

Harley-Davidson Named Official Motorcycle of the NHRA

Harley-Davidson has signed an exclusive, multi-tiered sponsorship package with NHRA that includes designation as the Official Motorcycle of NHRA, title sponsorship of the popular NHRA Sportsman Motorcycle Series and an extraordinary promotion that will provide NHRA fans the chance to win Harley-Davidson motorcycles.

The official status provides Harley-Davidson the opportunity to utilize the NHRA logo in advertising and promotional campaigns. Harley-Davidson also will receive signage at all national events, and will be featured in many NHRA-driven marketing initiatives.

A cornerstone of the program will be the introduction of an interactive display in NHRA's "Nitro Alley" which will allow fans to get a taste of the Harley-Davidson experience through engaging product displays, racing and technical seminars and a special dyno-drag racing simulator using V-Rod motorcycles.

NHRA will execute a unique promotion where a Harley-Davidson motorcycle will be given away at 15 different NHRA POWERade Drag Racing Series events. A grand prize motorcycle will be presented to a lucky fan in an overall national drawing.

Harley-Davidson will also develop and promote NHRA-themed ticket packages for motorcycle enthusiasts. Packages will include discount tickets, special parking and event hospitality.

In addition, Harley-Davidson will become the title sponsor of the NHRA Sportsman Motorcycle Series, which will be contested in four of NHRA's seven divisions within the NHRA Lucas Oil

Drag Racing Series.

"We are extremely excited to welcome the Harley-Davidson Motor Company and its vast dealer network into the NHRA family of sponsors," said Gary Darcy, NHRA senior vice president for sales and marketing. "It is the perfect partnership. Nothing says 'Made in America' more than Harley-Davidson and the National Hot Rod Association. We are thrilled with the many activation tools Harley-Davidson is bringing to NHRA and we feel this new partnership provides a great opportunity for Harley-Davidson enthusiasts to go for a ride as they take in the sights, sounds and smells that are as unique to NHRA Drag Racing as the sound of a Harley-Davidson on the open road."

Harley-Davidson officially entered NHRA four years ago with the Screamin' Eagle/Vance & Hines Pro Stock Motorcycle team. In 2004, Andrew Hines gave Harley-Davidson its first NHRA victory, and later in the year its first NHRA POWERade world championship title. Last season Hines successfully defended his POWERade world championship title and rode his Screamin' Eagle V-Rod to the first six-second run in NHRA Pro Stock Motorcycle history. Hines' teammate, GT Tonglet, rode his identically-prepared V-Rod to a second place finish in the POWERade Series point standings and is the defending winner of the Ringers Gloves Pro Bike Battle—a special event for Pro Stock Motorcycles contested annually at the prestigious Mac Tools US Nationals. ■

