

85TH ANNIVERSARY COLLECTORS EDITION

OFFICIAL 2025 STURGIS PUBLICATION

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**THE RIDE:**

**Rusty  
Wallace Ride**  
brings NASCAR  
to the Rally

**THE ROAR:**

**American  
Flat Track:**  
2 Short Tracks  
& a TT

**THE RALLY:**

**Everything  
You Need  
to Know**

**Marking Milestones:**

- 9 Inducted into SMM Hall of Fame
- Gloria Turns 100!
- Fort Meade Stands Tall

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## On The Cover...

Artist Scott Jacobs



## ABOUT THE COVER:

The cover of the 2025 Official Sturgis Rally Magazine features a painting called "Finishing Touch" by Scott Jacobs. Though it's one of Scott's best known images, this is the first time it's been featured on the cover of a major publication. Prints and tin signs of "Finishing Touch" quickly sold out, boding well for this year's Rally Magazine to become a prized collector's item.

Here's Scott's description of the piece:

*"Finishing Touch is a painting I completed of a Harley-Davidson biker chick in 2013. We took the photo research in Black Hills Harley-Davidson's parking lot in the rain! Sara, the model, was getting soaked and we had to hide the camera from the weather under an umbrella. It was a challenge to make the reflections in the chrome look like it was a nice sunny day when my photos showed white cloudy skies. Luckily I think it came out well. It is one of my most iconic paintings from the last ten years."*

-Scott Jacobs



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STATE OF SOUTH DAKOTA  
 OFFICE OF THE GOVERNOR  
 LARRY RHODEN | GOVERNOR

# Welcome to the Sturgis Motorcycle Rally

Welcome to South Dakota and the Sturgis Motorcycle Rally! South Dakota is the freest state in a nation founded on the principle of freedom. We are so glad that you are here to enjoy that freedom with us.

As Governor, my goal is to keep South Dakota "Open for Opportunity," and the Sturgis Motorcycle Rally is a prime example of that truth. During the rally, freedom-loving bikers have



the opportunity to explore our state, ride in the great outdoors, and enjoy fellowship with other proud Americans. The Sturgis Motorcycle Rally truly serves as a beacon of hope – it reminds us that freedom and independence still exist.

While you are here in South Dakota, I hope you take time to explore all of the beautiful sites our great state has to offer, including the Black Hills, Custer State Park, and Mount

Rushmore. SouthDakotaRides.com can serve as your guide. It provides resources such as an interactive map, bike-cam videos, information on your fellow riders, and most importantly, information on motorcycle safety.

I hope you have a wonderful stay here in South Dakota. Ride safe, and God bless you!

Sincerely,

Larry Rhoden  
 Governor

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# Welcome to the City of Riders!

We're thrilled that you have made the journey to our community for the 85th Sturgis Motorcycle Rally—a milestone year in the event's rich history.

The Ride. The Roar. The Rally. More than just a gathering, the Sturgis Motorcycle Rally is a celebration of freedom, adventure, and the unbreakable bond among riders from around the world. Whether this is your first Rally or your 50th, you are now part of something legendary.

But the Rally isn't just about the place, it's about the experiences, the people, and the stories that come with them. It's the moments spent swapping tales with old friends, the new connections made over a shared passion for the open road, and the unforgettable rides that turn into lifelong memories.

I grew up in this town, and motorcycling is ingrained into our community's DNA. As the City of Riders, Sturgis is proud to host this world-renowned event, and we are committed to making it a safe, memorable, and exceptional experience for all who attend. The South Dakota



Sturgis Mayor Kevin Forrester with Sturgis Police Officer Matthew Jacobs in front of Sturgis City Hall.

spirit of neighborliness runs deep here, and we welcome everyone like family. Whether it's your first time here or you've been coming for decades, when you're in Sturgis, you feel the true spirit of the American motorcyclist.

Each August, Sturgis temporarily becomes what could be South Dakota's largest city, a monumental event that brings excitement, energy, and responsibility. Safety is our top priority, and we ask everyone to ride smart, respect one another, and help ensure that this Rally remains the legendary experience it was meant to be. A special thanks to the Sturgis Police Department and all those who work tirelessly behind the scenes to keep this event

running smoothly.

As one of the largest motorcycle gatherings in the world, the 2025 City of Sturgis Motorcycle Rally, Aug. 1-10, offers something for everyone, no matter your age or your choice of entertainment. From the iconic Main Street experience to thrilling live music, racing, and breathtaking scenic rides, the further you go, the better it gets!

Welcome to Sturgis. Enjoy all we have to offer, ride safe, and make memories that will keep you coming back for years to come!

Kevin Forrester  
*Sturgis Mayor*

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## Join NASCAR Stars Behind the Bars

Buffalo Chip's Rusty Wallace Ride presented by Harley-Davidson® takes center stage in Sturgis

Story by Marilyn Stemp  
Photos courtesy Sturgis Buffalo Chip

One way to make the most of your trip to the Black Hills is to ride the beautiful roads and soak up the dramatic scenery. But if you really want to amp up the experience, why not track the twisties with NASCAR drivers and moto-celebrities, then party like a rock star at the ride's end?

That's what's on tap at the Buffalo Chip's Rusty Wallace Ride presented by Harley-Davidson and fueled by El Bandito Yankee Tequilla on Friday, August 8th, 2025. The exclusive charity ride benefits The NASCAR Foundation and Special Olympics-Rapid City. It's where Deadwood's storied wild west vibe meets NASCAR's speed scene bringing

together adrenaline-junkies of all stripes for high-end hijinks. This isn't the first time the NASCAR crowd has brought camaraderie and civic good to the Sturgis Rally but, with Rusty Wallace leading the ride and hoping to raise \$500,000, it might be the most impactful.

In 2018, Wallace was a celebrity guest at the Buffalo Chip Legends Ride and that inspired him to partner with the Chip in 2019 to host his own charity ride to raise funds for worthwhile charities. Wallace was also inspired by former NASCAR president Mike Helton who'd organized cross country rides from Charlotte, NC, to Sturgis over two decades ago, often including drivers like Tony Stewart and Clint Bowyer.

Wallace joined those group rides in 2006 and quickly became a regular. Since the first Rusty Wallace Ride in 2019, the event has only gotten bigger, raising more than \$840,000 since its inception.

The thread running through the Rusty Wallace Ride—the thing that has solidified its success—can be summed up in two words: Rusty Wallace. His magnetic charisma brings people together, sharing the limelight and making everyone welcome. Rusty's Ride promises non-stop fun on a foundation of heart.

Over 22 NASCAR seasons, Wallace chalked up 55 career wins, nearly 20,000 laps led and the NASCAR Cup Series Championship. He has been elected to racing's most

prestigious halls of fame.

Wallace's triumphs on the racetrack are only equaled by the impact he's made since he retired from racing in 2005, which allowed him to reflect on his life and legacy. That's where he is now, content on many levels—and it shows. His positive energy, approachable manner and ready smile make him fun to be around and draw people to him.

A significant part of Rusty's ride each year is a full-on custom motorcycle built specifically for the event as the cornerstone of the ride's charity auction. As in past years, the bike comes from Southern Country Customs, the custom motorcycle shop owned by Rusty and his son Steve Wallace, in Mooresville, NC. This year, the team started with a 2025 Harley-Davidson Road Glide and applied the full SCC treatment to produce a badass bagger you won't see – or hear – anywhere else. In 2024, the auction bike sold for \$160,000, breaking prior records. But word is that Rusty's focused on beating that in 2025!

The Rusty Wallace Ride kicks off with a gathering at Outlaw Square and hangout at the Rocksino by Hard Rock Deadwood where you can meet NASCAR celebrities, motorcycle industry icons, and dozens more of Rusty's friends. In addition to Rusty, confirmed 2025 riders include Gas Monkey Garage's Richard Rawlings, actor Chris McDonald, MotoGP legend Fast Freddie Spencer, NASCAR Truck Series Champion Mike Skinner, former NASCAR driver and internet personality Kenny Wallace and NHRA drag racer Clay Millikan. Last year Karen Davidson joined in and, of course, the Buffalo Chip's Rod "Woody" Woodruff never misses this ride. You never know who else might show up.

Registered riders will enjoy an escorted ride through the Black Hills on a route Rusty has personally chosen, then reconvene at Outlaw Square for a private reception, autograph session and catered



dinner courtesy of The Silverado. An auction of epic motorsports items follows, capped off by that distinctive Harley-Davidson Road Glide customized by Southern Country Customs.

Don't miss this opportunity to meet, mingle and ride in one of the Rally's signature events that puts participants in the heart of the speed scene at Sturgis—and benefits two great causes. You'll see how competitive intensity on the racetrack engenders respect and camaraderie off. You'll also feel great knowing you helped the NASCAR Foundation and Special Olympics-Rapid City.

The Buffalo Chip's Rusty Wallace Ride presented by Harley-Davidson and fueled by El Bandito Yankee Tequilla is the perfect way to pitch in for good while wrapping up the 2025 Sturgis Rally. Register at [https://www.buffalochip.com/rusty\\_wallace\\_ride/the-event/](https://www.buffalochip.com/rusty_wallace_ride/the-event/) and get in on the fun.



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# Shared History: Sturgis Motorcycle Rally and Flat Track Racing

Story by Ruth Kopp  
Photos compliments American Flat Track

When people think of the Sturgis Motorcycle Rally, they picture roaring engines, endless lines of bikes, and the kind of wild camaraderie that makes the event legendary. But racing? That's not usually the first thing that comes to mind.

It should be.

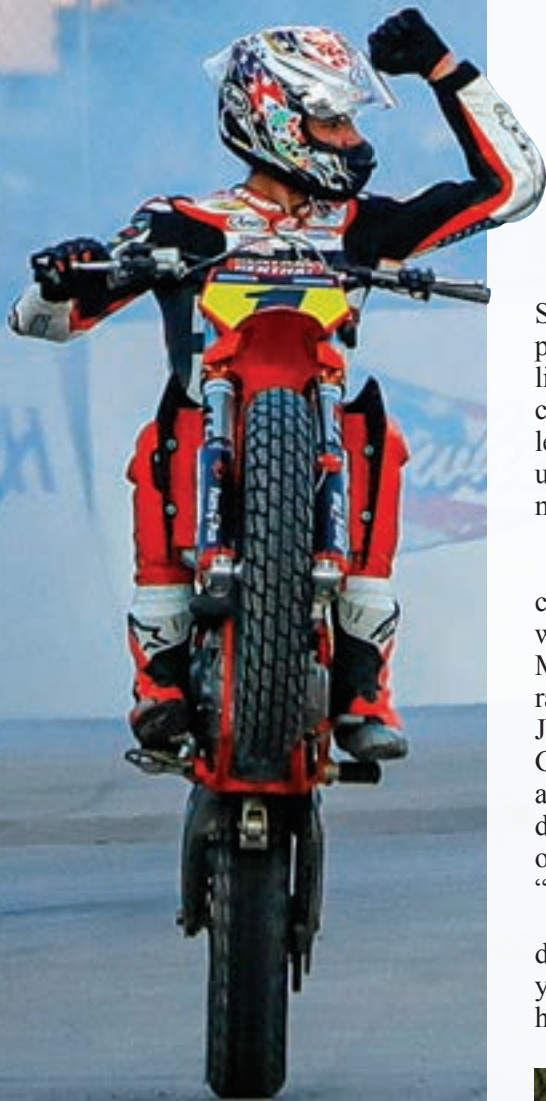
Sturgis has been about speed and competition since day one. The Rally was born in 1938 as the Black Hills Motor Classic, organized by local racer and Indian motorcycle dealer J.C. "Pappy" Hoel and his Jackpine Gypsies Motorcycle Club. The main attraction that year? A Half-Mile dirt track race, won by future Hall of Famer Johnny Spiegelhoff, a.k.a. "the Milwaukee Demon."

