

David Swisher and the **BMW ICON Award**

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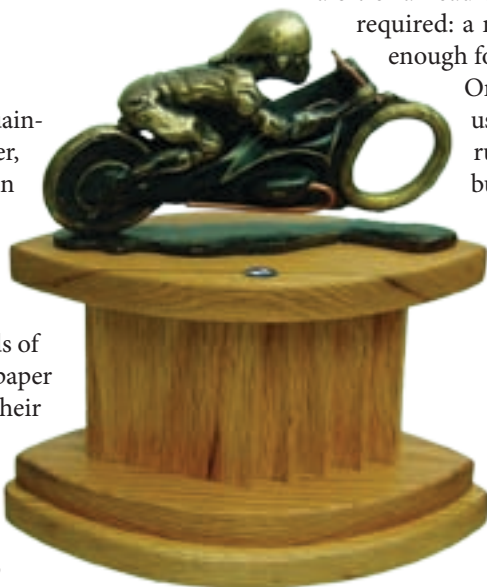
Several years ago I made the acquaintance of a superlative BMW rider, David Swisher, on the occasion of presenting him with the very first Million Mile Award ever given under the BMW Motorcycles High Mileage Award program.

Up until then we'd given many hundreds of bronze medallions and beautifully printed paper certificates to BMW owners who'd proven their dedication to BMW by riding them – a minimum of 100,000 miles!

This program mirrors the equally beloved MOA High Mileage program, so you might say that when it comes to

supporting the tire companies, BMW riders are in the forefront. Well obviously a million miles is a real milestone, and for us a bit of a head-ache, because something special would be required: a medallion, however nice, would hardly be enough for such a massive achievement.

On that occasion we created a special award using a solar-powered Boxer engine (cheap to run, reduces our dependence on Mid-East oil, but you have to keep it by the window) and I had the enormous pleasure of presenting it in person to David Swisher at a Morton's Open House gathering in Virginia.



Left: The 650cc version of the BMW ICON Award is 7 ½ inches high and made of cast bronze, and it's too heavy to carry in a side case or mount to your gas tank or to your steering column the way Lee Marvin (or was it Marlon Brando) did in *The Wild Ones*. Nope, the only place for this is on the mantle of your fireplace. (And if you don't have a fireplace, well now, you'd need to build one.)



Presentation of the BMW ICON Award to David Swisher by Jeff Massey (left) at the Morton BMW Open House in October 2007. David has ridden over 1,400,000 miles on BMW's and is the first BMW rider on record to achieve a million miles – which is why the High Mileage Million Mile award is unofficially called the "David Swisher Award".



BMW's Laurence Kuykendall greets racer Nate Kern at the award ceremony for David Swisher.