

**Expert Witness CV 2025**

**Eric Anderson**

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**QUALIFIED AS MOTORCYCLE, ATV, UTV AND OFF-ROAD 4X4 EXPERT WITNESS**

Eric Anderson has spent his entire career developing and promoting motorcycle, ATV, UTV and off-road safety. He has spent over 40 years promoting responsible riding and driving behaviors in the powersports industry. Mr. Anderson has been a Motorcycle Safety Foundation (MSF) employee, MSF certified Rider Coach as well as more recently a certified Recreational Off-Highway Vehicle Association (ROHVA) Driver Coach.

Since the 1980s, Mr. Anderson has also worked in the industry specializing in protective apparel while simultaneously being elected to the Motorcycle Industry Council's Board of Directors for 20 years and acting as an Advisor to the newly formed National Powersports Dealer Association. He has worked at the highest levels of the motorcycle and powersports industries with respect to issues pertaining to protective riding equipment including producing private label riding gear for Harley-Davidson, Honda, Kawasaki, Yamaha, Suzuki, Polaris, and Arctic Cat snowmobiles over a 20-year period. He has also worked in all aspects of motorcycle helmet construction, manufacturing, compliance, DOT/ECE certification and marketing. Mr. Anderson co-founded his own motorcycle helmet and protective apparel company called Scorpion Sports, known for its extensive line of technically advanced ScorpionExo brand of helmet and protective riding apparel products. The Scorpion helmets featured 3 exclusive comfort and safety technologies including fog-free face shields, wicking comfort liners and an easy, tool-less face shield exchange mechanism.

Areas of expertise include best practices for street use of motorcycles, motorcycle racing, motocross racing, trail riding, adventure motorcycling and enduro riding. Anderson is an experienced racer, having participated in 100's of motorcycle races around the world, all of which included safety briefings prior to the event. He has taught rider training techniques to Marines at Camp Pendleton and amphibious ATV vehicle methodologies to the Navy's SEAL Team 5. In addition to motorcycle experience, Anderson has completed many organized 4-wheeled off-road events in East Africa, California and Baja California and is an expert in 4-wheel driving and off-road driving conditions using UTVs, Jeeps, rock crawlers and specialty machines.

**AREAS OF EXPERTISE**

<b>Motorcycle Expert</b>	<b>Deposition/Court Qualified</b>	<b>Vehicle Inspection</b>
<b>UTV Expert</b>	<b>Driver &amp; Rider Training</b>	<b>ATV Expert</b>
<b>Manufacturer Defense</b>	<b>Rider Inaction/Improper Operation</b>	<b>Helmet Usage</b>
<b>Helmet Manufacturing, Certification</b>	<b>Protective Apparel Expert</b>	<b>Off-roading 4X4</b>
<b>4-Wheel Driving</b>	<b>Vehicle Preparation</b>	<b>Protective Apparel</b>
<b>Business Writing</b>	<b>Dealer Development</b>	<b>Public Relations</b>
<b>Motocross Racing</b>	<b>Street Riding</b>	<b>Enduro Riding</b>
<b>Motorcycle Handling</b>	<b>Safety Regulations</b>	<b>Best Practices</b>
<b>Off-Road Racing</b>	<b>Track Safety</b>	<b>Product Liability</b>

Anderson began working with the Motorcycle Industry Council (MIC) and Motorcycle Safety Foundation (MSF) in the early 1980s before entering the business side of powersports building and marketing protective apparel and helmets. Later in the 2000s, he became an elected Board member to the MIC 10 times for a total of 20 years of experience directing the industry from the highest levels. Founding Scorpion Sports with its associated ScorpionExo brand of helmets and protective apparel was an industry success story touted by trade magazines and thousands of dealers who recognized the disruptive marketing, unique distribution channel and price viability of the fast-growing brand. Later as Vice-President Sales & Marketing of the industry’s largest aftermarket group of companies, Motorsport Aftermarket Group, he directed the sharing of best practices and training between the best industry brands while also building an online university for said brands and their dealers entitled Powersports University.

Anderson is co-author to a 2014 research paper and project “Improving Motorcyclist Safety through Hearing in All Directions: Survey Results Concerning Protective Helmet with Earpieces” authors Felipe Morales, Yixin Wang, Ken Pohlmann, Rodrigo Posada, Adolfo Vargas, Jose M. Ramirez, Alejandra Bejarano, Eric Anderson, David C. Schwebel at Pereira, Colombia, Department of Psychology, University of Alabama at Birmingham, USA. Other research papers on the MotorcycleForensicsExpert.com website address topics of Motocross Track Safety, Protective Riding Apparel and Conspicuity of Riders. Mr. Anderson has also authored the Dealernews (.com) monthly industry business column entitled “Confessions of a Customer ®” for 34 years. Adventure riding and racing has taken Eric around the globe on 2-wheels and 4, enabling him also to race in Africa, Baja California, and the USA. Competitive by nature, he has also built businesses specializing in the design and manufacture of innovative protective riding apparel and helmets. Anderson has 6 years of experience being a court-qualified expert witness specializing in the powersports industry after his long history of industry experience. He currently remains the chairman of the Apparel and Helmet Committee of the Motorcycle Industry Council and runs his own consulting business and marketing agency.

