



2011 HARLEY-DAVIDSON STURGIS BIKE WEEK ACTIVITIES GUIDE



103 NO CAGES

3RD AND LAZELLE STREET

Saturday, August 6 through Saturday, August 13
9 a.m. - 6 p.m. daily

NEW 2012 HARLEY-DAVIDSON® PRODUCT DISPLAYS

Check out the all-new 2012 motorcycles, parts & accessories and MotorClothes® merchandise – plus try out the latest and greatest in technology and customization, and watch for select MotorClothes® and PGA product available for sale at the Black Hills Harley-Davidson tent.

H-DI™

Design, Build, Fit and personalize a Harley-Davidson® motorcycle as unique as you.

WILLIE G. AND H.O.G.® COMMEMORATIVE MERCHANDISE

You can't buy it at home! Stop by to purchase exclusive Sturgis 2011 merchandise.



FREE BIKE WASH 10 A.M. - 5 P.M. DAILY

Wash away all the Black Hills dust and dirt at the free bike wash. Just bring a dirty bike and a little elbow grease.

WOMEN'S AREA

Saddle up for Jumpstart™ – the interactive Harley-Davidson® motorcycle experience (no motorcycle license required, featuring bike lift demonstrations as well as the opportunity to win Pink Label MotorClothes® merchandise.

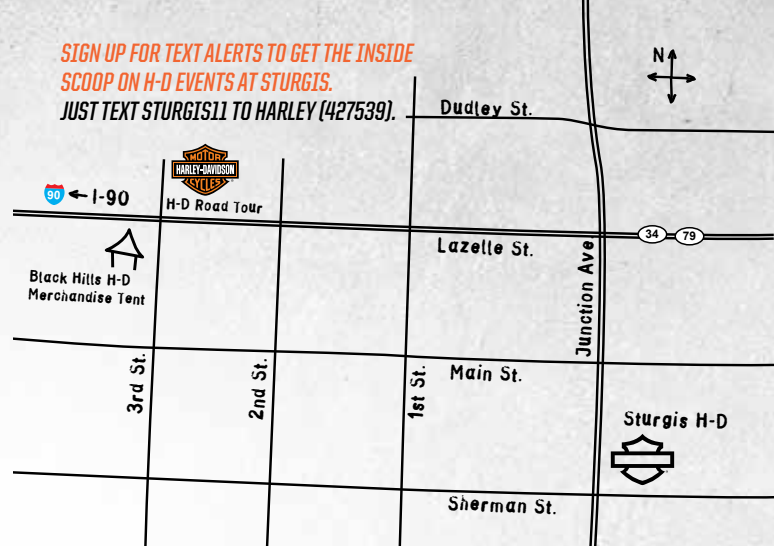
AMD WORLD CHAMPIONSHIP OF CUSTOM BIKE BUILDING

**Sunday, August 7 -
Wednesday, August 10**

Register your bike to compete in the Modified Harley-Davidson® bike class. For more information visit the AMD website.

**SIGN UP FOR TEXT ALERTS TO GET THE INSIDE
SCOOP ON H-D EVENTS AT STURGIS.**

JUST TEXT STURGIS11 TO HARLEY (427539).



2011 STURGIS RALLY BENEFIT FOR MDA

Stop by to purchase your tickets to win a 2012 Harley-Davidson® FLHRC - 103 Road King® Classic that has been fully customized by Willie G. Davidson and his styling team.
VALUE: \$32,000



DISABLED AMERICAN VETERANS & HARLEY'S HEROES™

Show your support for veterans! Visit the DAV and learn more about the Harley's Heroes™ program, created to serve veterans at Harley-Davidson dealerships across the country.



MACANUDO CIGAR LOUNGE

Be sure to stop by the Macanudo booth to relax with a fine cigar in the Sturgis Cigar Lounge.



NATIONAL FALLEN FIRE FIGHTERS FOUNDATION FULL THROTTLE SUPPORT

Stop Drop and Roll over to the Pierce Manufacturing fire truck to learn how one of four smokin' custom bikes, celebrating firefighters, could be yours.



HARLEY-DAVIDSON® CUSTOM RIDE-IN SHOW

3rd & Lazelle, Thursday, August 11
Registration: 9 a.m. - 12 p.m.

Ride in and enter your motorcycle in one of the fourteen different categories. Cash prizes in all categories.

REGISTRATION

Entry fee of \$10 (donated to the Muscular Dystrophy Association). All bikes must be ridden to the registration area and parked until awards are presented.

JUDGING

Judging starts at noon. Participating bikes may be entered in one class only for this event. Judging decision is based on total points awarded in each category for each class as shown.

