



## **Women & Motorcycles - A New Shape To The Industry**

*Women are changing the way motorcycle manufacturers are making their bikes.*

([PRWEB](#)) June 26, 2004 -- A revolution in the world of motorcycles is taking place as more money and more women begin to hit the open road in droves. And, as demographics shift so do the attitudes and aesthetics of the sport. Leading the way in the new wave of biking is Diane Howells. With her long blond hair and classic good looks, the 32-year old Vermont native is helping elevate the motorcycle lifestyle to a new level.

Howells has spent the last ten years of her life defying the testosterone-driven and often unapproachable image of biking. Since 1999, her Motorcycle Safety School has trained over 8,000 students, growing to become the largest safety school in New York State and the only one to be owned and operated entirely by a woman. She contributes her success to the change in attitude among riders, and the different approach she has taken. Without the intimidation so many other schools have, she has been able to open up new markets, and introduce men and women of all backgrounds to motorcycles as they become more mainstream.

And with this change, comes a change to biker chic. Gone are the days of chaps and bulky leather jackets. To meet the demand of today's new motorcycle enthusiast, biker apparel is matching the freedom, diversity and fun promoted by Howells. This marriage of style and function results in an exciting new dimension in motorcycle gear. Though still hard-wearing and reliable, the new form fitting designs, racy colors and advanced, breathable fabrics make the fashion trend perfect for both riding and every day use.

Fashion houses have already caught onto the same trend Diane discovered as designers like Diesel and D&G fill their showrooms with biker inspired wear. But unlike the designer lines, the clothing now being offered by such companies as BMW and Ducati are real. Not only do they offer style but provide function and increased versatility.

But most importantly, this new fashion mirrors the goals Howells set for herself when first starting her Motorcycle Safety School five years ago. In a traditionally male-dominated arena, she has helped pave the way for new generations of men and women from all walks of life to enjoy the motorcycle lifestyle.

Howells continues to hold classes at three locations in Brooklyn, Ulster County, and New Jersey, generating the attention of such media and news outlets as The New York Times, NY Post, ABC Eyewitness News, WB News and many more.

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