That first race set the stage for decades of competition. Over the years, Jackpine Gypsies added hillclimb and motocross events,

keeping racing at the core. But by the 1980s, as the rally exploded in size and reputation, the focus shifted to the culture—epic road trips, concerts, and every kind of two-wheeled revelry imaginable; professional racing started to fade into the background.

That changed in 2024. Pro flat track motorcycle racing came roaring back in a big way, with Progressive American Flat Track (AFT) sanctioned by AMA Pro Racing. That year, an American Flat Track race was held in the streets of downtown Sturgis, bringing legendary Grand National Championship racing back to the Sturgis Rally. This wasn't just a random throwback; it was a full-circle moment. American Flat Track, founded as a championship in 1954, had raced at Sturgis in its first two seasons, with wins by BSA's Al Gunter in '54 and Harley-Davidson's Bob Tindall in '55.

Flat track racing hasn't changed



# Racing Through Time





much since then—because it hasn't needed to. It's still one of the purest, most thrilling forms of motorcycle competition, with riders sliding sideways up to triple-digit speeds, handlebars inches apart, on Mile, Half-Mile, and Short-Track ovals, plus TT courses that throw in jumps and right-handers for good measure.

The 2024 Sturgis TT, held in the heart of downtown, wasn't just a race—it was a landmark event, drawing national coverage and introducing the new AFT AdventureTrackers™ class alongside the established Mission AFT SuperTwins and AFT Singles presented by KICKER divisions. The event was a hit, proving that racing and the Rally belong together.

Now, the tradition is expanding. In 2025, the 85th Sturgis Motorcycle Rally will play host to three American Flat Track races, including doubleheader Jackpine Gypsies Short

Track events on August 4 and 5. It's a nod to the club that started it all and a reminder that history isn't just something to remember, it's something to experience.

The Sturgis Motorcycle Rally and flat track racing have always been

about pushing limits, whether on the track or on the open road. And now, just like in 1938, the two are riding side by side once again.

RESOURCE:

<https://www.americanflattrack.com>





# The Jackpine Gypsies M/C

## Piecing together history

Story by M. Stemp

*"If I'd known it was going to be important, I would have kept better records!"*

*— every poor record keeper everywhere.*

Stalwart historians and storytellers the world over have wistfully wished people in the past had more dutifully chronicled their lives, leaving conclusive information for those who followed. For people looking to pin down the origins of the Sturgis Rally, there are clues here and there, but trails leading to definitive certainty are few

and far between. Who knew, 85 years ago, that a weekend hangout of ragtag riders racing makeshift motorbikes for bragging rights would become the country's most iconic motorcycle rally?!

Here's something we do know: Sturgis, SD, Indian dealer J.C. "Pappy" Hoel established the Jackpine Gypsies Motorcycle Club in 1936. The club instilled community among riders who started gathering to race in the Black Hills Motor Classic in 1938, with Pappy's Indian shop as the hub. After that, more riders continued to turn up in Sturgis every year: enduring hail

and heat, through wars and pandemics, whether welcomed or turned out of town.

At one point, perhaps in 1941, Pappy was the only member of the AMA-chartered club still riding, as war time eclipsed everything else in the country at that time. But the club rebounded post war and, through the years, the Jackpine Gypsies stayed committed by planning and managing the Black Hills Motor Classic & Gypsy Tour every August.

By the mid-1950s the annual gathering included motor patrol-escorted caravans "through the most scenic spots of the Hills," AMA-sanctioned hillclimbs and dirt track racing, and a "Grand Old Evening in Gypsy Tour Land" in Sturgis City Park. There was a free barbeque, the crowning of the Queen of the Gypsy Tour, and "valuable merchandise and trophies" to be awarded. A free street dance on Saturday night capped off the weekend.

Gypsy Touring in the Black Hills moved to the top of every rider's must-do list and they came from all over the country for the experience. Just like riders do today.

The club has continued to organize AMA-sanctioned events and maintain their racing facility outside of Sturgis, making a place for riders of all abilities to enjoy the sport of motorcycle racing and keeping Pappy's legacy and the origins of the Sturgis Motorcycle Rally alive. On their Rally schedule for 2025 are championship motocross, pro hillclimb, American Flat Track short track races and more. Read about it at <https://www.jackpinegypsies.com/sturgis-rally>

As stewards of the motorcycle culture that embodies the Rally's origins, the Jackpine Gypsies M/C are commended for their longevity and dedication. Stop in to see a new exhibit about the club now in place at the Sturgis Motorcycle Museum, on the iconic corner of Main Street and Junction Avenue.



Pappy Hoel provided articles for publications such as the Indian Motorcycle News. Here's one from the 1940s that includes interesting details about the Jackpine Gypsies M/C and its members.

# Memories of Jackpine Gypsies in Sturgis, So. Dakota

by J. C. Hoel

Just received a snap-shot of Sgt. Don C. Vodden, former Sturgis boy, and looking at his suntanned face reminds me of the time Don was scheduled to fight the main "go" at a boxing match in Lead, So. Dakota, on a Saturday night, but there was a race meet on a half-mile track the next day three hundred miles away and Don wanted to enter the meet. After much head scratching it ended up by me taking a car and starting out with Don's machine hitched on behind. Left home on Saturday and after arriving at the race location, I made all the arrangements for cabin and meals, and then gave Don's machine a final inspection and check. Don stayed behind and after winning his match at the fight card, he changed clothing and climbed on behind George Cobbler, driving an Indian Chief, and after travelling all night, he arrived at the cabin at 8:00 A.M. for about two hours sleep before going out to try the track for the afternoon races. I also remember Don hitting a wet spot in the track at this event and going down. I ran over to assist but before I could say anything Don said, "Kick this d--- thing over and I'll get going." One kick and the motor roared and I was left standing on the track with Don already going into the next turn. Also at this meet, Don was able to stay with Ed Kretz on the straightaway. After the event



Sgt. Donald C. Vodden, Sturgis, at an open-air theatre in New Guinea.

Kretz, swell fellow that he is, slapped Don on the back and said, "Fellow, you're sure riding a good motor." Coming from Kretz, one of our idols, to small town boys like us this was payment enough for our trip and the endless hours of work on the motor.

Also in the letter received from Vodden he mentioned meeting Johnny Egeberg in New Guinea. Johnny's friends will be glad to hear that he is well and as happy as a throttle twister like Johnny can be so far from his pet bike and half-mile tracks. Well do I remember one year when Johnny and about six other boys from Minneapolis came to our race meet in a rather old car pulling a trailer with four racing hacks loaded into it. The gas tank on the car leaked so

badly that they did not dare put over three gallons in at a time and therefore they were always on the point of running out of gas. Talking to Johnny later, he told me that on the way home from our meet they turned the trailer upside down on a curve! How thrilled I was when I received news on August 17, 1941, that my friend Johnny had won the five-mile novice event at Springfield, Illinois! How I wished I could have been there to pull for him.

A visit with George Cobbler, just back on leave from two years with a combat outfit in Italy, France and Germany, reminds me of the time George and I got lost from each other while laying out a course for an endurance run here in the Black Hills. Boy, was I glad to see him again and it seems that the day is certainly getting closer when our bunch will be coming back home so we can ride those trails together.

A letter just received from Frankie Schwager, one of the really hot novice riders from Michigan, reminds me of my first meeting with him. It happened that at one of our race meets here in Sturgis I was desperately in need of some really hot Indian riders in order to keep Indian out in front. The more hacks that rolled into town, the tougher it began to look, then in rolled a car from Michigan pulling a trailer with my favorite brand of motorcycle loaded. A couple of hours later after watching Frankie turn the track a few times I went back to my shop well satisfied that he would take care of himself in his event. Sunday morning while making a few last practice rides, the blow fell. Frankie's motor blew up and that long trip from Michigan was in vain. I have never felt so sorry for a guy in my life, and I also nearly shed some tears for myself, but as it happened other Indian riders nicely sewed up the race meet and all was well for everyone but Frank. His letter written from somewhere in Germany stated that all fighting had ceased and that he planned to try in Sturgis again after the war.

A visit this week from Billy Russell, home on leave after nearly two years service in the South Pacific, reminds me of the time Billy volunteered to crash a board wall at an exhibition event at Rapid City, So. Dakota. Something happened and Billy was knocked unconscious and came out of the wall rolling end over end with his machine. It was one of the most serious looking accidents I have seen and it looked bad for Billy, but as it turned out he lost a couple of teeth and was stiff and sore for a few days.

Speaking of our Jackpine Gypsies Motorcycle Club, I believe we are probably the only A.M.A. chartered club in the United States which has only one member who is still riding a motorcycle (not counting those guys who may be buzzing around over in Germany or somewhere). I mean, our club has renewed its charter every year and of the 25 members from prewar days, I am the only one left at home . . . but when the war is over, we are ready with the organization and will get in gear fast.

New riders are coming up and occasionally I talk with a young fellow who is planning on riding competition after the war. Some of these fellows will never do more than talk, others will make a try and some of those who try will fail and some will grow better and better. I hope that I may be favored by some young fellow that is willing. I can see those trial days and those words such as, "Lay it in a little steeper on the corners, you are sliding yourself out of the money!" and "Keep that slide even, don't jazz your throttle." But come what may I am sure that we will have boys out here in the Black Hills who will try as they did in the past and may we have one or two who will carry our banner in competition events all over the States. I have always planned to enter the National Jack Pines at Lansing, Michigan. My hopes are gradually fading with time as my age is causing me to turn the throttle off instead of on more and more, but, this is a threat to you fellows out there in Michigan, we will be there some day with the best in the Hills and do a war dance all over your course and win, lose or draw, I am sure we will enjoy it.