- ▶ Bikes in all classes (except Antique and Pro) must have a current street license
- ▶ Antiques will be judged solely on their original or restores-to-original merits
- ▶ "Pro" class is designed for bikes created by dealers, professional builders and other interests where the amount of sophistication or customization, in the opinion of the judges, is at a very high level and emphasis on everyday street function is a low priority

JUDGING CATEGORIES

- ▶ **Street Function:** overall rideability, ergonomics and driveability
- ▶ **Paint:** overall design, graphics, striping, use of color and quality of finish
- ▶ **Plating/Polishing:** quality of finish, balance of components and etching
- ▶ **Antiques:** originality
- ▶ **Engineering:** innovation, safety, performance, handling and braking
- ▶ **Seat/Upholstery:** style, comfort, originality and materials
- ▶ **Style:** overall impression, balance of components and finish

1. Antique: models 1903 to 1975
2. V-Rod®
3. Trikes
4. Full Dresser: FL models with fairing tour-pak and saddle bags
5. Sportster®
6. Softail®
7. Dyna®
8. Big Twin Custom
9. Big Twin Road Custom
10. Big Twin Show Custom
11. Big Twin Show Custom Baggers
12. Radical Custom
13. Pro Custom
14. Pro Custom Open: Non H-D Motors

INDIVIDUAL AWARDS

Best use of Genuine Motor Accessories



H-D® DEMOS I-90/EXIT 30

Saturday, August 6 – Friday, August 12
9 a.m. – 5 p.m.

2012 HARLEY-DAVIDSON® MOTORCYCLE DEMO RIDES

Be one of the first to take a free demo ride on the new 2012 Harley-Davidson® motorcycles. Come early and ride as many bikes as you want. All riders must have a valid motorcycle license and adhere to riding gear requirements and safety rules.

2012 HARLEY-DAVIDSON® MOTORCYCLE DISPLAY

Fresh off the line, make sure you check out the all new 2012 Harley-Davidson® motorcycles. You can be one of the first to see the new line-up and talk to company experts we'll have on-hand to answer your questions.

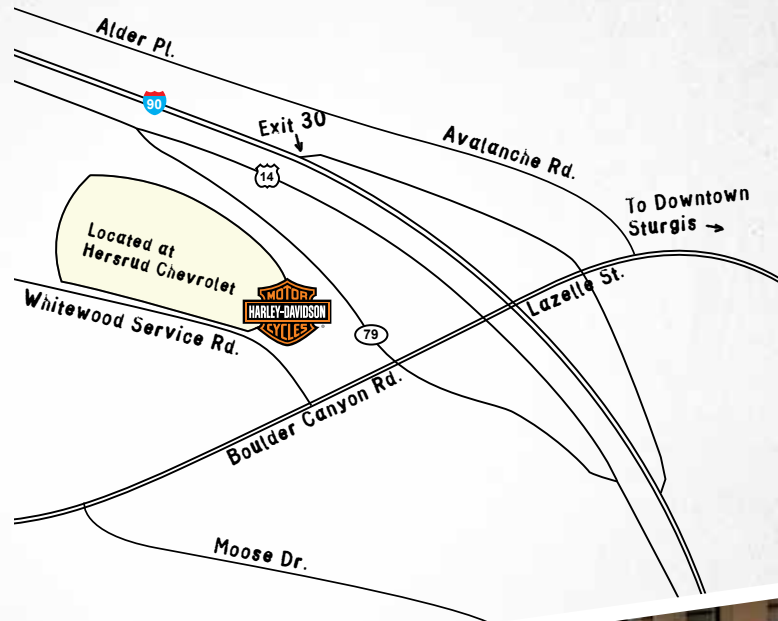
CUSTOM DEMO RIDES

Ever wanted to ride an Ultra Classic® Electra Glide® motorcycle but the fit just wasn't right? Or want to try a new set of drag bars before you buy? Well now you can! Test ride one of six models that have been customized with the latest 2012 Genuine Motor Parts and Accessories highlighting the Fit, Function, and Style that H-D is known for.

HARLEY-DAVIDSON® FIT SHOP

Ever wonder what Mini-Apes feel like? How about adding floor boards or forward controls? Whatever your body type or riding style, you can adjust your Harley-Davidson® motorcycle for maximum comfort, style and confidence. Harley-Davidson experts are here to help you find your fit.

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H.O.G.® HAPPENINGS

HARLEY OWNERS GROUP® PIN STOP AUGUST 6-13

Visit Harley-Davidson at 3rd and Lazelle in downtown Sturgis between 9 a.m. - 6 p.m. (CST) and pick up your free H.O.G.® event pin, renew or update your membership, and learn about member benefits. Want to become a member of the official riding club of Harley-Davidson® stop by to join and learn about great member benefits!

