

VIRGINIA MOTORCYCLE DEALERS ASSOCIATION MISSION STATEMENT

The VMDA was formed to assist franchised motorcycle dealers in being professional, successful and profitable through special services, products and programs. The VMDA also takes a very active role in education and legislation to help our members achieve their goals. VMDA programs and goals are determined by the members at regularly scheduled membership meetings, field trips, and legislative receptions.

VISION:

- The VMDA seeks opportunities to help our members, regardless of size or volume, to minimize their cost and maximize their profits.
- Motorcycle owners want reliable products and services. The VMDA helps meet the consumer's high expectations of enjoyable and hassle-free riding.
- The VMDA supports its dealer members in making a substantial contribution to the lives of its, customers, employees, community and the industry.
- The VMDA is an influence in the motorcycle industry and strives to increase its impact.

LEGISLATIVE SUCCESSES:

Since the early 1990s the VMDA has represented its dealers' legislative needs at the local, state and federal levels. Through the services of a professional lobbyist, successes include bills passed in the Virginia General Assembly to:

- 1) assure the dealer full reimbursement for parts under warranty
- 2) update the definition of a motorcycle and a moped (including the allowable moped speed up to 35 mph)
- 3) require mandatory titling for ATVs and dirt bikes over 50cc
- 4) guarantee the buy back by the OEM for parts, special tools and signs, and current year inventory of motorcycles, in the case of involuntary loss of the franchise
- 5) require, in cases of legal disputes with the OEM, mandatory adjudication of the dispute in the state of the franchised dealer, not the state of the OEM

GOALS:

To instill the dealer with the proper tools to ensure growth and prosperity

To provide dealership education and training to maximize overall dealer C.S.I.

To gain purchasing power as a combined dealer association.

Continued representation of franchised motorcycle dealers on the Virginia Governor's Motorcycle Advisory Council, DMV computer updating program, and the National Council of Motorcycle Dealer Associations.