Besides being a branding, distribution and sales executive, Eric also has expertise in the following powersports-specific **business** areas:

Retail Dealer Development/Training	Product Marketing	Video production
Marketing/Branding Expert	Sales Training	Channel Management
Public Speaking	Content Generation	Start-Up Businesses
Distribution Strategies	Go-To-Market Strategy	Video Scripting and Narration
E-Magazine Publication	Survey Building	Sales Strategies
Social Media Strategy		

### **SERVICES**

Industry Standards	Accident Causation	Helmet Manufacturer Defense
Value of Proper Training	Start-Up Businesses	Business Consultation
Vehicle Manufacturer Defense	Branding	Racing
Go-To-Market Strategies	Product Development	Motocross, Enduro, Trail
Vehicle Inspection	Negligence	Smart Helmets
Off-road Riding	4-Wheel Drive	Adventure Motorcycling
Channel Management/Distribution	UTV and SXS training	Track design, safety
Adventure Rider Training	Protective Apparel Mfg.	Best Practices
Rider training	Protective Riding Gear	Helmet Compliance

**POWERSPORTS INDUSTRY CLIENTS**

Bell Helmets	Scorpion(exo) Helmets/Apparel	FUSAR Helmet Technologies
Motorcycle Industry Council	Motorcycle Safety Foundation	Schuberth Helmets
Gibbs Quadski	Motorsport Aftermarket Group	Safe Cycling Magazine
EFG Companies	Arctic Cat	Twisted Throttle
NuViz Helmet Technologies	GearUp University (MIC)	Roland Sands Designs
Varta Battery	Christini Bicycles	Christini Motorcycles
ROXOR Offroad	Mahindra Automotive N.A.	ROXOR Adventure Magazine
RESONAR Helmet Technologies	McClagherty & Associates	Atlantic British Export
FIRSTGEAR Apparel	HELD Gloves & Apparel	TCX Boots
Gericke Apparel	Harley-Davidson (Riding Apparel)	Honda (Riding Apparel)
Kawasaki (Riding Apparel)	Yamaha Riding (Apparel)	Suzuki (Riding Apparel)
Tucker Rocky Distributing	Parts Unlimited Distributing	Motorfist (Riding Apparel)
Kreiga Luggage	MotoZ Tires	Dealernews Magazine
Johnson Controls/Batteries	Ace Café Orlando + Apparel	Atlantic British Parts
McClagherty & Associates	National Powersports Dealer Assn.	Giant Loop Moto Luggage
StetinaLaw.com	PowersportsU.com	Arrowhead Engineered Product
All Balls Racing Group	Hippo Hands	Mutt Motorcycles
Butler Maps	Dragonfire Racing	Vance and Hines
Performance Machine	Mustang Seats	Progressive Suspension
Glenbrook Consumer	Interbike Expo (cycling show)	Dealer Expo (motorcycle show)
Dealernews Magazine	Revzilla (Comoto)	Kuryakn
Renthal Handlebars	Marshall Advertising	MotoTV
Motorcycle Powersports News	Arctic Cat (Riding Apparel)	Arctic Cat Dealer Development
Powerlet Corp	Ware2Go.com	Brake-Free Technologies
Bluescape.com	Aritronix	Baja Designs
AltRider	EFG Companies	Twisted Throttle

## **CERTIFICATIONS, MEMBERSHIPS & PUBLICATIONS**

- American Motorcyclist Association Lifetime Member
- Motorcycle Industry Council Member (current)
- Motorcycle Industry Council Helmet & Apparel Sub-Committee, Chairman (current)
- Motorcycle Industry Council Aftermarket Committee member (current)
- Advanced SCUBA Diver (current)
- Private Pilot, Night Rating, Aerobatics Rating on British Syllabus (non-current)
- Pine Nut Mountains Trail Riders Club (current)
- Off-Road Driver Coach ROHVA Certified (non-current)
- Editor-in chief ROXOR Adventure Magazine (non-current)
- 32-year monthly columnist “Confessions of a Customer®” Dealernews trade publication (current)
- Co-author "Improving Motorcyclist Safety through Hearing in All Directions: Survey Results Concerning a Novel Protective Helmet with Earpieces" to Journal of Injury and Violence Research February 2024
- Cycle World Magazine Adventure Edition, “Out of Africa” article 2018
- “A Motorcyclist’s Ability to See...and Be Seen Decreases Chances of Accidents” Motorcycle Forensics Expert website November 2023
- “Motocross Track Design and Management—Keep It Safe!” Motorcycle Forensics Expert blog July 2023 and FullThrottle.MX website to motocross track owners and promoters
- Publisher “Safe Cycling” magazine to over 2000 Motorcycle Safety Foundation Certified Instructors working at approximately 1000 training sites in 1984-1986. There are now over 6000 MSF Instructors in 2023 working on 2000 MSF training sites across America.
- Volunteer moderator for FullThrottle.MX Roundtables in 2024 and 2025 of motocross land and track owners.

