



CUSTOM BIKE ASSOCIATION

THE CBA CHARTER SPONSORSHIP

Serving the Needs and Interests of Builders
and Enthusiasts Worldwide.

CBA FREQUENTLY ASKED QUESTIONS

1. WHEN WILL THE CBA OFFICIALLY LAUNCH?

The CBA will officially launch at its first sanctioned event, the 2008 Metzeler Custom Bike Contest in Sturgis. The next few months will be spent finalizing the CBA website, compiling the standardized judging regulations, cementing the builder certification and dealer accreditation processes and putting in place the many behind-the-scenes factors that are integral to the start-up of a new organization.

2. WHAT EXACTLY IS THE CBA?

The Custom Bike Association (CBA) is a not-for-profit organization dedicated to serving the specific needs and interests of the custom V-twin community.

The primary goal of the CBA is to establish a standardized education and certification process based on universally accepted specifications and standards. This accreditation system will increase the knowledge base of the entire industry and elevate its image to one of informed, dedicated professionals. The CBA will also be a tireless promoter of all V-twin sectors: manufacturers, dealers, riders and, of course, builders.

3. WHO FOUNDED THE CBA?

A recent collaboration of industry insiders and top builders overwhelmingly recognized the need for a centralized, standardization- and education-focused organization within their industry. The result of these meetings became the CBA.

In addition to co-founders Robert Hudepohl and Tim DeMirjian, proponents of the CBA include building legends like Eddie Trotta, Paul Cox, Aaron Greene, Donnie Smith, Dave Perewitz and Matt Hotch, as well as respected industry journalist Chris Maida

4. WHAT ARE THE DIFFERENT MEMBERSHIP LEVELS?

Social

A Social level membership allows anyone with an interest in the custom bike industry to join the CBA and show their support for one of the most unique industries in the motorcycle world. While social members are not allowed access to more in-depth, industry-specific privileges, they will enjoy basic access to the CBA website along with a host of services designed specifically for the custom bike enthusiast.

Associate

In addition to receiving all of the Social level benefits, Associate level members enjoy access to the entire range of CBA services. From certification and accreditation programs to toolsets (e.g., locators and calendars), business services, discounts and more, Associate members can take advantage of every exciting program the CBA offers their particular sector.

5. I'M NOT A BUILDER, DEALER OR MANUFACTURER. IS IT STILL WORTHWHILE FOR ME TO JOIN THE CBA?

Absolutely! The CBA offers several different types of memberships (see Question 4) and riders and enthusiasts are most certainly part of that list. The CBA gives each member access to a vast pool of resources and an ever-expanding network of fellow custom fans to keep you in step with today's trends, products and critical industry issues. Members at the Associate level can take advantage of exclusive tool sets, locators and more.

6. HOW MUCH IS A MEMBERSHIP? HOW OFTEN DO I HAVE TO RENEW IT?

New memberships are currently free to everyone who signs up before July 31, 2008, after which a standard membership fee will be charged. Membership fees are vital to the maintenance of the CBA website, as well as supporting the ongoing standardization, accreditation and education initiatives - the guiding missions of the organization.



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7. WHAT DOES "DEALER CERTIFICATION" AND "BUILDER ACCREDITATION" MEAN?

The CBA offers exclusive dealer certification and builder accreditation programs to eligible Associate members. These courses will allow participants to achieve accreditation in specific bike build disciplines (i.e., drive train, metal work, paint, electrical, welding framework) at five distinct levels: Technician, Builder, Master Builder, Judge and Master Judge.

Builders, dealers and shop owners who fulfill a specific set of CBA requirements will be considered "CBA-certified." These certified businesses will, in turn, be required to pass yearly evaluations by the CBA in order to maintain their good standing.

8. HOW CAN I BECOME CERTIFIED/ACCREDITED?

If you are an Associate level member and are a fully licensed dealer and/or builder, you are eligible for certification or accreditation. The CBA is currently working to finalize the certification and accreditation processes; in general, applicants will be required to complete online programs independently before moving on to an in-person final exam and/or workshop that, if completed successfully, will result in accreditation or certification. For more information, please contact us at kelly@custombikeassociation.com.

9. HOW WILL THE CBA STANDARDIZE BIKE SHOW JUDGING?

The CBA will implement a standardized judging system for custom bike contests across all of the building disciplines, resulting in fair, precise rulings designed specifically for custom building events. CBA-certified judges will adhere to and apply published building guidelines and specifications at all times. Builders who would like to become a CBA-certified judge can also earn a judging certificate through the CBA program.

The CBA has partnered with many of the industry's top builders to work to begin the consolidation of existing custom judging guidelines and specifications with a goal to create a uniform set of criteria developed and reviewed annually by the CBA. Based on a basic, overarching philosophy of what constitutes proper custom bike building, standards will include but not necessarily be limited to: design and composition, creativity, overall impression and technical skill. All judges of CBA-sanctioned events must first be certified by the CBA.

10. WHAT IS THE CBA RESOURCE CENTER?

The CBA resource center is an up-to-the-minute information hub for the latest industry news, press releases, articles, the hottest new products and user reviews, blogs and much more. Members will also be able to participate in online forums discussing everything from industry events to new products. Helpful online toolsets and locator tools are also available to Associate level members visiting the resource center.

11. WILL I RECEIVE DISCOUNTS AND OTHER BONUSES AS A RESULT OF MY MEMBERSHIP?

Yes. CBA members at every level are entitled to share in a list of exclusive services, benefits and discounts. Businesses and dealers can receive marketing assistance, a CBA website presence, and product usage and endorsements in CBA sponsored advertisements. Riders and enthusiasts will be able to take advantage of comprehensive, CBA-endorsed resource listings, industry job postings, an event calendar and much more.

12. I'M UNDER 18. CAN I STILL JOIN THE CBA?

The CBA recognizes that its junior members will be the leaders of tomorrow. Through their involvement in various CBA-sponsored events, Junior members can connect with custom enthusiasts of all ages, paving the way for their future support of the V-twin industry. Junior membership is offered to anyone under the age of 18 provided they are the child of a CBA member in good standing.

If you would like to find out more about the CBA but don't see the answer on the website, please contact us at kelly@custombikeassociation.org.