

Bald Eagle News

It's Almost Time!

It is almost that time again. Time to fire up your bike and go out on the ride you have been waiting so long to do. I don't think we could be more excited here at Bald Eagle Harley-Davidson for this upcoming riding season. We have been preparing for the upcoming season in many ways.

For starters we have increased our staff to better serve you. Jon Pietila joined us in the Sales Department and is ready and eager to help set you up with the bike of your dreams.

Over in the Motorclothes Department we have double our staff. We now have three new associates to help set you up in the best riding gear out there. A new face to us but well known to you, Sharon Stocking has been riding for several years. She knows first hand the importance of safe and functional riding gear. Also in Motorclothes we have Ashley Grossoehme and Ashley Harris. They will be around all summer to help get you ready for riding.

Back in the family is Brent Chapman. Brent

has returned to Bald Eagle. He is anxious to get working on your ride and keeping you riding all summer long.

Along with our new staff members, we have many events going on this year. You may have heard of some events and others could be new. Either way it is always a good time getting together with groups of friends during the summer.



Events

-April is "Check Your Helmet Month"! See back page for details.

-Grill Promotion going on now until April 15, 2009

-April 15, 2009 Dinner Ride/Meeting Venice Supper Club (Ishpeming)

-April 22, 2009 Dinner/Meeting Up North Lodge (Gwinn)

-April 29, 2009 Dinner/Meeting Cross Roads Bar (Sands)

**“April
Showers,
Brings
May
RIDING!”**

April Showers

April showers, not such a bad thing. The rain is mother nature’s way of saying, “Okay, it’s time to RIDE!” The salt and sand from the long winter is washed away and our Harley’s are ready to rumble . RIDING SEASON is finally here. I’m all for the four seasons we have up here in Da Great U.P. but I’ve had enough winter!

What types of adventures do you have planned on your Harley this summer? Is this the year you do the long haul? Should you make the trek to that rally you’ve heard so much about?

Maybe you just want to go out and smoke by your buddies.

Well, whatever it is, come on in. Let us know what your looking for.

Is your seat not quite comfortable on that long haul? Are you bars not in the right position? Does it seem like you can never pack the stuff you need when taking a trip? Does your bike not glisten quite the way you would like it too? Lastly, do you not pee your pants when you twist that sucker?

Well that is what we are here for at Bald Eagle, to make your bike right for you.

If you are not 100% satisfied with your ride, let us know. Remember, we ride too. So when you are in need of something, we have probably been there needing that too. We will work with your budget and schedule to get you to your destination, wherever it may be.

Get out and enjoy the season.

Ride On!

David Z.

Big Changes At BEHD

We are undergoing some BIG changes here at Bald Eagle. I guess you could say we are getting a face lift.

The Motorclothes department will go through the most changes. We are adding onto the cash wrap and closing in some of the windows to give us more wall space.

In the Service area we are adding a Service Consultant Station.

We are undergoing all of these changes in order to serve you better. Stop in and see all of the new additions!

Researcher: Riding Cycles Improves Brain Function

Publish date: Mar 4, 2009

A Japanese neuroscientist working in conjunction with Yamaha Motor Co. Ltd. says he believes riding motorcycles helps riders invigorate brain function.

Tohoku University's Ryuta Kawashima, the scientist behind "Brain Training" computer software available on the Nintendo DS, said his research team and Yamaha conducted a string of experiments involving 21 middle-aged men riding motorcycles and found their brains' prefrontal areas activated. The area covers memory, information processing and concentration func-

tions.

A second experiment involved 22 men in their 40s and 50s who held motorcycle licenses but had not operated a cycle for at least a decade. They were randomly split into two groups, with one asked to resume riding motorcycles in everyday life for two months, and another that kept using bicycles or cars. Kawashima says research showed the motorcycle-riding team demonstrated improvements in memory, space recognition and other functions of the prefrontal area.

"I think we made an interesting stir here as data showed you can improve your mental condition simply by using motorbikes to commute," Kawashima told the AFP news service. "Our final conclusion is that riding motorcycles can lead to smart ageing."

In 2003, Kawashima authored *Train Your Brain: 60 Days to a Better Brain*, which was a great success in Japan. An English language version of the book was released in 2007 by publisher Penguin Books.

"And all this time we thought it is was just fun!"

This is in response to a New York Times article that said, “Harley-Davidson is on its way out!” “No Way!” says Jim Ziemer, CEO H-D Motor Co. His letter is below.

**YOU CAN FILE
OUR OBITUARY
WHERE THE
SUN DON'T
SHINE**

**IT'S TIMES LIKE THESE THAT RAISE THE
IMPORTANT QUESTIONS. DO YOU COWER, OR
DO YOU LIVE FREE. DO YOU SUCCUMB TO FEAR
AND DOUBT, OR DO YOU SEIZE THE THROTTLE
AND GIVE IT A FEARLESS TWIST FORWARD.
FROM WHERE WE SIT IN THE SADDLE,
WE SEE AMERICAN COMPANIES AND**

**GOOD OLD AMERICAN INGENUITY WRENCHING THE LIFE BACK INTO THIS
ECONOMY OF OURS. THE PEOPLE ROLLING UP THEIR SLEEVES AND
GETTING IT DONE ARE THE SAME ONES THAT RIDE OUR MOTORCYCLES,
AND YOU'LL FIND THEM WEARING BLUE COLLARS, WHITE COLLARS,
PINK COLLARS OR NO COLLAR AT ALL. WE'RE PROUD TO COUNT OURSELVES
AMONG THEM. MAYBE YOU'RE READY TO FEEL THE SAME WAY.**



SCREW IT. LET'S RIDE.

AVAILABLE AT WWW.H-D.COM/LETSRIDE

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WE RIDE WITH
YOU

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Check Your Helmet! During “Check Your Helmet Month”

One of the most important parts of riding gear is the helmet. Whether you choose to ride with a full face, $\frac{3}{4}$ or half helmet there are a few things you need to know. First thing, everyone should replace their helmets about every 3 to 5 years depending on the use. The reason for this is, glues, resins and other helmet materials break down over time, and hair oils, sweat, cosmetics and the sun's UV rays can add to helmet deterioration. Another thing to keep in mind with your helmet is that a helmet is designed for only ONE impact. If a helmet is dropped or suffers any impact, it should be replaced immediately. Any impacts may fracture the outer shell or compress the impact-absorbing liner. Lastly never use, expose or store helmets around insect repellent, gasoline, cleaning fluids, exhaust fumes or excessive heat. These factors can result in the degradation of helmet materials and protective components though the damage may not be visible.