.0 #12



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COLUMBUS, OH

2024

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# RIDES4FUN

## Bring The Industry Together For Fun!

By Robin Hartfiel

When we first met motorcycle entrepreneur Fred Bramblett, it was at the *Dealernews* Dealer Expo in Cincinnati. He and Scott Summers were talking about racing a Honda XR600 in the woods. Remember this was when the trade show was still in Cinci, long before the 4-Stroke revolution! Fred has the ability to suss out what's next in terms of talent when his OMS Sports group managed luminaries like Ben Bostrom, Chad Reed, Chris Carr, Paul Whilby and many others) and Race Teams, including American Honda, Yamaha of Troy, Austin Ducati. He also masterminded product lines like Berik Boots and others. Then it stopped being fun and Fred left the industry... but once you are a made man, it can be hard to leave...

"I took a break from the industry about 2010," notes Bramblett. "After some volunteer work, I recognized I missed the industry and made the decision to launch an event company in late 2023." But instead of business, his new venture is entirely for fun... literally. The new operation is Rides4Fun... and it lives up to the name.

"My company Rides4Fun is focused on hosting BMW MOA Getaway events. Going into 2025 we want to bring in more of a B2B element." But first a look at the current numbers. "For 2024 our events were attended by riders from 23 states, the District of Columbia and Canada. While our marketing partner is the BMW MOA all brands are invited and no memberships are required. Our guests rode 13 different brands of motorcycles during our 2024 events."

For 2025 our schedule has grown to five events in four states (see sidebar). We offer the perfect mix of traditional street, cruiser, sport, touring and adventure style riders allowing our marketing partners to reach


nearly every brand and style of rider. Our current marketing partner list goes from Alpinestars boots/clothing to ZTechnik windshields, with many more in between."

A couple of dealers have been early adapters/beta testers Fred is quick to recognize their contributions. "My local Dealership is Louisville BMW. The general manager is James Morgan — James has been an excellent support of Rides4Fun events. I also have a Mike Harker that is involved with another dealership Swope Powersports that has attended my Rides4Fun events. The dealership is a KTM, Ducati, Triumph & Aprilia store in Louisville, KY."



So what is the B2B/Dealer hook here for next year? "Every year OEM's/Accessory Manufacturers/Dealerships spend millions of dollars when combined to help cause the decision that results in a product purchase. After spending all the dollars for branding/marketing there is often nearly zero follow-up with the customer. Everyone knows it is expensive and difficult to procure a new customer. It is much less difficult to maintain an existing customer and keep them riding and enjoying the product they purchased.

"Various leaders in the powersports industry can often be heard saying they wish they could experience brand loyalty and engage with their customers in the same way Harley-Davidson does. Guess what? It is not rocket science. The OEM that does the most support of local and regional riding opportunities is Harley, with their support of HOG."

Even though it is Rides4Fun, Fred still applies his by-the-numbers analysis to the project. 



# BREAKING IT DOWN

## Who Are Our Customers?

Our customer demographic is predominantly male, in their early 50s, owning an average of 2.5 motorcycles, and covering over 11,000 miles annually. They are highly connected, with 88% using email, and boast an impressive 26 years of riding experience. They have a household income of just over \$96,000, 94% have some and/or earned college degrees, they attend 3 or more motorcycle events per year, and they spend 22 nights a year either in hotels or camping away from home.

## Spending Habits

In the previous year, 63% of our customers invested in helmets, 83% in apparel, 29% in GPS units, 32% in luggage and 28% in audio/communication equipment.

## Engagement Beyond Events

When not attending Rides4Fun events, our customers actively participate in their local riding communities. They consistently support dealers and serve as influential figures among their peers, significantly impacting other's purchase decisions. Many are dedicated volunteers in leadership roles within local riding clubs. 72% do some of the maintenance on their motorcycle.

## Strategic Event Locations

Our commitment to delivering value to marketing partners starts with careful event location selection. For instance, our Pine Mountain State Resort Park event in Kentucky is strategically situated within a

day's enjoyable ride of 10 states, boasting over 2.4 million street-registered motorcycles. These states include major population centers such as Louisville, Nashville, Atlanta, Charlotte, Cincinnati, Indianapolis, Greensburg, Roanoke, and Huntsville. Similarly, our Breaks Interstate Park event in VA expands this reach to include additional population centers like Washington DC, Raleigh, Virginia Beach, and Greensboro.

## Understanding The Market

Recognizing the industry and customer landscape, we acknowledge that there are approximately 11.3 million motorcycles owned in America. Of these, 86% (approximately 9.9 million) are street-licensed motorcycles, making the street-licensed motorcycle market approximately 8 ½ times larger than the off-road motorcycle market. Despite this, some companies allocate 90% of their marketing budget to off-road sponsorship opportunities. Our goal with Rides4Fun is to provide a reliable marketing option, bridging the gap and offering companies exposure to the street and adventure customer base.

## Building Relationships

Our relationship with partners extends beyond events. We employ effective contact harvesting through our events, series website, and social media channels. Our targeted event email blasts reach motorcycle riding influencers in the Southeast, Mid-Atlantic, Northeast and Midwest.

## Join Our Growing Team

Proudly associated with industry leaders such as REVER, BMW MOA, Alpinestars, OGIO Luggage, Dunlop, DP Brakes, Aerostich, Motion Pro, Helmet House (Tourmaster), Cardo, Torch Eyewear, ZTechnik, Continental, Sky-Med. RoadRunner Motorcycle Touring/Travel and Backroads of Appalachia, Rides4Fun invites you to join our expanding team of industry-leading companies. Allow us to assist you in delivering your message to customers, and reaching your marketing goals. 📧





# 2025 AND BEYOND!

After the success of its sold-out weekend riding retreats this year, Rides4Fun has expanded the schedule of events for 2025. The series will bring incredible motorcycle adventures to five breathtaking locations across four states. Riders of all brands are encouraged to join in on the fun.

"We got great feedback from the riders who joined us for the events held in April and September of this year," said Rides4Fun Owner Fred Bramblett. "We offer numerous opportunities for guests to enjoy the weekend, both on and off the bike. In addition to quality lodging and dining, we provide our guests with several street and big-bike friendly adventure routes to choose from."

### 2025 Events:

**April 25-27:** MOA Getaway at Breaks, Breaks Interstate Park - Breaks, VA

**May 16-18:** MOA Getaway at Buckhorn Lake, Buckhorn Lake State Resort Park - Buckhorn, KY


**August 15-17:** MOA Getaway at Pipestem, Pipestem State Park - Pipestem, WV

**September 12-14:** MOA Getaway at Pine Mountain, Pine Mountain State Resort Park - Pineville, KY

**October 3-5:** MOA Getaway at Unicoi, Unicoi State Park - Helen, GA

"I'm looking forward to once again sharing all that Appalachia has to offer with my fellow riders," Bramblett adds. "Rides4Fun events are not only fun, but they help support local economies in rural areas. Our series partner Backroads of Appalachia is also dedicated to that cause."




2025  
*events*

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Rides4Fun offers motorcyclists a curated event experience through a partnership with REVER to simplify and increase the enjoyment of the trip to the event destination and back. Plus, select vendors will be onsite to interact with guests after they ride some of the best roads in the region.

Click here for more details:  
[www.Rides4FunSeries.com](http://www.Rides4FunSeries.com) 