

FLASH
PAGE



SHOT HOG PROJECTS HEALTHY MESSAGE, MILD REVULSION

WORDS: Jeff Karr PHOTOS: Bob Clarke

IRVINE, Calif., Dec. 18—With the economy curled up in a fetal position and racked with a hacking cough, the motorcycle industry is going all-out to preserve what's left of its withering customer base. Thus, a new industry-backed vaccination program is designed to encourage motorcyclists to get the Swine Flu shot. Because healthy motorcyclists ride more, buy more bikes and consume like good capitalist pigs should.

And how better to convey the important vaccination message to low-brow bikers than

with a rolling mascot? After all, didn't we all respond positively to Smokey Bear, McGruff the Crime Dog and Captain Cutaneum by preventing fires, fighting crime and wearing sunscreen?

Scheduled to troll the streets of major motorcycle destinations like Daytona Beach and Sturgis, the Shot Hog puts a whimsical face on the not-all-that-funny H1N1 pandemic. Already beleaguered Harley-Davidson is looking to cash in with a production version. Code-name: Swine Glide. **MC**



MOTORCYCLIST © (ISSN 0027-2205) MARCH 2010, Issue 1356 • Copyright 2010 by Source Interlink Magazines, LLC. All rights reserved. Published monthly by Source Interlink Media, LLC, 261 Madison Avenue, 5th Fl., New York, NY 10016. Periodicals postage paid at New York, NY and at additional mailing offices. Canada Post Publications Mail Agreement No. 40612608. Canada Returns to be sent to Bleuchip International, P.O. Box 25542, London, ON N6C 6B2 Canada. Subscription rates for one year (12 Issues): U.S., APD, FPO and U.S. Possessions \$18; Canada \$30 U.S. funds (price includes surface mail postage and GST—Reg. No. 872093125RT0001). All other countries \$42 U.S. funds per year. For subscription information call 800-800-7433 or 386-447-6318 (internationally) or write to Motorcyclist, P.O. Box 420235, Palm Coast, FL 32142-0235 or e-mail motorcyclist@emailcustomerservice.com. • POSTMASTER: Please send address changes to Motorcyclist, P.O. Box 420235, Palm Coast, FL 32142-0235. • CONTRIBUTIONS: Should be mailed to 831 S. Douglas St., El Segundo, CA 90245. They must be accompanied by return postage and we assume no responsibility for loss or damage thereto. Any material accepted is subject to such revision as is necessary in our sole discretion to meet the requirements of this publication. Upon publication, payment will be made at our current rate, which covers the author's and/or contributor's right, title and interest in and to the material mailed including but not limited to photos, drawings, charts and designs, which shall be considered as text. The act of mailing a manuscript and/or material shall constitute an express warranty by the contributor that the material is original and in no way an infringement upon the rights of others. • CHANGE OF ADDRESS: Six weeks' notice is required to change a subscriber's address. Please give both old and new addresses and label, Mail to Motorcyclist, P.O. Box 420235, Palm Coast, FL 32142-0235. Please include name, address, and phone number on any inquiries.