

Since then, David has also received his 1,100,000 and 1,200,000 mile awards, and a 1,300,000 mile award which was presented during a fierce rainstorm at the 2006 MOA Rally in Vermont. Each one of these awards had to be specially designed, because each milestone was an achievement unprecedented by any other BMW (or other) rider that we'd ever known of.

But there comes a time when it's not just about how many miles you ride, but what kind of rider you are. And David is one of those riders whose decency and good spirits is an inspiration to others no less than his endurance and love of riding.

So, as a direct result of the challenge we faced in keeping up with David, was born the idea behind the BMW ICON Award – modeled on the greatest BMW rider: Ernest Henne, holder of no less than seven world land speed records on BMW bikes.

The BMW ICON Award

The BMW ICON Award recognizes riders who have made unusual or even extraordinary contributions to the BMW Motorcycle brand. We created three versions and the one we choose to give David Swisher is what we call the 650cc version, about 7 1/2" high and hand-cast in bronze by noted sculptor Ric Stewart of Westerville, OH.

No two ICON Awards are exactly the same, due to the nature of the casting process, and the inscriptions are also personalized.

And so, on October 13, again at Morton's BMW, Jeff Massey the dealer principal and myself had the pleasure of experiencing déjà vu all over again, presenting the BMW ICON Award to David Swisher.

However, this time the award wasn't just about riding so many miles (as impressive as this is) but also for providing such an inspiration to at least two generations of BMW riders.

David is also a wealth of information on how to mount radar detectors so they won't be seen even by the police in his native Virginia, and how to stay awake during those endless, endless miles of riding. He makes a ride to Virginia down from NYC seem like a walk in the park, and proves that age isn't defined by the physical frame but by attitude, which in David's case is forever youthful. ●

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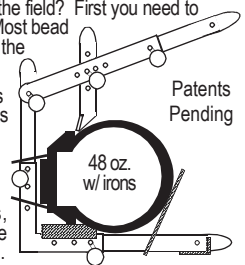
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