# The Class of 2025:

## Sturgis Museum's Hall of Fame Inducts Nine New Members

Story by Steve Piehl

*The Sturgis Motorcycle Museum Hall of Fame honors nearly 300 notable individuals who have made significant contributions to the Sturgis Motorcycle Rally, the broader motorcycle community, or the Sturgis Museum itself. The Hall of Fame celebrates the pioneers, innovators, and enthusiasts who have helped shape the Sturgis Rally and the world of motorcycling. Each year, a new class of inductees joins this esteemed group, recognized for their dedication, passion, and impact.*

*The Class of 2025 is no exception, featuring nine individuals who have left indelible marks on the motorcycle landscape. This year's inductees include industry leaders, artists, and advocates, each with a unique story and a shared love for motorcycling. Among the honors presented, the Arlen Ness Lifetime Achievement Award acknowledges enduring contributions, the Freedom Fighter Award recognizes those who have fought for motorcyclists' rights, and the Kickstands Down Award is a posthumous recognition for a deserving individual.*

*The new Hall of Fame members will be officially inducted at the Hall of Fame breakfast on Wednesday, August 6, during the 2025 Sturgis Rally. This event, attended by hundreds of friends and fans, will celebrate their achievements and welcome them into the Hall of Fame. Let's meet the 2025 inductees.*

### Lifetime Achievement Award

### Michael Lichter

*Capturing the Spirit of Motorcycling for Over Four Decades*

Michael Lichter, a 2005 inductee into the Sturgis Motorcycle Museum's Hall of Fame, is now being honored with the Arlen Ness Lifetime Achievement Award. For over four decades, Lichter has dedicated his life to capturing the spirit of motorcycling through his photography.

Lichter's path in life exposed him to photography as a teenager and took him to distant corners of the world as a young adult. From Nepal and India, to Europe and the Middle East, he and his camera shared numerous adventures.

Lichter's passion for motorcycles ignited in 1976, and by 1977 he owned a 1971 Harley-Davidson Shovelhead, a bike he still rides. Merging his love for photography and motorcycling, Lichter began contributing to Easyriders Magazine in 1979, capturing the soul of the biker community at events and races. Eventually, he made his name as the principal photographer for Easyriders and now, with over 1200 magazine features and 13 books, his work continues to tell the story of the people, the machines, and the essence of the motorcycle lifestyle.

His work chronicles the evolution of motorcycle culture, including decades of the Sturgis Rally, which he's photographed since 1979. For Lichter, whose first images of the Rally included shots from City Park, Sturgis isn't just an annual event; it's a gathering place for riders from around the world and a reflection of motorcycling's evolving culture.

Lichter is known for his ability to capture not just the machines but also the people and emotions that define motorcycling. His photographs and books tell the stories of Arlen Ness, Billy Lane and even the Sturgis Rally, often going beyond the surface, delving into the backgrounds and personalities of riders, builders, and events.

He, with his son Sean, continues to showcase his work to fans worldwide, expanding and preserving the legacy of the biker way of life. Through his lens, Lichter preserves the legacy of the motorcycling experience, inspiring future generations to embrace the freedom and passion of life on two wheels.



## Gary Gray

*Revitalizing Iconic Brands Through Innovation and Passion*

Gary Gray's induction into the Sturgis Motorcycle Museum Hall of Fame is a testament to his significant impact on the motorcycle industry over nearly three decades. His leadership and engineering skills have been instrumental in reviving and sustaining well-known motorcycle brands while successfully blending tradition with innovation.

Gray's journey in the motorcycle industry began with Polaris, and a move into the Victory motorcycle team, where he was one of the first six employees. As a member of the founding team, he played a crucial role in establishing Victory as a player in the American motorcycle market. His work focused on engineering and product development, contributing to the creation of motorcycles known for their performance, reliability, and modern design. Notably, Gray gets credit for the Victory Vegas, a landmark model that set the standard for Victory's custom cruiser lineup. His leadership also extended to Victory's racing endeavors, with podium finishes at the Isle of Man TT and Pikes Peak International Hill Climb.

In 2011, Gray moved to Indian Motorcycle, bringing his expertise and passion to one of America's oldest motorcycle brands. As Vice President of Product, he led the revival of key models such as the Chief, Chieftain, and Roadmaster, and the celebrated Indian Scout. Gray was also instrumental in the development of the Thunder Stroke 111 engine. Later as Vice President of Racing, Technology, and Service he developed the FTR750 flat track racer, which secured eight consecutive championships and was featured in Travis Pastrana's Las Vegas fountain jump. Under Gray's guidance, the company achieved racing success in MotoAmerica's King of the Baggers and the Super Hooligan series, as well.

Gray's approach to motorcycle development is characterized by his deep respect for the heritage of the brands he's worked with. He emphasizes the importance of "earning the right to change the brand" by first understanding and honoring its legacy. This philosophy guided his work at Indian Motorcycle, where he successfully blended classic design elements with modern technology to appeal to both traditional enthusiasts and contemporary riders.



## Darren McKeag

*Merging Art and Motorcycle Culture*

Darren McKeag's induction into the Sturgis Motorcycle Museum Hall of Fame is a recognition of his unique ability to merge his artistic talents with his lifelong passion for motorcycles. His stunning illustrations on tanks and helmets, large-scale paintings, and tattoos have earned him a distinguished place in motorcycle culture.

McKeag's artistic journey began in childhood, drawing flames, cars, and motorbikes on his school papers. His early exposure to motorcycle culture came from riding on his dad's 1965 Panhead; he was introduced to chopper culture and the art of David Mann at a young age.

"That's when it hit me hard and has affected me my entire life," McKeag said regarding seeing David Mann's art.

McKeag served six years in the Army before pursuing a degree in graphic arts. He initially opened an aftermarket motorcycle shop, airbrushing bikes, but the demand for his tattoo work led him to immerse himself in the tattoo world.

While maintaining a "real job" to pay the bills, he decided in 1989 it was time to quit his corporate job and open his tattoo shop. McKeag has been tattooing at Slingin' Ink for over 35 years.

McKeag is known for his unique artistic style, which is a blend of his influences and experiences. "It is literally 58 years of me taking everything I've seen and been influenced by, putting it in my mental blender, and out comes my art," McKeag said. His work is predominantly motorcycle-themed, with elements of hot rod culture.

Beyond his artistic talent, McKeag is a humanitarian, frequently traveling to less developed countries to support the less fortunate. He is a longtime supporter of the Sturgis Motorcycle Museum, generously donating his art to fundraising events and sharing his talent with the community.

McKeag's induction is not only a recognition of his artistic contributions but also of his generosity and dedication to the motorcycle community.



## Tom Motzko

*A Lifetime of  
Dedication to Drag  
Specialties  
and the Motorcycle  
Community*



*Photo by M. Stemp*

Tom Motzko's induction into the Sturgis Motorcycle Museum Hall of Fame recognizes more than 50 years of commitment to Drag Specialties and his profound connection to the motorcycle community. Motzko began his journey with Drag Specialties in 1974, as a young motorcycle and car enthusiast working in the warehouse. Over the years, he advanced through various roles, making significant contributions to product development and vendor relations.

Motzko's early fascination with motorized vehicles started in his childhood. He recalls being "always involved with minibikes, motorcycles and muscle cars, even prior to having a driver's license." His passion for motorcycles led him to a warehouse job at Drag Specialties, a then-young Minnesota-based manufacturer/distributor. This job allowed him to own and build numerous custom bikes, fueling his passion further.

As Drag Specialties grew, so did Motzko's responsibilities. He advanced through the company, managing assembly areas, working in R&D, and attending trade shows and rallies. These experiences allowed him to forge lifelong relationships with industry leaders, vendors, and riders.

Motzko's contributions became crucial when LeMans Corporation acquired Drag Specialties in 1988. He played a key role in merging the two companies, leveraging his industry relationships and knowledge to do so. His roles included cataloging, product development, purchasing and vendor relations.

Currently serving as Vendor Relations Director, Motzko uses his extensive experience to maintain and build strong relationships with vendors. He is deeply connected to the motorcycle community, evident in his support of the Sturgis Motorcycle Museum and his membership in the Hamsters USA.

Motzko, alongside his wife Debbie of 43 years, is also involved in charitable work, supporting organizations like St. Jude's, Lifescape, and Sharing and Caring Hands. His dedication to the motorcycle industry and his community make him a deserving inductee into the Hall of Fame.

## Grady Pfeiffer

*A Driving Force  
in the Motorcycle  
Community*



*Photo by Michael Lichter*

Grady Pfeiffer's induction into the Sturgis Motorcycle Museum Hall of Fame acknowledges his over 50-year dedication to the motorcycle industry. Pfeiffer is a revered figure who has significantly contributed to the growth and evolution of the motorcycle world.

Pfeiffer's journey in motorcycling began with a personal passion for customizing vehicles. He recalls his early interest in modifying cars, a passion that eventually extended to motorcycles. His involvement with motorcycles deepened after purchasing his first Harley-Davidson in 1981 and becoming immersed in the custom motorcycle culture.

Pfeiffer's impact is evident through his role as the founder of the Cincinnati V-twin Motorcycle Expo, which became one of the most successful dealer shows for over a decade. His passion for custom motorcycles is well-known, as he has built and owned dozens of unique bikes while actively promoting the custom lifestyle.

Pfeiffer's influence extends beyond events. Through his company, GH Marketing, he has played a vital role in elevating top manufacturers and designers in the motorcycle industry. His efforts have also included guiding these businesses through complex regulations, such as CARB and EPA compliance, and he has served on both the Aftermarket Committee of the Motorcycle Industry Council and the board of the Sturgis Motorcycle Museum.

As chairman of the Hamsters USA board, Pfeiffer has demonstrated exceptional leadership. During his time with the organization, it has raised millions for charity. Members of the Hamsters, who must own a customized motorcycle, plan and participate in events and rides that support several worthy causes, providing significant support for non-profit groups in South Dakota and across the country.

Pfeiffer's inclusion in the Hall of Fame recognizes him as a businessman, rider, customizer and philanthropist.



# The Voice of Street Riders in Washington DC Since 1987

Meeting of the Minds, September 25-28, 2025

National Motorcyclists' Rights Conference, Shreveport, LA

## HIGH PRIORITY LEGISLATIVE ITEMS

- Autonomous Vehicles - Monitor any legislation or regulations
- Internal Combustion Engine - Protect & preserve availability
- Right to Repair / Modify - Advocate for passage of legislation
- Advocate for targeted changes to the Renewable Fuel Standard
- Motorcycle Emission Regulations - Engage the EPA and Congress as needed
- Safety & Training - Promote crash avoidance not safer crashing



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## Protect Your Business

Independent Motorcycle Aftermarket (IMA) is a network of aftermarket shops and suppliers working together to:

- Right to Repair - Promote passage of legislation
- Right to Modify - Support protective legislation
- Internal Combustion Engine - Protect & preserve availability
- Ethanol - Maintain availability of E10 or lower fuel blends
- End of Life Directives - Fight "expiration dates" for motorcycles



JOIN THE MRF

**2022 STURGIS HALL-OF-FAME INDUCTEE**



## Berry Wardlaw

*The Wild Pan Man*

Berry Wardlaw's journey to motorcycle mastery is a testament to passion ignited and talent honed. Born in Louisiana but raised in Utah from the age of four to eight, Wardlaw's early years didn't immerse him in motorsports. Instead, a fascination with building car model kits hinted at his future mechanical and artistic skills.

