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## **HARLEY-DAVIDSON TO BECOME A SPONSOR OF THE 2011 HOKA HEY MOTORCYCLE CHALLENGE**

### **New Sponsor for 2011 Hoka Hey Motorcycle Challenge Announced**

The Hoka Hey Motorcycle Challenge announced today that Harley-Davidson Motor Company will provide marketing and promotional support for the 2011 Hoka Hey Motorcycle Challenge.

The Hoka Hey Motorcycle Challenge will present the world's greatest long distance endurance motorcycle event in August of 2011. The event, the second annual in a series, will begin in Phoenix, Arizona and travel through all forty-eight contiguous States and Canada to Nova Scotia. The route will travel over 10,000 miles requiring passion and determination to complete. The event is open to all riders of Harley-Davidson motorcycles. Riders can ride the entire route or segments within the route.

"We're excited about what the Hoka Hey Motorcycle Challenge represents to our riders," said Steve Piehl, Harley-Davidson Director of Customer Experience. "The new direction of being more about a personal test of touring endurance, where rider and machine stretch the boundaries of long-distance touring, appeals to us. It's a perfect match for the superior touring experience and capabilities of Harley-Davidson motorcycles. 'Hoka Hey' translates to 'It's a good day to ride!' and that is always the case on a Harley."

"The Hoka Hey is about being the greatest endurance motorcycle event ever held and we are very excited to become associated with the greatest motorcycles ever built," said Jim Red Cloud, founder of the Hoka Hey Challenge. "Harley-Davidson's support and guidance will certainly enhance this ambitious event."

The first twenty-five participants to reach the finish and who ride the complete stipulated route will be recognized as winners and be eligible for monetary awards. Each rider will have the opportunity to designate a selected "home Harley-Davidson dealership" when they enroll. The home dealers of the top five finishers will be eligible for awards and recognition alongside the riders.

There will be fifteen check points along the route located at Harley-Davidson dealers where participants must check in as they ride the route. In addition to being an event sponsor, Harley-Davidson is exploring hosting a check point at the Harley-Davidson Museum in Milwaukee, Wisconsin.

For further information about the Hoka Hey Motorcycle Challenge or to obtain enrollment information, visit the event's web site [www.hokaheychallenge.com](http://www.hokaheychallenge.com) or contact the office at 480-649-1071 or [info@hokaheychallenge.com](mailto:info@hokaheychallenge.com).

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