



Image and Perception Tools:

How GWRRA is perceived by members:

- **Misconception Number 1:**

“GWRRA has too many rules and too much paperwork.”

- Membership in GWRRA is flexible.
- Members always have the option to choose their level of commitment.
- Rules and paperwork are necessary in any organization - however they are almost exclusively requested of GWRRA Officers. This information can be found in the GWRRA Officer Handbook located on the GWRRA website.

- **Misconception Number 2:**

“GWRRA is only interested in the U.S.”

- GWRRA is actively promoting programs around the world.
- GWRRA Rider Education and University modules are currently available in several languages. Additional multilingual program materials are continually in development.

- **Misconception Number 3:**

“GWRRA is an “Old Peoples Club”.

- GWRRA is not just any group of motorcycle riders.
- Membership in GWRRA is like being adopted into a family. Many members joined GWRRA when they were in their 30's and 40's.
- Members of GWRRA are experienced, family-oriented riders who are committed to our motto, “Friends for Fun, Safety, and Knowledge.”
- We encourage all like-minded riders, no matter what age, to join us!

- **Misconception Number 4:**

“New Members are not really accepted”.

- Members are proud of GWRRA, and welcome new members by:
 - Introducing and welcoming them at rides, get-togethers, and chapter meetings.
 - Making sure they feel included in member activities.
 - Mentor new members who wish to contribute energy and abilities to GWRRA.

How is GWRRA Perceived by Other Riders?

- **Misconception Number 1:**

“GWRRA is an “Old Peoples Club”.

- GWRRA is not just any group of motorcycle riders.
- Membership in GWRRA is like being adopted into a family.
- Many members joined GWRRA when they were in their 30's and 40's. Members of GWRRA are family-oriented riders who are committed to our motto, “Friends for Fun, Safety, and Knowledge.”
- We encourage all like-minded riders, no matter what age, to join us!

- **Misconception Number 2:**

“You can't be a full member if you don't own a Goldwing”

- Not true. Full membership with all privileges in the Goldwing Road Riders Association is open to riders of every type of motorcycle.
 - Provide membership materials.
 - Describe GWRRA membership benefits.
 - Explain the GWRRA motto, “Friends for Fun, Safety, and Knowledge”

How is GWRRA Perceived by the Public?

- **Misconception Number 1:**

“All Motorcycle Riders are Rude, Violent, and Gang Members”

- GWRRA is a family-oriented group of riders. Our motto is, “Friends for Fun, Safety, and Knowledge”.
- GWRRA members come from many walks of life.
- Many members are, or have been, law enforcement, military, and first responders.
- Riders can be mothers, fathers, sons, and daughters.
- Motorcycle riders share a love of riding, and GWRRA wants all riders to be safe on the road.

- **GWRRA members can correct negative perceptions by:**

- Talking to the public about our bikes and explaining GWRRA.

- Participating in community events such as Christmas and Veteran's Day parades.
- Participating in the National Night Out.
- Being a courteous, law abiding rider.
- By distributing and utilizing Motorist Awareness Program materials.
- By acknowledging other motorists while on the road by waving, smiling, nodding.
- Making the "First Contact" of non-members and the public a pleasant experience.

Some misconceptions are out of member control and can only be addressed by advertising on a larger scale than currently employed, by updating GWRRA on the internet, and by continuing and expanding a social media presence.

The good news is GWRRA is viewed favorably by almost all members and non-members. Members are proud of their educational opportunities and the close-knit family atmosphere. Non-members and the public respect the level of experience, beautiful motorcycles, focus on safety, cordiality, and law-abiding attitudes of GWRRA members.