

The motorcycle industry is dying

By Kyle Stock, Bloomberg

For Fed Pacheco, it was a long journey from motocurious to motorcyclist.

There was a ride years ago in Texas on his uncle's Suzuki Boulevard, not long after Pacheco had emigrated from Venezuela. A few years later, he decided to take a riding course and got his motorcycle license, though he still didn't pull the trigger. But when Honda unveiled its new Rebel 500 in November, the 27-year-old finally went all in.

Pacheco traced one of the first Rebels on the market to a dealership in New Jersey, walked in and paid \$6,800 on the spot. The bike was still in its shipping box. With a starting price of \$6,000, Honda's Rebel 500 is aimed at younger, first-time riders.

Honda's Rebel is the latest entry in a parade of new bikes designed for first-time riders; almost every company in the motorcycle industry has scrambled to make one.

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