



Motorcycle Industry Council Acquires MotorcycleIndustryJobs.com

Acquisition builds on platform's 22-year history of connecting powersports employers and job seekers

IRVINE, CA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- The Motorcycle Industry Council has acquired MotorcycleIndustryJobs.com, bringing the long-standing powersports employment platform under the MIC umbrella and creating new opportunities to strengthen the industry's workforce.

Now backed by MIC's resources and broad industry reach, MIJ is poised to grow while building on more than two decades of connecting powersports employers and job seekers.

"One of MIC's pillars is to support the expansion of the powersports market, and MIJ gives us a tremendous opportunity to do just that by connecting employers with the people they need and helping more people discover the many career opportunities in powersports," said Christy LaCurelle, MIC President and CEO. "MIJ has been serving job seekers in our industry — as well as employers — for more than two decades, and we are excited to keep that momentum rolling while also exploring the new benefits it can create for MIC members."

MIJ was founded in 2004 by Alex Baylon, who had been looking for a job in the motorcycle industry and realized that openings were often circulated through word-of-mouth or classified ads. Baylon created the website to give people who wanted to work in the motorcycle industry a dedicated place to find jobs and for companies to find experienced candidates.

"MIJ has been a labor of love for many years, and while selling the website was not an easy decision, I'm incredibly optimistic about its future," said Baylon. "MIC has the vision and the resources to take MIJ to the next level, helping it grow and serve the industry in even bigger ways. I truly believe this is the perfect home for MIJ, and I can't wait to see where MIC takes it and how it can continue to serve the industry that has looked to it as a resource for so long."

Over its 22-year history, MIJ has grown from a website that connects job seekers to employers to a comprehensive, mobile-friendly employment platform. In addition to job listings and resume posting, MIJ offers recruiting and employer services, industry and company profiles, career information, and industry-related content and data. MIJ's administrative team will continue in their roles, helping ensure users see no change in service or support.

About the Motorcycle Industry Council

The Motorcycle Industry Council is a not-for-profit trade association that protects, informs, and promotes the motorcycle industry. MIC represents motorcycle manufacturers, distributors, aftermarket companies, dealers, retailers, and related organizations providing vital support to the powersports industry. MIC advocates for pro-motorcycling policy and fair regulation, delivers industry insights, and promotes awareness to grow ridership. Established in 1914, MIC is headquartered in Irvine, Calif., with a government relations office in metropolitan Washington, D.C. Keep up with the industry association on [MIC.org](https://www.mic.org) and through the weekly MIC RideReport.

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Motorcycle Industry Council

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