



Monthly Newsletter to the Midwest **VJMC** Community

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This is a newsletter covering what is going on in the Midwest with our VJMC friends. Please send us your events, activities, or interesting stories. We will keep you informed about the above topics and want to see our region grow. Please pass this newsletter to any of your friends and let's build a community. Any correspondence will be kept private and no information will be given out without your permission.

December 2022 Edition:

Buddy Walton: We are working on our 2023 events.

Mark Bayer: The Impact of the Japanese Motorcycle in America!

Moving from 2022 to 2023: 2022 has been a very good year to get back in the groove with well attended shows, and great weather for every one of them!

Looking forward to 2023, our club has already started to mark the calendar dates for shows, events, meetings and rides in the upcoming months. Some changes are in the plans, all with event participants in mind and improved experience at every event. These will be announced in January and we welcome your suggestions and feedback. We will be accepting limited sponsorship roles for the upcoming year, which will allow us more shows with awards, and memorabilia for participants. The annual "Meet in The Middle" show will once again be in July with a new venue to be announced. Shows will run between May and October with several "themes".

Bottom line is besides human volunteer power, it takes some monetary means to accomplish a successful showing at every event.

If you have an interest in sponsorship opportunities with the KCVJMC in 2023 please contact me at email below, we can always work towards mutually beneficial and economical promotional exposure for your company.

Our next meeting will be December 11th, 3pm at Denny's 6887 E Front St,

Kansas City, MO 64120. Hope to see you there!

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The Impact of the Japanese Motorcycle in the US: Most Japanese motorcycle riders are not fully aware of how great the impact of the Japanese motorcycle has been in the U.S. The Japanese brands changed nearly every area of the motorcycle in this country. Sales grew exponentially, reliability was improved to such an extent that service areas were no longer the dominant part of a dealership, and the Japanese motorcycle lifted the sport from being a sub cultural group to becoming mainstream. The motorcycle was no longer seen as a greasy, oil leaking, loud and intimidating machine, but became clean, attractive, and fun. The big question became this: how could four relatively unknown companies which were generally met with disapproval by the existing motorcycle community become the dominant leaders in sales, technology, and competition within a decade? There were some very specific reasons as to how this occurred which cannot be fully answered in several short paragraphs, so I wrote a book about this seismic change. Check all my motorcycle books on Amazon using the name Mark H. Bayer.

The Impact of the Japanese Motorcycle in America

by Mark H. Bayer