**EDUCATION AND EMPLOYMENT HISTORY**

<b>Advanced SCUBA diver</b> , underwater navigation, night certifications	1969-current
<b>University of California</b> Santa Barbara, Bio Sci Major, Coaching Minor	1975
<b>University of California</b> Santa Barbara, Graduate Degree in Education	1976
<b>Peace Corps</b> Biology & English Composition Teacher, Coach, Kenya	1976-1979
<b>Certified Private Pilot</b> , British syllabus, aerobatics/navigation/night rating	1976-1979
<b>National Motorcycle racing champion</b> , Kenya East Africa	1977-1978
<b>Motorcycle Industry Council, Motorcycle Safety Foundation</b>	1980-1986
<b>Specialty Vehicle Institute of America, ATV Safety Institute</b>	1980-1986
<b>Intersport Fashions West</b> , V.P. Sales for Protective Apparel	1986-2004
<b>Scorpion Sports co-founder</b> , ScorpionExo Helmets & Protective Apparel	2004-2011
<b>Motorsports Aftermarket Group</b> , V.P. Sales & Marketing	2011-2014
<b>Vroom Network</b> established, Private Consulting Firm	2011-present
<b>Quadski Amphibian</b> Regional Sales Manager	2015-2017
<b>ROXOR Offroad</b> Marketing Manager, Lifestyle Publisher, launch 4x4 vehicle	2017-2019
<b>Piloteer Agency</b> established, powersports marketing & branding	2019-present
<b>Dealernews Magazine</b> , co-founder to restore industry trade publication	2019-present
<b>National Powersports Dealer Association</b> , co-founder, board advisor	2020-present

## **PERSONAL RIDING & DRIVING EXPERIENCE**

### **A. MOTORCYCLE**

- Riding and off-road racing since age 12
- National Motocross Champion Kenya East Africa 1977-78
- Trans-Africa, Europe, N. America ride in 1978-1979
- Motorcycle Safety Foundation (MSF) Rider Coach/Instructor 1980s (expired)
- SCORE Baja 250/500/1000 motorcycle and auto racing 1982-90
- Vintage motocross racer (current)
- ADV rider, camping, navigation on West Coast (current)
- Extraction experience of injured riders from off-grid locations in Baja & Death Valley

### **B. ATV & UTV HISTORY**

- Specialty Vehicle Industry Association (SVIA) Media Relations 1983-1986
- ATV Safety Institute (ASI) conception in 1980s
- Recreational Off-Highway Vehicle Association (ROHVA) Driver Coach certified 2018 (current)
- Raced Polaris UTVs in Baja 500/1000 with several 1<sup>st</sup> and 2<sup>nd</sup> place wins
- Assisted Team Polaris with pre-running, navigation & mechanical assistance in off-road races

### **C. OFF-ROAD MOTORCYCLE, UTV AND 4X4 EXPERIENCE**

- Atlantic British Parts, specialist for Series II and III Land Rovers 1970s-1980s
- Explored entire Baja Peninsula and California off-road areas in Land Rovers 1960s-2000s
- 4x4 experience in Kenya East Africa on over 20 safaris
- Three years of Trans-Africa travel by motorcycle and 4x4 Land Rovers
- Kenya National Motocross Champion 1976-1977
- Licensed private pilot in East Africa with over 200 hours of "bush flying"
- Co-driver/navigator for Team Daihatsu in East African Safari Rally 1977-78
- Co-driver/navigator for Baja Concepts Porsche in Baja 500/1000
- Driver and winner of first UTV to finish a SCORE Baja race (250) in 2007 Team Polaris
- Co-driver, mechanic, and navigator for Factory Polaris Jagged X Racing Team
- Marketing Director and Media Relations for ROXOR Offroad (.com) in 2018-2020
- Test driver, editor and video host for ROXOR Offroad in 2018-2020
- Editor-in-chief ROXOR Adventure Magazine 2018-2020
- Completed Trans-Am Trail across America off-road, 4750 miles of dirt roads 2009
- Hunter in northern Nevada; off-roading and camping required

**PERSONNEL**

- Born Escondido, California
- Married 43 years to wife, Judy
- 2 daughters, each with children
- Cyclist, motorcyclist, off-road enthusiast
- Hobbies include woodworking, motorcycle restorations, and car restorations

**EXPERT WITNESS FEE SCHEDULE**

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| • Consulting with attorney              | \$400/hour |
| • Inspections                           | \$450/hour |
| • Travel                                | \$225/hour |
| • Reviewing File, Preparing Opinions    | \$425/hour |
| • Deposition & Trial Testimony          | \$500/hour |
| • Deposit Required at Time of Retention | \$2500     |

**WEBSITE** <https://motorcycleforensicexpert.com/>