

# 2045: The Unsubscribed

## The (not so distant) Future of Motorcycling



By Koz Mraz

Who will the motorcyclists be a generation from now? What will they be riding and where will they be riding to? If you're reading this, you'll be very happy that you ride now.

The bad news is there is no good news. Motorcycles will inevitably be mandated OFF America's freeways and highways because of self-driving vehicles. Think about it. Unless you're on a self-driving motorcycle (which is as appealing as a jail sentence) snaking through computer-controlled traffic and lane splitting just won't be tolerated. "In the name of public safety", human error is the last thing government agencies will allow. Drones will be the new "Enforcers" of this future and nobody will escape the scrutiny and punishment of the law.

It's happening right now in countries like China where two-wheeled vehicles are NOT allowed on any Chinese freeways. And by the way, China currently has more freeways than the USA.

Obviously, in the future combustion engines will no longer be legal for two-wheeled vehicles. Again, this has happened in China, 80 % of all two-wheeled vehicles are already electric.

So just who will these future rider's be and where will they be going?

They will likely be a bunch of wimps who ride from wheat grass kiosks to coffee shops. Unfortunately, the chilling statistics on diminishing testosterone in men and the financial stress of future generations will relegate most of these new riders to very short commutes on wimpy electric scooters. The long, arduous commutes on the 4 O five freeway are eliminated and the long-distance drive-times to Vegas via self-driving vehicles are significantly reduced. Scooting along PCH with thousands of tourists will be as adventurous as it gets.

The super-wealthy bourgeoisie will have ultra-modern self-standing, super-powered, smart motorcycles they ride on exclusive fee-based mountain roads. And yes, they will be able to ride any of their extensive collection of loud petroleum burning classic/vintage motorcycles via substantial permit fees and luxury taxes.

The good news is, since restrictions will be so oppressive, legions of renegade riders will be running rampant, dodging the legal systems. The rise of the "Outlaw Biker" will emerge once again. The "Ride to Live" mentality is likely to become far more pervasive in a restrictive society and will spawn an entire generation of "Mad Max" motorcyclists. The "Born Free" millennial riders of today will soon become the angst-ridden senior citizens in this brave new world of relentless media marketing and social monitoring.

Advertising in the future will be called "personalizing" and brand messaging will be a digital torrent relentlessly selling an ever-changing, customized personal experience. Re-trending fashion, food and fun with minute-by-minute marketing attacks selling a daily deluge of "Buy, Die or Unsubscribe". The new renegade bikers will become the "Unsubscribed". These aging millennials, sporting plaid shirts, graying beards and balding heads will be really pissed off at the barrage of social media marketing and mind control and these old as hell angels won't take it anymore. They will ride in legions and they won't be held hostage by legal restrictions or social pressure.

Drones, the new "Enforcers" of the future, will have to deal with the future generation of outlaw bikers who will have within their ranks, super-hackers of the highest caliber. Equipped with high power electromagnetic scramblers, hand-held lasers, and of course their own pocket-sized, attack drones. Ultimately, the tens of thousands of renegade riders will demand sovereignty and demand an amendment which grants South Dakota independence from these legal restrictions and federal mandates allowing these Outlaw Bikers freedom to live life on their own terms.

So what does this all mean to us motorcyclists right now? We have the best of all worlds; most American roads are still wide open. Whether we ride the streets of Sturgis, mountains of Mojave Desert or the Pacific Coast, our highways and byways are relatively accessible.

Ride more, ride longer and enjoy the road because perhaps sooner than you may think, all that will change.

Ride safe, Koz Mraz