2012 NEW MODEL LAUNCH PARTY AUGUST 7

Harley-Davidson invites H.O.G.® members to an exclusive 2012 New Model Launch Party featuring Harley-Davidson staff, other special guests, entertainment and more. A limited number of tickets are available for purchase through members.hog.com or by calling 1-800-CLUB HOG.



HARLEY OWNERS GROUP® PIT STOP AUGUST 10-11

H.O.G.® members can receive discounted admission to this AHDRA event by presenting your H.O.G.® membership card at the gate. Then, proceed to the H.O.G.® area inside to get your exclusive commemorative pin.

AHDRA® SCREAMIN' EAGLE® PERFORMANCE PARTS RACE AUGUST 10-11

See 200-mph Screamin' Eagle® Nitro Harley's tear up the drag strip at the Sturgis Dragway. For more information visit the AHDRA website. While you're there, stop by the Harley-Davidson Racing Experience and test your skills on the Drag Racing Reaction Challenge.

HARLEY-DAVIDSON® INSURANCE



XR1200X™ RACING EXPERIENCE - RACE YOUR FRIENDS AND WIN!

**Saturday, August 6 - Saturday, August 13
9 a.m. - 6 p.m. daily | 3rd and Lazelle Street**

Stop by Harley-Davidson® Insurance where you can saddle up and experience the thrill of racing a Harley-Davidson® XR1200X™ motorcycle! Racing dynos let you test your reflexes and pin the throttle as the Christmas tree lights go green. No motorcycle license needed. Must be 18 or older.

CAPTURE THE MEMORY AND SHARE IT WITH FRIENDS.

Hop on a genuine, retired Screamin' Eagle®/Vance & Hines Harley-Davidson® V-Rod® motorcycle for a great photo opportunity. Upload your photo to Facebook on the spot to share the moment with all your friends.

MEET THE HOTTEST H-D® RACERS!

Meet Harley-Davidson racing pros in person. Take a photo, get an autograph or just shake hands with these famous Harley-Davidson racing professionals.

- ▶ **Kenny Coolbeth** - August 9 - 11 a.m. to 3 p.m.
- ▶ **Nichole Cheza** - August 10 - 11 a.m. to 3 p.m.
- ▶ **Jared Mees** - August 11 - 11 a.m. to 3 p.m.
- ▶ **Eddie Krawiec & Andrew Hines** - August 12 and 13 - 11 a.m. to 3 p.m.

ENTER TO WIN "THE DREAM RALLY" SWEEPSTAKES*

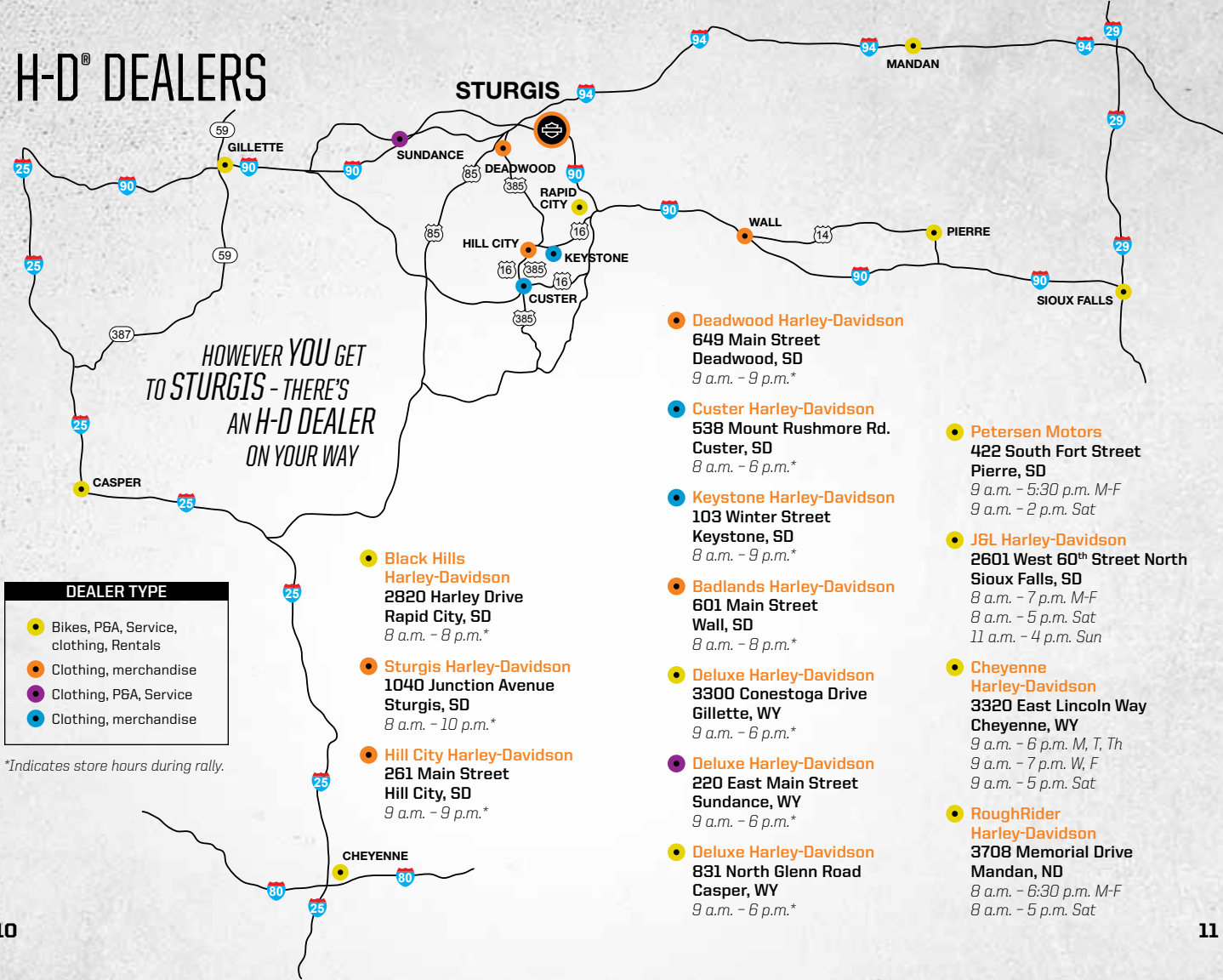
Dreaming of going to Daytona? Laconia? Sturgis in 2012? We might just make that dream come true! Stop by and enter for a chance to win.