A pivotal moment arrived in a chance encounter with racing legend Art Arfons. A glimpse of Arfons' "Green Monster" race car, en route to Bonneville, sparked a curiosity that would forever alter Wardlaw's path.

His interest in motorcycles and cars led him to spend countless hours at the local country drugstore, poring over car and motorcycle magazines. He fondly recalls the drugstore owner, Mr. McGee, allowing him to copy the articles into his school notebook, further fueling his fascination.

Wardlaw's desire to customize was evident, as he chopped his mini bike at the age of 13. His early motorcycle experiences included riding a Shell Thuett built Yamaha XS750 and a Bultaco Alpina 250. Adding to the allure of the motorcycle world were the B-movie depictions of biker culture in films like "Chrome and Hot Leather," "The Glory Stompers," "Fast Charlie...the Moonbeam Rider," and especially "On Any Sunday."

As Wardlaw transitioned into adulthood, he gained practical experience working at various shops and dealerships, from Louisiana to Florida, Texas, Arizona, and even Alaska. Recognizing the need for formal training, he enrolled in the Motorcycle Mechanics Institute, becoming the first student in the school's Harley-Davidson curriculum, a decision that would define his career.

Wardlaw developed a deep fascination with Panhead engines, ultimately leading him to establish Accurate Engineering in 1985 in Phoenix. His company quickly became a renowned destination for Harley-Davidson Panhead engine building and restoration, drawing customers from across the nation and around the world. Wardlaw's passion extends beyond the workshop; he's participated in racing at Bonneville, Sons of Speed, and rode in the Cross Country Chase on a 1939 Indian Chief.

Today, Berry Wardlaw and Accurate Engineering handle all types of motorcycle engines, but they remain one of the world's premier authorities on Panhead engines. As the Sturgis Motorcycle Museum recognizes his exceptional contributions with his induction into the Hall of Fame, it honors a true legend. Known as "The Wild Pan Man," Berry Wardlaw's precision, brilliance, and infectious personality have cemented his place in motorcycle history.



*Photo by Drew Burke*

## Freedom Fighter Charlie "Chopper" Gilmore

*A Lifetime of Riding and Fighting for Freedom*

Charlie "Chopper" Gilmore's passion for motorcycles ignited in the 1960s, sparking a lifelong journey of riding,

building, and advocating for motorcyclists' rights. His induction into the Sturgis Motorcycle Museum's Hall of Fame as a Freedom Fighter is a testament to his unwavering dedication.

Growing up on the family farm in Northwest Iowa, Charlie learned the values of hard work and freedom early in life. His love for motorcycles began early, and that love only grew stronger with time. Having two successful brothers, Slider (Sturgis HOF/Freedom Fighter) and Tater (Top Fuel drag racer) gave Charlie the motivation and support to excel in his favorite endeavors.

A Vietnam War veteran and an ordained minister, Charlie's commitment to service and advocacy is evident. He is a founding member of ABATE of Iowa's District 8 and has been a tireless champion for motorcyclists' rights. His impactful "Price of Freedom" presentation has become legendary within the movement.

Charlie's influence extends beyond advocacy. A skilled builder, he has created custom choppers showcased internationally and restored numerous motorcycles for museums, including the Sturgis Motorcycle Museum. His passion for motorcycles is all-encompassing.

Charlie's dedication to the motorcycle community is further exemplified by his involvement in various organizations and events. His work with the Shayla Bee Fund in Iowa is a testament to his commitment to helping others.

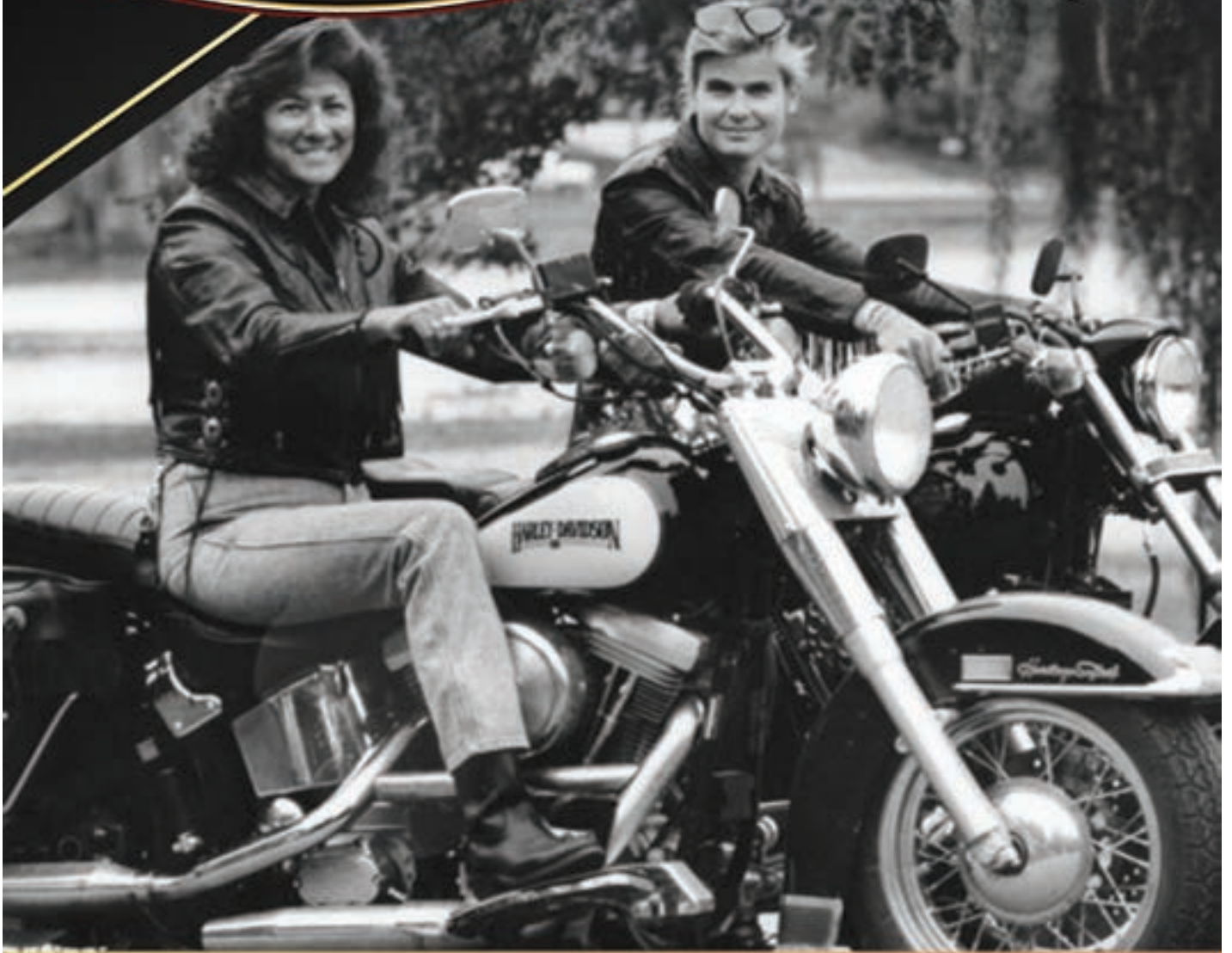
Charlie "Chopper" Gilmore embodies the spirit of freedom and dedication that defines the motorcycling community. His induction into the Sturgis Motorcycle Museum's Hall of Fame is a well-deserved honor for a man who has given so much to the world of motorcycling.



*Photo by Michael Lichter*



*Honor the Ride  
Build the Legacy*



HALL OF FAME MEMBERS: LINDA "JO" GIOVANNONI (1996) CRIS SOMMER-SIMMONS (2008)



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## Kickstands Down

### Lillian Farrow

*A Pioneer of  
Resilience and  
Dedication*

Lillian Farrow is a 2025 inductee into the Sturgis Motorcycle Museum Hall of Fame, receiving the “Kickstands Down” award. This recognition is a posthumous award, honoring her as a true pioneer in the motorcycle industry.

Lilly Farrow, born Lillian Beatrice Matheny, co-founded the Harley-Davidson dealership A.D. Farrow Co. in Columbus, Ohio, with her husband Dale in 1912, placing it among the earliest of all Harley-Davidson dealerships. At the young age of 20, she embarked on a journey that would defy expectations and break barriers.

The dealership faced the numerous challenges of the time, including the Spanish Flu, World War, and the Great Depression. After Dale’s death in the late 1920s, Lilly, a mother of three young children, took over the dealership, becoming the first woman to do so in America.

Lilly’s resilience and passion for motorcycling not only sustained the dealership but also made her an inspiration for female riders. She recognized the power of community and established The Buckeye Motorcycle Club in 1924, the first uniformed motorcycle club in the U.S. Farrow also promoted racing events, including hill climbs, ice races, and flat track races. The Charity Newsies, an iconic of the time period, was established when Lilly learned that local newsboys had no coats to wear in the freezing Ohio winter.

Bob Althoff, the current owner of A.D. Farrow Co, says that her “thumbprint is all over the life that we lead right now.” He continued, “Everyone said that Lily was an iron fist inside of a white velvet glove and she was dogged in her determination. There was no bullshit, there was no exclusion, there was no discrimination. If you were on two wheels, you were part of my family and we were going to ride together.”

Her legacy is her strength, perseverance, and dedication, and having a real impact in a sport and industry that changed because of Lillian Farrow.



## Kickstands Down

### “Rodeo Ray” Tewksbury

*A True Nomad  
and Champion of  
the Motorcycle  
Community*

Ray “Rodeo Ray” Tewksbury is a 2025 inductee into the Sturgis Motorcycle Museum Hall of Fame, honored with the Kickstands

Down Award. Ray, a self-proclaimed “True Nomad,” left a lasting impact on the motorcycle community through his passion for Easyriders Motorcycle Rodeos and his dedication to helping others.

Ray’s love affair with the Easyriders Rodeos began when he attended the second-ever rodeo. He was captivated by the atmosphere and the people, quickly becoming a familiar face at rodeos across the country. His enthusiasm for the motorcycle tug of war competition led him to build a “Monster Trike,” proof of both his competitive spirit and ingenuity.

Tewksbury’s prowess in the rodeo arena was undeniable, as he became a five-time champion and three-time Grand National Champion for the Easyriders Rodeo. However, his contributions to the motorcycle community extended far beyond his competitive achievements.

