

AUTOMOTIVE PUBLICATION OF The Baily Star

WORLD MOTORCYCLE DAY 2023

Embrace the spirit of ADVENTUR

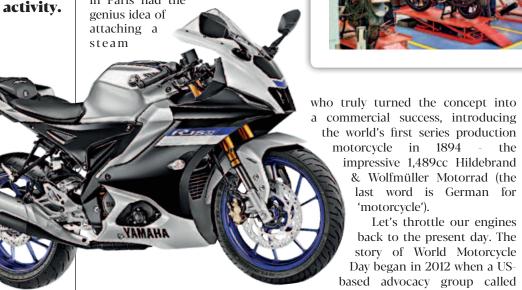
Remember, adventures are best enjoyed with company. Team up with your fellow two-wheeled enthusiasts, and if you're lucky enough to be part of a motorcycle club like the Yamaha Riders Club, turn it into a club

R.A. HAQ

Rev up your engines, folks, because World Motorcycle Day 2023 is here. It's time to saddle up your iron horse and hit the road. Celebrated on June 21, the longest day of the year, this global event is a celebration of the joy and freedom that motorcycles bring to our lives. Whether you're a die-hard biker or a part of the industry, this day is for

HOW IT BEGAN

Before we talk about the day let's take a ride down memory lane and explore the origins of motorcycles. Back in 1860, a chap named Pierre Michaux in Paris had the



the world's first series production motorcycle in 1894 impressive 1,489cc Hildebrand & Wolfmüller Motorrad (the last word is German for 'motorcycle').

not exactly practical. The

first motorcycle powered by good old-

fashioned dino juice made its debut

in 1885, thanks to one Edward Butler

Let's throttle our engines back to the present day. The story of World Motorcycle GO ON A ROAD TRIP Day began in 2012 when a US-RideToWork.org came up with

who truly turned the concept into adventure'. This theme encourages riders to embark on epic road trips, seek out hidden trails, or even just take a different route to work. It's all about embracing the freedom and exploration that only a motorcycle can offer.

Since then, it has grown into a global

phenomenon, captivating motorcycle

Each year, the day revolves around

communities around the world.

engine to a bicycle. the day to promote motorcycles for

It was a bold move, but both transportation and leisure.

from England. However, much like a specific theme, and for 2023, it's

the automobile, it was the Germans all about 'embracing the spirit of

If you want to make this year's World Motorcycle Day truly unforgettable, especially in Bangladesh, here are some suggestions to consider.

ADVENTURE

based advocacy group called First off, it's time to hit the road. Embrace the spirit of adventure by

planning an exhilarating

trip. Wake up at the crack of dawn, gear up, and hop on your bike to conquer the open roads. Whether it's a ride on the 300 Feet expressway or an epic journey to the Padma Bridge, make the most of the experience.

Remember, adventures are best enjoyed with company. Team up with your fellow two-wheeled enthusiasts, and if you're lucky enough to be part of a motorcycle club like the Yamaha Riders Club, turn it into a club activity. There are enthusiasts always itching for an adventure, so gather your likeminded club members and let the thrill begin.

TREAT YOUR BIKE TO **QUALITY SERVICE**

If a long-distance journey isn't in the cards, whether due to unpredictable weather or perennial Dhaka traffic, always longed for.

don't worry. Treat your bike to a top-notch service

instead. Maybe if you own a Yamaha, better take it to one of their worldclass service centres and give it the love and care it deserves, ensuring it's in tip-top shape for future rides. A well-maintained bike is a happy bike, and a happy bike means an even happier rider.

PULL THE TRIGGER AND **GET YOUR DREAM BIKE**

Lastly, if you don't have a bike, or have been dreaming of owning your ultimate two-wheeled beauty, now is the time to make it happen. Take the leap and invest in your dream bike. There is no better way to celebrate World Motorcycle Day than by bringing your dream to life and hitting the road on the machine you have

