



Introducing SoCal Rider Coalition (SCRC)

According to August 2023 reports by [The Insurance Institute for Highway Safety](#) and the [CA Department of Motor Vehicles](#), there are **460,734** registered motorcycles in the SoCal region broken down by county: **Los Angeles - 166,789** **San Diego - 95,512**, **Orange - 63,737**, **Riverside - 55,095**, **San Bernardino - 49,046**, **Ventura - 25,108**, **Santa Barbara - 123,447**, and **Imperial - 3,593**. Yet, most SoCal cycle events tend to only attract a fraction of those riders to events.

Based on 10-year August 2023 growth stats observed (5% average growth), the number of registered motorcycles in SoCal will reach over 483,305 in 2024. SCRC offers an exciting opportunity for you to join an organized motorcycle coalition that fund-raises for great causes while increasing your brand exposure and awareness within the SoCal Rider demographic.

[The SoCal Rider Coalition \(SCRC\)](#) and its Rider and Member Cards offer extensive benefits to all participants. **SCRC is not just another organization; it's a recognized 501c3 nonprofit coalition (charity)** comprising SoCal riders, cycle community stakeholders, and demographically aligned businesses such as apparel brands, parts suppliers, clubs, venues, influencers, event promoters, food vendors and more who collaborate to raise funds for worthy charitable causes and engage in positive initiatives that do great deeds within the SoCal cycle community.

At its core, the SCRC Rider & Member Cards serve as a catalyst for developing and registering riders and demographically aligned businesses in a robust marketing database. Through the distribution & registration of SCRC Cards, SCRC is building a powerful targeted resource designed to foster better communication, organization, collaboration, and mutual benefits among members.



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From arranging meetings to fund-raising for charitable causes, promoting benefit events & rides, and offering member-exclusive discounts, SCRC, via distribution and registration of its Rider & Member Cards help grow and maintain an active pool of member contact information in a secure database which SCRC deploys to promote sanctioned SCRC events.



Our marketing databases include:

- A rapidly growing active pool of registered SCRC Members, stretching across various SoCal Counties (150 strong today & growing!). This facilitates efficient communication for organizing meetings, collaborating on future ride and event dates, and establishing an active pool of vendors and sponsors for member events. Additionally, it allows members to access exclusive discounts and benefits with fellow SCRC members.
- An extensive rapidly growing current database of SCRC Riders from across eight different SoCal Counties (1,500 strong today & growing!). This enables easy electronic communication via text & email for SCRC ride and event announcements or SCRC Member brand marketing, i.e., exclusive (approved) SCRC Member/Rider offers, discounts, events, etc..

The kind of brand exposure and buzz SCRC offers cannot be achieved by one company alone. In just the last 90 days we achieved an astounding 251,200% growth across our social media channels, generating an impressive 1.8 million reel views, reaching a vast audience of 460,000 SoCal cycle community user accounts, with an overwhelming 97.3% of our followers hailing from the USA.

Moreover, our influence is ingrained in the SoCal counties of San Diego, Los Angeles, Long Beach, Orange County, Riverside, San Bernardino, Santa Barbara, Ventura, and Imperial, where 65% of our followers call home. We're reaching the heart of the SoCal cycle scene demographic, with 40.5% of our followers aged 25-34, 27% aged 35-44, and 19.5% aged 45-54, and our diversity and inclusivity is reflected in our followers, comprising 78% male and 22% female.

SCRC has a grand vision for the future, including hosting events like San Diego Bike Week, organizing large-scale cycle rallies like Sturgis and Daytona, and planning large-scale SoCal music festivals akin to Coachella or Stagecoach. With SCRC's database of SoCal Riders, its extensive reach, and its focus on creating transformative events, participants can expect a significant impact on the SoCal cycle scene far beyond what they could achieve independently.

If this sounds like something you want to be a part of use the button below to submit your request to join SCRC as a Member today and be a part of SCRC's revolutionary initiative that will drive more riders to events, create larger scale, better-organized events, raise more funds for great causes, build your brand awareness and make a lasting impression on the SoCal cycle community!