According to his wife and traveling partner, Kari Sioux, Ray was the “quintessential biker” and was most proud of helping other bikers at the Easyriders rodeos, sharing his passion and encouraging their participation. Ray’s generosity and willingness to assist others defined his character.

Beyond the rodeos, Ray was a fixture at major charity events, including Rip’s Run and the Love Ride, demonstrating his commitment to supporting those in need. His impact on the motorcycle community is remembered by thousands, who recall his big heart and readiness to help the less fortunate.

Kari Sioux’s description of Ray encapsulates his essence: “He represents everything we all want to be. He taught forgiveness, and he would rather lose than lie to someone. He stood for what’s right.” Ray Tewksbury’s legacy is one of passion, generosity, and an unwavering commitment to the motorcycle community.



*Photo by Michael Lichter*



### 2025 CALENDAR

**MARCH 6-8**

DAYTONA 200:  
DAYTONA INT'L SPEEDWAY, FL

**MAY 2-4**

MICHELIN RACEWAY  
ROAD ATLANTA, GA

**MAY 30-JUNE 1**

ROAD AMERICA, WI

**JULY 11-13**

WEATHERTECH RACEWAY  
LAGUNA SECA, CA

**AUGUST 15-17**

MID-OHIO SPORTS  
CAR COURSE, OH

**SEPTEMBER 12-14**

CIRCUIT OF THE  
AMERICAS, TX

**SEPTEMBER 26-28**

NEW JERSEY  
MOTORSPORTS PARK, NJ



# WHO WILL BE THE KING IN 2025?

Learn more about the Mission Foods King of the Baggers Championship at [MotoAmerica.com](http://MotoAmerica.com)





# FUN-DAMENTAL FACTS — Motorcycling Is Under Attack!

Story by Fred Harrell

No matter what brand you ride, it is a fundamental fact – riding motorcycles is fun! But this sport we enjoy is often taken for granted. The wind, the power, the freedom of the open road; all this could end quicker than the twist of a throttle because motorcycling is under attack.

Legislation, regulation, and even corporate agendas are leading the attack starting with the most basic ingredient that keeps internal combustion engines (ICEs) running: fuel. Most of our engines can run on Ethanol 10 but higher levels may deteriorate parts of ICEs. Keeping quality fuel publicly available and reasonably priced, plus posted warnings on gas pumps regarding Ethanol 15 is a legislative agenda item.

Horses were not outlawed with the invention of vehicles powered by the internal combustion engine. However, as corporate and legislative agendas push electrical vehicles, some states (California’s CARB and sixteen other states) are pushing legislation to phase in electric powered vehicles as they phase out vehicles powered by ICEs.

Keeping the internal combustion engine as an integral part of the transportation matrix is a legislative agenda item.

Running engines need service and repairs. Newer engines require tools and technologies beyond what well-trained and seasoned technicians have in their toolboxes. To keep tools, software, and service available to non-franchised service, repair, and modifying businesses (including customizers and builders), the right to repair and modify is a legislative agenda item.

Without quality fuel motorcycles are DOA. Without protection of the internal combustion engine, motorcycling, as we know it, is DOA. Without the tools and technology to keep motorcycles running, motorcycling is DOA.

Make no mistake, these restrictions CAN happen! And yes, the attack can be turned back when we all work together.

What can we do? The Independent Motorcycle Aftermarket (IMA) and the Motorcycle Riders Foundation (MRF) took the above three items along with seven more to Washington,

D.C., and Capitol Hill when over two hundred motorcyclists visited all 535 Congressional offices with our legislative agenda. However, that effort is just the start.

Commitments and support from every independent motorcycle shop, custom bike builder, aftermarket parts/accessory manufacturer, home garage builder, and every rider who enjoys the fundamentals of motorcycling can stop the attack by joining and supporting the IMA and MRF today. Thank you for joining the fight to stop the attack and keep the fun in motorcycling.

**RESOURCES:**

*Independent Motorcycle Aftermarket*  
[www.imamembers.org](http://www.imamembers.org)

*Motorcycle Riders Foundation*  
<https://www.mrf.org>





# NIGHTRIDER

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(Near the NW Corner of Main & First St)



# NIGHTRIDER

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# The Remarkable **Gloria Struck**

*100 years  
and counting*

Story & Photos by Marilyn Stemp

By the time Gloria Tramontin Struck was inducted into the Sturgis Hall of Fame in 2011, she'd been riding for 70 years – and that's not a typo. In her book, "Gloria: A Lifetime Motorcyclist," she describes the start of her riding life this way:

*"...in 1941 when I was 16 my brother joyfully told me he was going to teach me how to ride a motorcycle. Bub's wife Dorothy rode a motorcycle so he thought I should ride too.*

*Joyful, I was not! I had no interest in riding and told him, 'I am not going to learn because I don't want to ride a motorcycle.' I even stamped my foot for emphasis, which meant "NO WAY."*

As you can guess, Bub talked her into it and Gloria not only learned to ride, she took motorcycling to heart making it the center of her life. She was born and raised in humble digs behind the family's Clifton, NJ motorcycle shop and describes herself as a very shy child. But as a young woman, she traveled long distances from her home in New Jersey to places such as Canada and Florida, sometimes on her own and often with girlfriends – very rare in those times. More than once she left – and returned – to New Jersey in the snow

after riding to Daytona Bike Week. Clifton, New Jersey to Sturgis, SD? Yes, indeed, year after year. Some of these trips were with her son Glenn, her daughter Lori, or on her own. Riding alone never held Gloria back. Motorcycling helped her live life as, when and how she chose.

She was featured in Harley-Davidson's "Enthusiast, Magazine" participated in Gypsy Tours, timed road runs, races and gatherings by the score, and was often selected to compete in the AMA's Most Popular and Typical Girl Rider contests (Yes, those things existed!). As an Avon Lady for over 40 years, she delivered her Avon orders by motorcycle to the delight of the neighborhood kids.

Gloria remains a hallmark member of the Motor Maids, having joined in 1946. She rode to the group's annual convention without fail for literal decades, whether it was cross country to Oregon or just to Virginia. Rolling Thunder in Washington D.C. has been a frequent ride, along with H.O.G. rallies, IMS shows and



With the Buffalo Chip's Rod Woodruff as her book was released.

Harley-Davidson events. All on two wheels, of course.

Gloria wrote the book about her life at the age of 92 and after it was published, she was much in demand for book signings and speaking

engagements. Once again, she hit the road, making new friends and inspiring people along the way. Here's an anecdote she relates in the book from 2010, when she was 84 years old:

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**JIMS U.S.A.**

*“I was shoveling the road when a woman drove up the street and stopped her car near me. She rolled down her window and said, “WHAT are you doing?” I told her I was shoveling a path to get my motorcycle out so I could ride to Florida. I’m sure she didn’t believe me and must have thought, ‘The poor old soul must be suffering from dementia and escaped from the nursing home across the street.’ I had a good laugh over that.”*

The next morning she rolled her bike out of the garage and headed to Daytona.

Gloria has rightly taken her place among the few, distinctive female pioneer riders of the mid-20th Century. She was inducted into the AMA Hall of Fame in 2016 and the Sturgis Hall of Fame in 2011. Gloria’s July 7th birthday this year marks her 100th year, giving the motorcycle community another reason to celebrate and honor her. On this remarkable milestone, I asked Gloria to share her insights as she turns 100 and reflects on her impactful life.

**Q. You rode your motorcycle alone at a time when women didn’t do that. Were you ever afraid?**

**A.** I didn’t know I was supposed to

be afraid! I always acted like a lady and I was usually treated like one. There were a few times when people said things that weren’t very nice. I was refused gas, and a place to stay. Women were not taken seriously, it was a different life.

**Q. People still want to meet you and hear your story.**

**A.** They say I inspire them and I say, you inspire me! I am happy to meet them too! It’s nice to know that people thought so much of me, which I never expected. I was supposed to be very famous. But not really!

**Q. Which rides are the most memorable?**

**A.** I always wanted to ride in Europe. When I was in my early 70’s I thought, wow, I better get around to it before it’s too late! So my son and I went in 1999. We took our bikes as cargo on the same plane we were on. We went again in 2001 and rode in 8 countries. That last time, I was 76 years old. Looking back now I can’t believe that was almost 25 years ago!

**Q. Was it eventually tiring to do so much traveling?**

**A.** Traveling made my life. It’s what I did for so many years. How much of life you see! I’m supposed to do my 100th birthday ride to California. Friends are planning it. I said I would do it a few years ago so maybe I have to.

**Q. To what do you attribute your good health and your still-beautiful skin?**

**A.** I always ate good food. I never ate what I call junk. I always made sure my health was kept up and I was always very interested in things.

My skin? Nothing special. I’ve stayed away from too much sugar and always used Avon moisturizing cream on my face.

**Q. What’s next?**

**A.** Well, I’ll be 100 years old so you tell me what’s next! (Laughs.) Other people at 100 are not always capable but I still I have a good mind. I’m thankful for that. I have a very good memory. My book was written mostly from memory.

I’ve done what I wanted to do, when I wanted to do it and how I wanted to do it. And I never outgrew it, I’m still that way now. I’m still the boss.

**Q. What’s your advice for a long and healthy life?**

**A.** Sometimes you have control of your life and other times you don’t. Sometimes you have to accept fate. But you can make the life you want. It’s up to you.

My advice is to make each day count. You only have so many days in your life. Don’t waste your life; make it mean something.



With artist David Uhl and the portrait he painted of her.



With her family at Tramontin Harley-Davidson’s 100th anniversary. That’s Gloria’s parents in the mural behind.



# PEARL'S *Jam*

MONDAY 8.4.2025  
9:00 AM - 6:00 PM

*At The Sturgis Motorcycle Museum*

**Celebrate the incredible women of the motorcycle world while honoring Pearl Hoel, the First Lady of the Rally!**

- Meet N Greet with Riding Royalty like Gloria Struck
- Unveiling of New Artwork by Ray Drea
- Book Signings with Cris Sommer-Simmons, Karen & Bill Davidson
- Meet Recipients of the Pearl Award including 2025's Winner
- Celebrate Those Before Us like Pearl, Lilly Farrow, & Jessi Combs
- Workshops including The Real Deal's Theresa Contreras
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[www.sturgismuseum.com](http://www.sturgismuseum.com)

In Partnership With





# Thousands of Stories Just One Event

How a Women's Event with No Name Became the Home for Women in Sturgis

Story by Cody Ertman  
Photos courtesy Sturgis Buffalo Chip

Bringing about incredible stories. That's what it's all about. That and creating a legacy.

For 17 years, the Sturgis Buffalo Chip's Biker Belles® has sparked thousands of powerful stories among women riders, passengers and those who support them. It's more than an event—it's a movement and a legacy in the making. And this year, you can be part of it.