PRIZE: 4 day/3 nights lodging, round trip airfare, H-D® bike rental (2), \$250 worth of merchandise from Harley-Davidson.com, \$250 in spending cash at your dream rally (Daytona, Laconia or Sturgis). See a Harley-Davidson® Insurance representative for full sweepstakes rules.

* No purchase necessary to enter or win. Must be at least 21 years old and a U.S. citizen to enter. Sweepstakes begins 12:00:01 am ET on 8/6/11 and ends 11:59:59 on 8/28/11. Void where prohibited. For Official Rules visit www.dreamrallygiveaway.com.



H-D® DEALERS



HOWEVER YOU GET
TO STURGIS - THERE'S
AN H-D DEALER
ON YOUR WAY

DEALER TYPE	
●	Bikes, PGA, Service, clothing, Rentals
●	Clothing, merchandise
●	Clothing, PGA, Service
●	Clothing, merchandise

*Indicates store hours during rally.

- **Black Hills Harley-Davidson**
2820 Harley Drive
Rapid City, SD
8 a.m. - 8 p.m.*
- **Sturgis Harley-Davidson**
1040 Junction Avenue
Sturgis, SD
8 a.m. - 10 p.m.*
- **Hill City Harley-Davidson**
261 Main Street
Hill City, SD
9 a.m. - 9 p.m.*

- **Deadwood Harley-Davidson**
649 Main Street
Deadwood, SD
9 a.m. - 9 p.m.*
- **Custer Harley-Davidson**
538 Mount Rushmore Rd.
Custer, SD
8 a.m. - 6 p.m.*
- **Keystone Harley-Davidson**
103 Winter Street
Keystone, SD
8 a.m. - 9 p.m.*
- **Badlands Harley-Davidson**
601 Main Street
Wall, SD
8 a.m. - 8 p.m.*
- **Deluxe Harley-Davidson**
3300 Conestoga Drive
Gillette, WY
9 a.m. - 6 p.m.*
- **Deluxe Harley-Davidson**
220 East Main Street
Sundance, WY
9 a.m. - 6 p.m.*
- **Deluxe Harley-Davidson**
831 North Glenn Road
Casper, WY
9 a.m. - 6 p.m.*

- **Petersen Motors**
422 South Fort Street
Pierre, SD
9 a.m. - 5:30 p.m. M-F
9 a.m. - 2 p.m. Sat
- **J&L Harley-Davidson**
2601 West 60th Street North
Sioux Falls, SD
8 a.m. - 7 p.m. M-F
8 a.m. - 5 p.m. Sat
11 a.m. - 4 p.m. Sun
- **Cheyenne Harley-Davidson**
3320 East Lincoln Way
Cheyenne, WY
9 a.m. - 6 p.m. M, T, Th
9 a.m. - 7 p.m. W, F
9 a.m. - 5 p.m. Sat
- **RoughRider Harley-Davidson**
3708 Memorial Drive
Mandan, ND
8 a.m. - 6:30 p.m. M-F
8 a.m. - 5 p.m. Sat