



IOWA MOTORCYCLE DEALERS ASSOCIATION

motorcycle | ATV | scooter | snowmobile | personal watercraft

December 1st, 2024

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Des Moines

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Dear Motorcycle and Powersport Dealers,

As we are nearing the end of 2024, I hope you and your team are energized and optimistic about the upcoming year. With the election behind us, I think we can all take a deep breath and turn our focus fully back to the road ahead. Regardless of the outcomes, the end of the election season brings stability and renewed opportunities for growth in our industry. This is a pivotal moment for us to come together and gear up for a successful 2025.

2025 presents a fresh chance to reinforce our voice in the upcoming legislation. Our unified advocacy efforts will help drive laws the benefit dealers and riders alike, fostering growth and sustainability for our business.

IMDA's lobbyist Aly DeMoss keeps us informed on any possible legislation that could impact our industry. Along with monitoring legislation, Aly is very proactive working with legislators to help craft potential legislation in a way that makes sense for our dealerships and our riders.

ATV Riders Education and Distracted Driving are just a couple of the current bills that will be on the 2025 agenda. Aly has been having face to face meetings with legislators, attending committee meetings and going to evening fundraisers to advocate for our industry.

The membership support from the dealership network helps fund our efforts to keep you informed, take on legislative issues and promote the Motorcycle and Powersport Industry. With your help, IMDA has been fighting for you since its inception in 1937. If you're currently a member, thank you for your support. If you're not a member, I hope you will consider becoming one to help provide the financial resources needed to continue our efforts on your behalf.

It would be great if you could attend our meetings, but if that isn't possible, we offer the ability to join our meetings virtually. I'm confident that our collective efforts will lead to a successful and prosperous 2025.

Let's make the most of this new chapter and work together to drive our industry forward. Thank you for your continued dedication and commitment to excellence.

Sincerely,

Dan Moellers, IMDA President
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