On Tuesday, Aug. 5, 2025, join the founders of Biker Belles—Lori DeSilva, Laura Klock, Cris Sommer-Simmons and the legendary Gloria Struck, who will be celebrating her 100th birthday with the Biker Belles family (yes, a centenarian moto-lady!). You'll also ride and celebrate alongside dignitary Karen Davidson, ride captain Brandi Moya, Biker Belles ambassador Diva Amy, and other inspiring special guests at the 17th Annual Biker Belles Women's Day presented by Harley-Davidson®.

This milestone celebration honors the humble beginnings that sparked a legacy. What began as an informal conversation around a picnic table between these founders and Buffalo Chip CEO Rod Woodruff was driven by a single question:

"How can we share the legacy of women in motorcycling to inspire and educate new riders?"

The answer became a women's ride and celebration designed to support the Sturgis Motorcycle Museum in establishing women's exhibits.

From those grassroots beginnings, Biker Belles has grown into a full-day celebration and earned its title as the Home for Women in Sturgis. The event now supports impactful causes like Helping with Horsepower, the Jessi Combs Foundation, and The Real Deal Revolution—all using motorcycles as a vehicle for change

in the younger generation and new women riders.

"All these years later, it's amazing to think back on how Biker Belles started as an event with no name and no blueprint," says Toni Woodruff, Biker Belles Director. "It's hard to believe that a picnic table meeting could lead to something

so impactful. Huge thanks to Carol Woodruff for giving the event its name! Our goal has always been to give back to charities that honor our past and empower our future."

You are invited to attend this year's event and be part of the enduring Biker

Belles story. Rub elbows with the event founders, celebrate Gloria Struck's birthday and hear some amazing stories from one of Biker Belles most dedicated supporters, the Iron Lilly Project. Lilly Farrow will be inducted into the Sturgis Museum Hall of Fame this year, and





her family will be present at Biker Belles to share her incredible story.

Everyone is welcome. For those who may not be able to attend due to financial restrictions, passes are available through the Pay It Forward program made possible by Baker Drivetrain. Want to support but can't attend? You can sponsor a rider or make a donation to the supported charities.

Come write your own story. Register now at [BikerBelles.com](http://BikerBelles.com)



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# Weston

COUNTY



# The 18th Annual Buffalo Chip Legends Ride

Offering "Oh Dang!" moments that don't equate to your standard charity ride

Story by Cody Ertman  
Photos courtesy Sturgis Buffalo Chip

Charity rides are wonderful, philanthropic acts that usually satisfy two goals at once. You want to help a worthy cause? You want to ride your two-wheeler? BAM! You put them both together, and you got yourself a charity ride. Right?

That's sort of right, but wow, sometimes charity rides can just be SO. DANG. PREDICTABLE.

However, in the case of the Sturgis Buffalo Chip's Legends Ride, wild and unpredictable things happen every year while raising money for extraordinary causes. Here's a shortlist of the unconventional things and "oh dang!" moments that've happened in the ride's 18 years.

**Mega Rockstar Steven Tyler of Aerosmith** led 900+ bikes in the Legends Ride in 2009. Later that night while performing, he fell off

the front of the stage cutting the set short and going down in the history books (and also going down to the hospital).

**Former South Dakota Governor Kristi Noem** rode a freakin' horse at the start of the ride. In front of a packed crowd at Outlaw Square, Governor Noem rode her horse "Ice Man" through the bikes and up on stage to help kickstart the charity auction. Horsing around really worked out in this instance.

In 2010, **Pee-wee Herman**, that's right, thee Pee-wee Herman, humored and then led Legends Riders out of Deadwood on his pedal bicycle. This experience was chronicled on the massively

successful Funny Or Die episode "Pee-wee Goes to Sturgis," was covered by several major news networks and featured on The Tonight Show.

The wild moments are certainly not over yet. This year's Legends Ride sets the stage for even more unforgettable moments.

To be honest you never know what might happen when gathering celebs and industry greats together. Ride celebs you

can rub elbows with this year are actor and producer Frankie Loyal best known for his work in the *Mayans M.C.* television show, Richard Rawlings of Gas Monkey Garage fame, legendary builders Cory Ness and Zach Ness and more!

Join us Monday, Aug. 4, 2025,





at Outlaw Square in Historic Deadwood for the 18th annual Legends Ride. Registration opens at 10 am, the Legends Ride auction is at 2 pm and it's kickstands up for a scenic ride to the Chip through the beautiful Black Hills at 3 pm. Have an amazing time and thank you for contributing funds for the Sturgis Motorcycle Museum and Hall of Fame and Special Olympics South Dakota – Rapid City Flame!

Who knows, maybe you'll experience a thing or two outside your preconceived notion of what a charity ride is. In fact, we guarantee you will.

Learn more at [LegendsRide.com](http://LegendsRide.com).



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We're proud to announce...

# The Inaugural Sturgis Museum

# \$125,000 Raffle Extravaganza!

Story and photos by Keith Ball

This is amazing! We're kicking off the first Sturgis Motorcycle Museum raffle effort with the first prize an original Danial James fine art piece based around the 85th Anniversary of the Sturgis Motorcycle Rally worth over \$25,000. There's way more, including a fully polished and diamond cut 124-inch S&S engine valued over \$12,500, a Dave Mann print, and more Danial James art and Museum bling. Plus, we are selling an amazing motorcycle valued at over \$75,000. It's a fundraising program worth over \$125,000, sponsored by Bikernet.com, Danial James Fine Art and Easyriders Magazine.

Let's get to the story behind the scenes...

First off, all the proceeds scramble directly to the growing Sturgis Motorcycle Museum in the center of downtown Sturgis and the crew's desire to make it world class. The worldwide motorcycle industry deserves it, the City of Sturgis has it coming, and the largest motorcycle rally in the world needs a centerpiece packed fulla motorcycle history, racing past, classic motorcycles, and educational programs.

This 85th anniversary could be a major turning point for the world's largest motorcycle rally. The entertainment levels are over the moon, the facilities have grown and expanded, and Sturgis is rapidly becoming the center of the aftermarket and custom industries. Finally, and most importantly, the motorcycle racing aspect is exploding!

All these aspects shine a major glow on the future of the Sturgis Motorcycle Museum and the future of the two-wheeled industry in Sturgis. To keep the motorcycles at the museum in tip-top

shape, the staff paid, and the desire for improvements fed, we need fundraising programs - and this raffle is the

first. The Museum board recently expanded to include leaders throughout the motorcycle industry and past inductees into the Sturgis Motorcycle Hall of Fame.

An active group immediately stepped up to help with the raffle efforts, including Danial James, an amazing fine artist, Keith Ball, the 29-year president of Bikernet.com, and Easyriders Magazine, whose principals volunteered to help. Even Hugh King, director of the iconic

Discovery Channel Biker Build-off TV series, blessed our first raffle. So, let's take a gander at the team, the elements and the prizes.

Danial James' artistic history is star-studded with connections to Larry Mullen Jr. of U2, the estate of Elvis Presley and Kid Rock, to name a few. Danial is no stranger to the motorcycle world or the Sturgis Motorcycle Rally. When you see someone wearing a Vintage Harley-Davidson T-Shirt, odds are the design was created by Danial James. At some time in the 17 years he created t-shirt art for the Harley-Davidson factory, he also designed and airbrushed art for Triumph and Indian motorcycles.

"It's so cool to walk the streets during the Rally and see thousands of people wearing Harley-Davidson, Indian or Triumph artwork I created. No matter how many times I see someone wearing one of my designs, I always find it humbling knowing they appreciate my artwork enough to wear it," Danial said. Danial's work is displayed year-round at Bandit's 5-Ball Emporium on Main Street in Sturgis.

In support of the Sturgis Museum, Danial kindly stepped up to produce an original fine art piece based around an iconic chopper and the 85th Rally anniversary, valued at over \$25,000. The piece is a one-off signed original that features the King Chopper BBO-X, an historic chopper





1st Place Prize



2nd Place Prize

built during the Discovery Channel Biker Build-Off (BBO) Series heyday. It's not any ol' chopper, it was specifically built by the ten greatest builders at the time for Director Hugh "Chopper" King, on the 10th Anniversary of the show.

The winner of this special artwork will be drawn at the Sturgis Motorcycle Museum, on the last day of the 85th Rally on August 10th, at 2:00 p.m. We may have on-hand the original owner and Director of the Build-Off Series, Hugh "Chopper" King, to pull the winning ticket!

In addition to the raffle, the iconic Chopper itself is for sale and all the proceeds will go to the Museum. It's valued at \$75,000. (See Sidebar.)

Second Prize in the raffle is a completely polished, brand new,

high-performance, 124 cubic inch, diamond cut, S&S engine, still in its protective crate, worth \$12,500. It's being donated by the owners of Easyriders Magazine, Joe and Ellen Teresi. In December 2004, the Hugh King Chopper was featured in Easyriders Magazine. Kim Peterson, editor of In the Wind Magazine, wrote the story under his pseudonym, Raider Rider.

From the vault comes third prize, the truly amazing historic art piece by David Mann, celebrating the Easyriders streamliner on the Bonneville Salt Flats. It's the first giclée of its kind based on the original art by David Mann in 1990, when Easyriders and the American Bikers broke the World Land Speed Record at 322.150 mph. It's easily worth over \$5,000. Danial James kindly printed the one and only giclée on canvas and framed it for the Sturgis Museum raffle.

Fourth prize is Danial James

Chopper King Shop Art featuring the Hugh King Chopper once again as the centerpiece of a Danial James piece of 85th Anniversary Sturgis Rally art. This piece highlights all the famous builders involved and the

garage-built tradition and is valued at \$2,500.

Fifth through 15th prizes may vary but will include some wild donated items plus, Lifetime (\$750.00) and Five-Year (\$160.00) Museum

memberships, Sturgis Motorcycle Museum special 85th sweatshirts, T-shirts and bling. Hang on, they may feature Danial James' grand 85th Anniversary art. Hell, the tickets will be collector's items!



A collage of food images and a restaurant advertisement. On the left, there's a plate with a large steak, bread, and a glass of red wine. In the center, there are several bowls of food, including what looks like a burger and some pasta. On the right, there's a black and white advertisement for 'ALPINE INN' featuring the text 'BLACK HILLS FINE DINING', 'Alpine Inn', 'Hill City, SD', 'STEAKHOUSE FLYT', and 'BY ALPINE INN AT CADILLAC JACK'S IN DEADWOOD'. There's also a QR code and a small photo of the Alpine Inn building.

The bastard backer behind the bountiful Sturgis Museum raffle effort is Keith R. Ball, president of Bikernet.com. He originally conceived the Biker Build-off Series during an interview at the Easyriders Columbus Bike Show (he was the editor at the time) and is the current owner of the Hugh King Chopper. He has donated the bike to be sold during the raffle. Make us an offer and we will present it to the committee. (See sidebar.)

