



IOWA MOTORCYCLE DEALERS ASSOCIATION

motorcycle | ATV | scooter | snowmobile | personal watercraft

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December 9th, 2023

Dear Motorcycle and Powersport Dealers,

I hope the great weather that we have had this fall has helped your business as we close out 2023. Vehicle and parts inventory has seemed to stabilize, but the economy in general has been mixed. We will be entering an election year in 2024 which always makes things interesting.

Many of you have been IMDA Members for years and I want to thank you for your continued support. For those of you who are not IMDA Members, I'm asking you to consider becoming a member. Some of you may not be very familiar with IMDA, so I would like to share our Mission Statement.

"The Iowa Motorcycle Dealer's Association (IMDA) is a group of like-minded business owners whose primary focus is to inform and enhance power sports business and the usage in Iowa as it relates to new and used motor sports dealerships, repair shops, manufacturers, distributors, transporters, and all other related entities doing business within the state of Iowa. We accomplish this through the promotion of safe and responsible ownership and operation of motorcycles, ATV's, UTV's, watercraft, and snowmobiles."

One of the primary objectives of the IMDA is to be your voice in government for our industry. We know that you're busy managing your business which makes it difficult for you to be involved in the legislative process on a regular basis. That's why IMDA has an experienced lobbyist to protect your interest and to ensure that damaging legislation doesn't get passed that would negatively impact your business. On the other hand, IMDA as well as our lobbyist would support legislation that would benefit our industry.

We have been very successful in defeating negative legislation and passing beneficial legislation. We can only do this with your support. Each and every membership adds more power to the motorcycle and powersports industry and allows IMDA to continue working for you. **Your membership helps pay for that voice on Capitol Hill.**

One thing that won't change, is that new legislation will be introduced again in 2024 and IMDA will be there to advocate for the Motorcycle and Powersport Industry.

As we move into 2024, we would love to have you attend our meetings in person, but if that isn't possible, we offer you the ability to join via Zoom. Even if you're not able to attend the meetings, your membership will help provide the financial resources needed to continue our efforts on your behalf.

Sincerely,

Dan Moellers, IMDA President
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