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November/December 2015

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Wine, Dine & Rally

The Dakar Duo

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SUBSCRIPTIONS: Digital subscriptions to *Adventure Motorcycle* are available for \$12.00 per year. Print subscriptions are \$29.00 per year and include free digital edition access. Issues are published six times per year.

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Printed in the USA.
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ADVMoto Outlook 2016

With interest in all things to do with adventuring and overlanding motorcycles at an all-time high, wrapping up 2015 gives us a chance to reflect on yet another fantastic year of progress.

The **ADVMoto** community represents a new breed of motorcyclists philosophically differentiated from those who came before. Motorcycling has become more about *where* we're riding than the machines themselves. And, although the definition of adventure motorcycling has grown to include exploring the nation's backroads and extreme cross-desert racing such as the *Dakar* and *Baja Rally*, the core emphasis remains around those out there experiencing the planet.

As the industry slowly wraps its collective noggin around this concept, the trend towards more R&D and the manufacture of purpose-built adventure bikes along with innovative gear and services forges ahead. And here at **ADVMoto** we have the honor of working with many of these innovative businesses along with the most talented adventurers, writers and photographers who continue to spark our imaginations and keep us motivated.

In 2016 we'll be supporting this growth by expanding the magazine's pages and experimenting with new types of content. We're also busy building a new video production studio that should soon be delivering interviews with noted riders, documentaries, product reviews, and more. As 2015's second annual **ADVMoto Rally** was a smash hit, expect next year's to be even bigger and better (we hope to see you there!).

As always, we welcome your PoVs and ideas, and can't stress enough how important it is that you let us know what you'd like to see, and that we at **ADVMoto** take the time to listen.

Ride Safe,

Carl Parker
Publisher

Paul H. Smith
Senior Editor

Let us know your thoughts on this editorial by contacting us through **AdventureMotorcycle.com** website or send an email to **Letters@AdventureMotorcycle.com**