By Alisa Clickenger

WOMEN'S SPORTBIKE RALLY

While it may be true that the numbers of new motorcycle sales are down in recent years, riders' love of the sport is definitely not faltering. More enthusiasts are stepping up each year executing events born out of their passion for riding styles, types of riders and brands. There are more and more "specialty" events supporting niche pockets of rider enthusiasm, and the ultimate benefactor isn't always the attendees. Partnered correctly, motorcycle dealerships can reap significant rewards by associating themselves with an event.

The Women's Sportbike Rally (WSR) isn't a new event. The 2018 iteration was their 13th year on the East Coast, and in 2015 an annual West Coast event was added as well. Rally originators Stephani McIntyre and Kiri Hunter saw a void in the event space and designed a rally for sportbike women... coordinated by sportbike women. The annual three day event offers support to female motorcycle enthusiasts through workshops, group rides, engaging activities and the networking time for riders to learn from staff and other attendees.

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