He worked with the Easyriders owners for the S&S Engine and Streamliner art. He begged and pleaded with Danial James to become associated with this endeavor to support the growth of this iconic Museum at the epicenter of the 85th Sturgis Motorcycle Rally. And he appeals to you to buy a raffle ticket, or 20, and come to the Museum during the party, just 10 clams a piece. Check the Museum website for ticket offers and associated apparel and bling.

All proceeds go directly to the Sturgis Motorcycle Museum, a 501(c)(3) charity. Winner need not be present to claim his or her prize(s). Purchase tickets at [www.SturgisMuseum.com](http://www.SturgisMuseum.com) or visit the Museum at the iconic corner of Main Street and Junction Avenue in downtown Sturgis.

## THE BBO-X HUGH KING CHOPPER

*It can be yours!*

In addition to the raffle effort, the iconic Hugh King BBO-X Chopper, valued at \$75,000, is for sale and all the proceeds will go to the Museum. It's an historic chopper built during the Discovery Channel Biker Build-Off (BBO) Series heyday. It's not any ol' chopper, it was specifically built by the ten greatest builders at the time for Director Hugh "Chopper" King, on the 10th anniversary of the show.

On April 20th, 2004, ten of the world's greatest bike builders thundered into Laughlin, Nevada. For 72 hours, in a secret desert shop, they worked nonstop to create BBO-X, a one-off 124 cubic inch, rigid, right-side drive, black and chrome, spear-like chopper. Then they presented it to Hugh King, producer of Discovery's Great Biker Build-Off. The geniuses who came together to make this awesome steed were Arlen Ness, Cory Ness, Russell Mitchell, Eddie Trotta, Mitch Bergeron, Kendall Johnson, Matt Hotch, Joe Martin, Chica and Hank Young. Each of

the ten builders had competed in Biker Build-Off episodes.

Chica hand fabricated the gas tank, Hank Young made the oil tank, Kendall Johnson was responsible for assembling and tweaking the 124ci S&S motor and the Baker 6-speed transmission, Mitch Bergeron was responsible for the frame and the billet down tube (machined with the Roman Numeral X and the Discovery logo), Matt Hotch fabricated the fenders, Joe Martin built the pipes and carefully applied the pin striping, Russell Mitchell and Eddie Trotta built the front end and Arlen Ness and Cory Ness were responsible for the paint and the overall supervision of the project. All ten builders' signatures are pinstriped on the sheet metal and many of these talents are members of the Sturgis Motorcycle Hall of Fame.

During the final stages of the build, a special guest appeared, legendary seat maker Danny Gray. He quickly fabricated a black leather seat with a zebra stripped manta ray insert. And on Saturday night, April 24th, 2004 before thousands at the Laughlin River Run, BBO-X was unveiled and formally presented to Hugh "Chopper" King.

BBO-X "The Chopper King Chopper" is now offered for sale with proceeds going directly to the Sturgis Motorcycle Museum. The buyer can take ownership on August 10th, after the celebration at the Museum, closing the 85th Anniversary of the Sturgis Motorcycle Rally, when the winners of the inaugural Sturgis Museum raffle will be drawn.

Send your best offer to [KRB@Bikernet.com](mailto:KRB@Bikernet.com)



Hugh "Chopper" King with Kim Peterson, then editor of In the Wind Magazine.

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Fri, Aug 1

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Sun, Aug 3

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Sat & Sun, Aug 9 & 10 (No Cover) WILT BROTHERS

Mon, Aug 4

SOUTHALL

LOWDOWN DRIFTERS

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Tues, Aug 5

THEM DIRTY ROSES

ROB LEINES

TAYLOR HUNNICUTT  
THE SHOTGUNBILLYS

Wed, Aug 6

LOWDOWN DRIFTERS

TAYLOR HUNNICUTT  
JOE STAMM BAND  
THE FILTHY HEATHENS

Thurs, Aug 7

TEXAS

HIPPIE COALITION

JASMINE CAIN STEREO TRIP  
THE FILTHY HEATHENS

Fri, Aug 8

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STEREO TRIP





# Sturgis Harley-Davidson: An Historic First in 2025

Story by Michael Maloney  
Photos courtesy of Sturgis Harley-Davidson

For decades, Sturgis Harley-Davidson has been a year-round staple in the heart of downtown Sturgis, South Dakota. Since its establishment in the mid-1990s, the dealership has been renowned for offering exclusive Sturgis and rally apparel, unique collectibles, and select Harley-Davidson parts.

However, 2025 marks a historic milestone—for the first time ever, customers can now purchase brand-new Harley-Davidson motorcycle right in the city of Sturgis.

This exciting development changes the landscape of motorcycle shopping during the world-famous Sturgis Motorcycle Rally. Previously, riders looking to buy a new bike had to venture outside of Sturgis,

most notably to Black Hills Harley-Davidson in Rapid City. While Black Hills Harley-Davidson remains a premier full-service dealership destination with an extensive selection, riders now have the added convenience of shopping for their dream bike right in downtown Sturgis. With an inventory just as robust as what customers have come to expect from Black Hills Harley-

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Davidson, Sturgis Harley-Davidson now offers hundreds of new and pre-owned motorcycles for sale.

The addition of motorcycle sales to Sturgis Harley-Davidson provides rallygoers with an unparalleled motorcycle buying experience in the heart of the action. Located in downtown Sturgis, the dealership makes it easier than ever for visitors to browse an impressive lineup of motorcycles without leaving the rally atmosphere. Whether they're in search of the latest Harley-Davidson models or a well-maintained pre-owned ride, shoppers can now make their purchase while fully immersed in the Sturgis experience.

Sturgis Harley-Davidson is a factory-authorized dealership by Harley-Davidson Motor Company, ensuring that customers can buy with confidence from one of the most prominent and trusted Harley-Davidson dealerships in the country. Backed by decades of expertise and a commitment to exceptional service, the dealership upholds the legacy and quality expected from the Harley-



Davidson brand.

Sturgis Harley-Davidson, owned by Sonic Powersports, is also deeply grateful for the support of Harley-Davidson Motor Company in Milwaukee. Their dedication to the dealership and the Sturgis

Motorcycle Rally has played a crucial role in making this historic expansion possible. As the rally continues to grow, Sturgis Harley-Davidson remains committed to delivering an unmatched experience for motorcycle enthusiasts from around the world.



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2023



Photos Courtesy of Sturgis Motorcycle Museum & Hall of Fame



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## Zach Parham

28 rides in 41 years... and counting



Zach Parham with his father, John circa 2008.

In 1996, when I was 12, I went to Sturgis for the first time about halfway through the Rally and we had a mini family vacation. But when I was 13 years old, in 1997, my dad talked my mom into letting me ride with him 2-up to Sturgis. Now that I have children that are 16 and 14, I'm not sure I would have done that, and I'm sure it took a little bit of coaxing to get my mom to agree.

At the time, my dad had a dark green 1995 Harley-Davidson Road King. He owned a bunch of older bikes, but that was his first long-distance type Harley-Davidson that he would take on longer trips.

Back then my dad didn't wear a helmet but I did. (My mom won that one.) But you know, it was an enjoyable trip for my dad and I, my first feel of the open road riding a motorcycle. It became a passion that I've carried forward all these years.

The first year I rode by myself alongside him was when I was 16. I had a pre-rubber-mount 2000 Sportster. I owned that bike for a few years until my dad decided that if we were going to go on longer trips, I needed something with better suspension. So I got an anniversary Dyna Lowrider, a 2003.

I grew up in eastern Iowa, in Anamosa, and it's about 850 miles straight to Sturgis, if you ride interstates. But we'd usually go across Highway 18 into the southern part of South Dakota, the longer way. We'd never go on I-90.

We took trips every year to Sturgis, from '97 through 2008, which was the last time I rode to Sturgis with my dad. We picked a different route

every year. Sometimes we would leave Iowa and ride through Colorado; or leave Iowa and go through Sturgis to Wyoming or Montana. What I remember most is we'd always do something off the bike one day, like whitewater rafting in Glacier National Park, Yellowstone, or on the Snake River in Jackson Hole. Since 1997, I've ridden to Sturgis 28 times, and I'll be 41 on my way to the Black Hills this year.

One of the longest trips we took was when I when I turned 21, we rode out of Vegas - it was kind of fitting. In 2008 when I had that Dyna, my dad and I rode to Sturgis out of LA. I still remember to this day: we were riding through Death Valley and it was 118 degrees. Back then, you didn't have comm systems or Bluetooth so I was just basically listening to the wind,

*"I'll tell you, the people you meet and the things you see at Sturgis, you'll never forget in your life."*

*- Zach Parham*

because I didn't have anything else. And I could hear my dad, on his Ultra Glide as we're cruising through Death Valley, blaring "Highway to Hell" by AC/DC. I'll never forget that moment.

That first year I rode to Sturgis with my dad, 1997, happened to be the year we opened the store on Lazelle Street. Those who knew my dad knew that he was a visionary guy. If you told him he couldn't do it, he would figure out how just to prove you wrong.

So he decided that he was going to open a store on Lazelle Street and just started buying houses until he bought a whole block. Then he built the store, which is still the same store that our customers come visit on a yearly basis in Sturgis. We're on the 28th year of the store on that lot.

So in my first year at Sturgis, I got

to help open that store and my mom had me, a 13 year old cocky kid, running the register. But I was good at math so they let me do that. I'll tell you, the people you meet and the things you see at Sturgis, you'll never forget in your life.

For someone that hasn't done the trip or is starting to do the trip with their child or a friend, I think it's a great experience. And you won't find more beautiful country than riding the Black Hills. Spearfish Canyon is one of the prettiest rides in the nation and there are tons of great roads in the Black Hills that I thoroughly enjoy every year.

It's really true, you get to see America on a bike.

*Editor's Note: Zach Parham is the President and CEO of the Comoto Family of Brands. His parents, John and Jill Parham, founded J&P Cycles in 1979, setting Zach on a path for a life in motorcycling.*

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## Roland Sands

### An eye-opening trip at 15 Seals the Deal

My first trip to Sturgis was very cool and a lot of fun. I was 15 years old.

I drove out with my dad, my uncle Ted and a few of their friends, as well. We stayed at the Glencoe campground and I had full access to a 1969 Triumph Bonneville - it was like I had freedom for the first time.

This was in 1990 and my dad was cool enough to let me ride the bike around at 15 years old at Sturgis which was very different back then. I was just a kid. My mom was petrified! There were naked people

everywhere at the campground. I think I took five rolls of film and brought them home and showed the whole family.

We went and saw live music. Went to bike shows and rolled all through the Black Hills. I even got to ride that Triumph all the way out to see Mount Rushmore. The Glencoe Campground was just pure

entertainment all on its own. I just ended up hanging out at night at the campground taking it all in; fires and naked people and parties and beer and drugs and all kinds of madness! We just sat back like

spectators and watched the whole thing go down.

