



A Note From Our Friends At MIJ:

SPRING HAS SPRUNG!

Industry Ramps Up

After one of the longest and coldest winters on record, it looks like Spring has finally sprung. Daytona Bike Week is in the books and the Road Racing, Enduro and GNCC guys are gearing up for their seasons. Now is the time when many dealerships seem to be coming out of hibernation and breaking the hiring freeze. MotorcycleIndustryJobs.com experienced more job postings in February than any other month in our 10 year history... and that was in a short month! March is already on track to do better than February.

Turn Your Passion Into a Career

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- Jobs Emailed To You
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Even if you're not looking for a new career, a new career could be looking for you!

The jobs are definitely out there, but is your resume? Despite the fact that we offer free postings for all job seekers, there is still a rapidly growing demand for motorcycle savvy people. If you

are a student at MMI, PSI, Wyotech or one of the trade schools, now is the time to get the word out. Or perhaps you are already in the industry, but "under-employed" and looking to stretch your wings? Either way, opportunity is knocking.

For those of you thinking that the motorcycle industry jobs are located out of state, you might be surprised to learn exactly where the highest concentrations of motorcycles are and consequently where the greatest opportunities to support the motorcycles in use might be. According to the Department of Transportation there are more than 8.4 million motorcycles registered in the U.S. and in a big surprise, California, Texas and Florida don't even crack the top 10 in terms of motorcycles per capita!

Instead South Dakota and New Hampshire have the greatest penetration of registered motorcycles— one motorcycle per 12 people in South Dakota and one per 17 in New Hampshire. Sure, it helps to have the Sturgis Rally skewing the SD numbers, but Bike Week in Laconia doesn't really explain why there are so many bikes registered in NH.

"Minnesota and the four states that surround it are among the top 10 states in motorcycle ownership per their populations," notes veteran journalist and *Minnesota Motorcycle Monthly* magazine editor Guido Ebert. "In comparison, states often thought of as leading the motorcycle market fall further down the list." In some cases, much further! Despite the year-round riding, Bike Week and Biketoberfest, Florida finished 24th with 33 people for every motorcycle.

"California came in 43rd with 47 people for every registered motorcycle," adds Ebert. Alaska had double the number of motorcycles per person than California! "New York was rated 47th with 56 people for every motorcycle," says Ebert. Check out the attached chart from *Minnesota Motorcycle Monthly* for a breakdown of the top 10. If you happen to already live in motorcycling's heartland, MMM is distributed free at shops throughout the state and online at <http://mnmotorcycle.com>

Rank	State	# of Bikes	Population	People per Bike
1	South Dakota	69,284	816,596	12
2	New Hampshire	79,266	1,316,807	17
3	Iowa	173,929	3,050,202	18
4	Wisconsin	317,278	5,691,659	18
5	Wyoming	30,351	564,554	19
6	North Dakota	32,654	674,629	21
7	Vermont	30,070	625,909	21
8	Montana	46,996	990,958	21
9	Minnesota	240,288	5,310,658	22
10	Alaska	30,983	714,146	23

Now you know dealerships are hiring and where the highest concentrations of motorcycles are, so how do you get to where these opportunities are? Simple, just log-on to MIJ, post your resume and we will get it shared with the potential employers, wherever they may be — 24/7/365. And did we mention it was free to post a resume?

The first step is to register and post your resume. To facilitate this process, MIJ software allows job seekers to build up to five resumes with five distinct cover letters. Use a web application template, upload any type of file, or upload your LinkedIn data. You can also add photos, upload videos, attach files and preview your resume before it gets posted.

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