

Queens Of The Road: Women Motorcyclists Drive New Riding Designs



Photo credit: EL3 Productions

One in every five motorcycle enthusiasts is a woman these days.

(NAPSA)—The number of female motorcycle riders are on the rise. In growing numbers, millennial women riders all across the country are driving a demand for better riding gear. These motorcycling enthusiasts are leaving their days as passengers in the dust, ushering in a new era of biker style.

According to a recent national survey by the Motorcycle Industry Council in 2018, women represent almost 20 percent of motorcycle owners, a marked increase from the 8 percent reported just 10 years ago.

With this demographic change, protective riding gear and accessories—and especially helmets, jackets and riding boots—are getting a second look by major brands. More and more, as motorcycle-savvy brands pick up on the trend, they're creating riding gear designed for the anatomy and unique fit needs of the female rider.

Wolverine Worldwide, the manufacturer of Harley-Davidson® footwear and performance riding boots and shoes, has seen an impressive sales surge in women-specific riding boots in recent years.

“From 2016 to 2018 we saw women’s riding boot sales jump by 40 percent,” said Jenna Ludeman, Wolverine’s marketing manager for the Harley-Davidson® product line. “It’s clear to us that women are getting out to ride on their own and their adventures require riding footwear that provides performance, protection and a comfortable fit designed just for them.”

Recent materials innovations and the advances in performance technologies have created this next generation of performance riding footwear. Today’s riding styles incorporate materials that help to keep feet cooler in direct sunlight, dryer in rain and snow and, in some cases, better protected from impact.

For those looking for a style that transitions well from the open road to the city streets, women riders now have options including riding sneakers like the new

Harley-Davidson® women’s Mackey, a waterproof riding sneaker featuring XRD® Impact Protection, a lightweight and flexible open-cell foam material that provides extreme impact protection.



Photo credit: Harley-Davidson Footwear

For women riders looking for a more traditional riding style, the Harley-Davidson Brinser engineer boot is also rich with modern performance features. Waterproof full-grain leather helps in the wet conditions and a cooling mesh lining and TFL COOL SYSTEM® technology act to reflect the sun’s rays and ultimately keep the inside of the boot up to 54° cooler than traditional leather.



Photo credit: Harley-Davidson Footwear

“Today’s female riders are connecting with the sense of adventure and community that motorcycling naturally brings,” said Ludeman. “And we’re interested in connecting the rider to a better riding product for a better riding experience.”