

JANUARY | 2024

## TALK TO US

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# MARK YOUR CALENDARS:

## The Biker Events You Absolutely Can't Miss in 2024

### March 3-10: Daytona Bike Week

Roaring to life in March, Daytona Bike Week brings motorcycling enthusiasts to Daytona Beach, FL. for a week of thrilling camaraderie and events.

### April 3-7: Arizona Bike Week

In April, Arizona Bike Week unfolds in Scottsdale, AZ. offering bikers a sun-soaked experience amidst the scenic desert landscape.

### April 25-28: Laughlin River Run

From April 25-28, the Laughlin River Run takes center stage in Bullhead City, AZ. promising a scenic ride along the river.

### May 5-7: Republic of Texas Biker Rally

May 5-7 marks the Republic of Texas Biker Rally in Austin, TX. enticing bikers with Texan charm and a vibrant atmosphere.

### May 10-19: Myrtle Beach Bike Week Spring Rally 2024

The Myrtle Beach Bike Week Spring Rally kicks off on May 10-19 in Myrtle Beach, SC. offering a coastal ride filled with festivities.

### May 16-19: Tennessee Motorcycles + Music Revival 2024

From May 16-19, in Hurricane Mills, TN. the Tennessee Motorcycles + Music Revival combines the thrill of motorcycles with the rhythm of live music.

### May 24-27: Black Bike Week

Black Bike Week takes over Myrtle Beach, SC. from May 24-27 (Memorial Day Weekend), celebrating diversity within the biker community.

### May 29-June 1: Americade

May 29 to June 1 sees Americade in Lake George, NY. offering a picturesque setting for riders to gather and share their passion.

### June 8-16: Laconia Motorcycle Week

Laconia Motorcycle Week captivates bikers from June 8-16 in Weirs Beach, NH. with its scenic routes and traditional charm.

### August 2-11: Sturgis Motorcycle Rally

The renowned Sturgis Motorcycle Rally in Black Hills, SD. commands attention from August 2-11, attracting riders from far and wide.

### September 18-21: Bikes, Blues + BBQ

In September, Bikes, Blues + BBQ in Rogers, AR. blends motorcycles and savory flavors for a unique gathering.

### October 17-20: Biketoberfest

Biketoberfest in Daytona Beach, FL. from October 17-20, closes the season with a festive atmosphere, rounding off the year's most thrilling motorcycle events!

# MOTORCYCLE BUZZ

## 2024 Zero Motorcycles Unveiled



Zero Motorcycles has recently pulled the wraps off its highly-anticipated 2024 lineup and it's not just an upgrade – it's a revolution! The spotlight shines on three revamped models, each geared to redefine the riding experience. From rookies to road warriors, there's an electric motorcycle for every enthusiast tailored to both needs and budgets.

### Model S: Electrifying Power Boost

Leading the charge is the all-new Model S, boasting a complete makeover with a fresh motor, an upgraded battery pack and a sleek new look. The 14.4kWh battery pack delivers double the capacity of its predecessor, promising an exhilarating ride with a power surge from 46 to 68 hp and a torque jump from 78 to 97 lb. / ft.. Top speed? A thrilling 104 mph..

The claimed ranges are impressive – 154 miles in urban settings, 113 miles in mixed conditions, and 101 miles on the highway. Charging times vary, with a standard household outlet requiring around nine hours, while a 6kW rapid charger can get you to 95 percent in just under an hour and a half.

The chassis specifics are yet to be detailed but expect top-notch components similar to the previous model. The Model S is set to appeal to a broader audience with a reduced seat height of 31 inches. However, the extra battery capacity comes with a weighty addition, now at 492 pounds. Priced at \$14,995, the Model S will be available in a stylish white and silver paint scheme.

### DS Line: Off-Road Thrills

Building on the success of last year's DSR/X adventure bike, Zero introduces two new models in the DS line–

HAVE A LAUGH!



"MY NEW YEAR'S RESOLUTION IS TO THROW CAUTION TO THE WIND, GET BACK TO MY DANGEROUS RISK TAKING WAYS... THIS IS UNLESS MOM SAYS NO."

2024



the DSR and DS. These dual sport wonders feature reinforced chassis, upgraded Gates carbon belt drives and off-road-oriented features for an adrenaline-pumping experience.

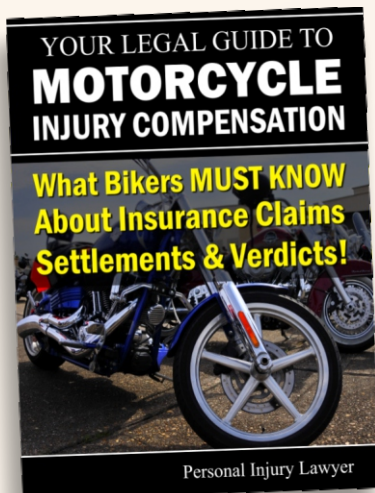
The DSR flaunts a brand-new 15.6kWh battery pack, claiming a city range of 155 miles and a mixed city/highway range of 100 miles. The new 80 hp/144 lb. / ft. motor propels it to a top speed of 104 mph. With a dramatically redesigned appearance, including a large upper fairing and an enclosed cockpit, the DSR is priced at \$19,995 and will be available in silver.

For those seeking the gateway into Zero's dual sport lineup, the all-new DS fits the bill. With a revamped 14.4kWh battery pack and increased power, it promises a city range of 144 miles and a mixed city/highway range of 107 miles, reaching a top speed of 104 mph.. Despite identical seat height to the DSR, the weight increases to 527 pounds due to the larger battery pack. The DS, available in the captivating Quicksand color, comes with a price tag of \$15,995.

### **Global Appeal: Adapting to Licensing Laws**

For riders beyond the US borders, Zero is rolling out models conforming to tiered-licensing laws like A2 (47 hp max). Riders can later upgrade at the dealership to unleash full A3 or A-level performance, aligning with regional rules and progression through the tiers. In certain areas, the Model S and DS are also available in an 11kW configuration.

Gear up, fellow bikers! The 2024 Zero Motorcycles lineup is a testament to the future of electrifying rides. Experience the thrill, embrace the power!



## **Your Legal Guide To MOTORCYCLE INJURY COMPENSATION**

This insider's guide explains how motorcyclists can maximize claims after an accident and avoid expensive mistakes that could devalue their case and cost them tens of thousands of dollars or more. Readers will learn the answers to 11 questions that injured bikers need to ask before they sign any settlement documents with an insurance company.

Read this important legal guide  
BEFORE you are involved in an accident!

[www.NAMIL-LAW.org/Larson](http://www.NAMIL-LAW.org/Larson)



# FEELING LUCKY?

## Enter to Win the **BRAND NEW** 2024 MOTORCYCLE GIVEAWAY SWEEPSTAKES

**Win The Bike of Your Choice, Up To \$20,000!**

Maybe you've got your eye on a custom-built motorcycle or a 2024 Harley; maybe an Indian Scout. Perhaps an all-new electric bike. It's winners' choice, up to \$20,000.00 value. You could be the WINNER!

**Click Here For Your Chance To Win:**  
[www.BikersWin.com/Austin](http://www.BikersWin.com/Austin)

The 2023 Motorcycle Giveaway is sponsored by the National Academy of Motorcycle Injury Lawyers.



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The information included in this newsletter is not intended as a substitute for professional legal advice. For your specific situation, please call the appropriate legal professional.

# Happy New Year!

As we step into 2024, we want to take a moment to extend our warmest wishes to each one of you. The start of the year is a time of fresh beginnings and we are eager to continue our journey with you as your dedicated legal advocates.

At our firm representing motorcyclists is not just a job; it's a passion. We are grateful for the trust you've placed in us and we look forward to another year of standing by your side, ensuring your rights are upheld.

The holiday season has brought joy and reflection and we plan to carry that spirit into the New Year! Your stories and experiences continue to inspire us and we are honored to be part of your community.

May this year bring you beautiful open roads, thrilling adventures and that unmatched feeling of the wind at your back. Here's to 2024: a year that we know will be filled with the thrill of the ride and the promise of new horizons for each one of you!