This was my first time going to Sturgis and after that I had a run of about 20 years where I never missed it.

*Racer, custom builder and parts designer Roland Sands grew up at Performance Machine, the wheel, brake and accessory company started by his parents, Nancy and Perry Sands, in 1970. Roland worked in many aspects of the family business before starting Roland Sands Designs. He conceived the phenomenon that became Super Hooligan racing and produces Moto Beach Classic in Huntington Beach, CA.*

“... I had full access to a 1969 Triumph Bonneville - it was like I had freedom for the first time.”

- Roland Sands



Everyone Rides! A licensed rider by the time the Sands family returned to Sturgis, here's Roland with his parents, Perry and Nancy, and his sister, Summer, in the Black Hills.

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# *The Easyriders Streamliner*

## A world record streamliner for all to see

Story and Photos by Keith Ball

It was the World's Fastest Motorcycle for 16 years, from 1990 to 2006, running 322 MPH at the Bonneville Salt Flats. This is its story.

The saga started around 1971. I'd recently escaped the Vietnam era, but not before meeting Andy Hansen on the USS Maddox DD731. We hung out and talked motorcycles. Andy was a reservist on his monthly training excursion in Long Beach, California, and he was building his first custom motorcycle in Culver City, his mentor lived close by. Round and friendly Bob George, a master Harley engine builder would become one of the

first guys to build a streamlined motorcycle. An incredible story!

One of Bob's constant obstacles became financing, so I set up a meeting with Joe Teresi, an owner of Jammer Cycle and an Easyriders Magazine Partner. Joe graciously took on the project and, for a decade under the management of Mil Blair, his partner, the Jammer streamliner was born.

### **Bonneville Basics**

Over seven decades have passed since the first maniacs rolled vehicles onto 224 square miles of compressed salt on the Great Salt Lake Desert, leading into the Great Salt Lake. The tough, asphalt-like surface appeared

to be dense and thick, still it varied from 3 inches to a foot thick before the water table emerged. Just a slight blast of rainfall raised the table to form a lake over the crystalline salt. During extreme heat conditions, the surface cracked, creating pits and grooves. During winds and rains, the shell changed to slippery mud and erratic surfaces. The ideal condition was moist and smooth, and it's still extremely unpredictable.

As many as three tracks can be operational at any one time. During the Bonneville Motorcycle Speed Trials, the crew refined a 1-mile course for "Run What Ya Brung" Competitors. Check the rule book. There are still multiple



This historic machine is on display at the Sturgis Motorcycle Museum for the 85th anniversary of the Sturgis Motorcycle Rally for everyone to enjoy.



There's Bob George with the red shirt looking down at the pre-streamliner double-engine Shovelhead he built.

requirements for this class. A 5-mile track was planned for most hot rod motorcycles, and finally, an 11-mile-long Streamliner path was designated.

An amazing place, like the surface of the moon, spectators annually witnessed the largest outdoor photo studio on the planet, with a pure white deck and unobstructed blue sky.

### A First in so Many Respects

In 1987, I returned to Easyriders Magazine and, shortly afterward, Jammer shut down; Joe Teresi took control of the magazines and the streamliner. It became the Easyriders Streamliner, supported by 10,000 Easyriders Magazine readers from all over the country. For the first time, bikers stepped up to support an American made attempt to take on the "Record Of Records," the Motorcycle World Land Speed Record (LSR). Each \$25 participant received an Easyriders Streamliner T-shirt sporting a David Mann painting of the liner and their name pinstriped on the side of the liner.

After significant changes and mods by Keith Ruxton and crew, including myself, we rolled to Bonneville in 1989 and were supported by the largest crowd in the history of LSR attempts. Riders endured long runs from as far away as New York, Florida and California, put up with harsh elements and poor camping

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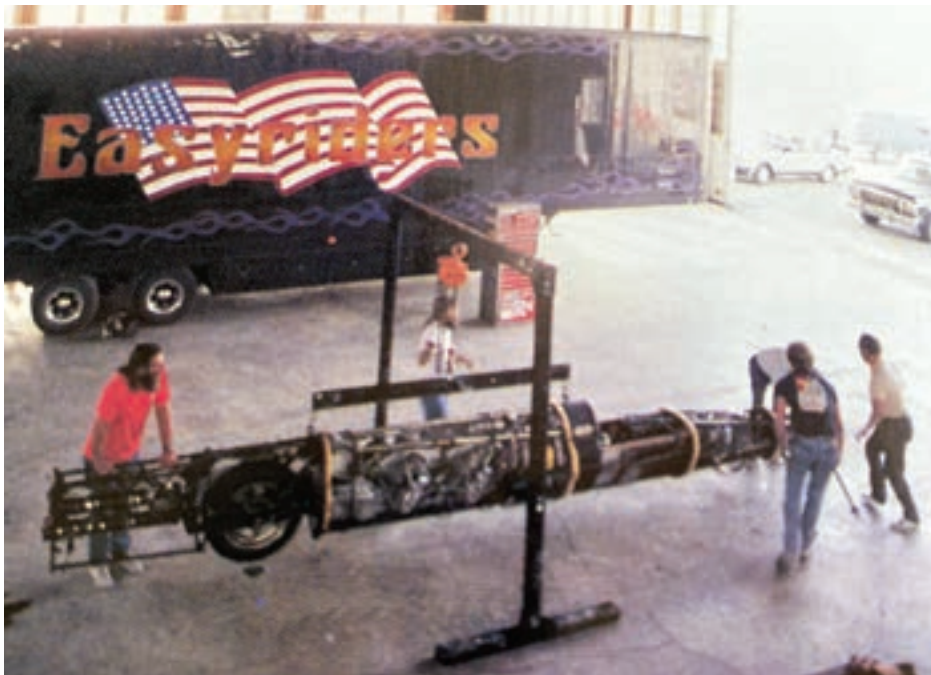
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Friday The 13th: By noon the tires and chute arrived, and they owned the last 20 gallons of fuel in Salt Lake City, enough for four runs. The chute was different yet workable, but the tires were in worse shape than the ones we had.

conditions. Die-hard riders prevailed the non-stop, encroaching salt and wicked winds to watch the Easyriders Streamliner make history.

We needed a place to wrench so Micah McCloskey and I rode to the abandoned Wendover airport on the outskirts of town. We befriended a guard who allowed us to use the hanger there, incidentally the same one used by Anola Gay at the end of WWII. After three days of non-stop wrenching, tuning and safety checks, we started to make shakedown passes on the salt and increased the nitrous load from 60 to 80 percent. Initial passes reached 264 mph and touched on 300 mph. We were forced to break an average speed of 318 mph, the previous record held by Don Vesco on a Kawasaki.

In September of 1970, he'd set the Motorcycle Land Speed Record on the Salt Flats at 251.66 mph in a streamliner powered by twin Yamaha engines. Less than a month later, a Harley-Davidson factory team broke the record with Vesco's longtime friend, Cal Rayborn, at the controls.

"Since Cal (Rayborn) and I were good friends, I knew Harley was going to set the record," remembers

Vesco. "I made sure I got my contingency money from Yamaha and all my other sponsors quick."

In 1975, Vesco broke the 300-mph barrier in the Silver Bird Yamaha (powered by twin Yamaha TZ750 motors). Then, in 1978, he broke his own record, turning 318.598 mph in a twin Kawasaki turbo rig. That record

held for 12 years, according to the AMA Motorcycle Hall of Fame.

Tuesday, September 26th, 1989: Time ran short for the Easyriders team as bad weather closed in on the Bonneville Salt Flats. With the nitrous load pumped to 88 percent, the Ruxton-built 90-inch Shovelheads sang to 6700 rpm (calculated to reach 320 mph). But as Dave Campos, the pilot, entered the timed mile, the soft, aged front tire disintegrated slowing him to 280 mph. Just 2.5 miles later the tire bonded molten rubber to the salt and the steel rim dug into the erratic surface, spinning the liner into a rolling, tumbling, flying crash. Dave walked away...

Our final pass netted an average speed of 284 mph which set a record for the fastest Harley-Davidson perhaps forever. The effort was done, but we returned the following year...

"We were down—but not out!" Said Joe Teresi. The American spirit was well represented by the crew and the thousands of sponsors who backed the effort. With another 10 percent bump on the nitro, nitrous boost, and a taller gear, we could smell victory. As General MacArthur said at Bataan during WWII, "We shall return!"



Taken in August 2024, when 5-Ball Racing returned to the salt once more—successfully.

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This was taken in the winter of 2024 as we got together to discuss the Museum Exhibit. From Left: Scott Peterson, the guy who made the move from Albuquerque, NM possible; Fozy, Sturgis Museum board president; Ron Waldren, contractor and metal artist; Bandit, former Liner team member; and artist Scott Jacobs.

### Overcoming Obstacles

Breaking the Motorcycle World Land Speed Record ain't easy. Reminded repeatedly during the 16 days spent at Bonneville in 1990, we wore out tires, chutes, engines, transmission gears and brakes. We ran out of sparkplugs, chains, oil, fuel and even blew a piston out of the tow car! About the only thing that didn't give up was the crew. The ER Team's spirit never gave up!

We started making passes on June 29th but ran into issues with the solid billet front wheel. On July 1st, the liner was off and running again. Changes seemed to be working. Dave encountered vibration. "I thought I could drive through it," Dave said. At 280-300 mph the front wheel slammed back and forth, lock to lock in a high-speed wobble. The liner flipped, rolled, and it slammed to the salt. Dave walked away with only a bruised knuckle.

Anyone in their right mind would have packed up and gone home, but not us bikers. We needed rubber tires mounted and balanced, engines

checked for damages, frame checked and aligned. A new canopy needed to be rebuilt, and every panel of the body needed work.

By the 4th of July, with the help of individual sponsors and a Salt Lake City Plexiglas manufacturer, the liner was back together.

July 5th: We headed into their first pass with a rubber front tire, but a chute deployed. By early afternoon, the repaired liner made a 305-mph pass, backed-up with a 301 for another national record of 303, but an oil leak caused an engine fire and burnt injector lines. Back to the hanger for repairs...

July 6th: The team faced the starting line at first light, but a 10-mph crosswind prevented passes. By 8:30 they made a 317-mph pass. But, during the following pass, one cylinder started oiling during the run, slowing the liner to 299. They decided to return to the hanger and install new engines.

Saturday, July 7th: After an all-nighter, with the crew working shifts to install new engines, it was mid-afternoon before the team was ready.

After tuning passes and more tuning, Dave cranked off a 291 mph pass with a missed shift. Then, a 293-mph run with another missed shift, and they ran out of daylight.

Sunday and Monday, July 8th and 9th: The specially built Muncie gear box took a beating during the crash and needed attention. After nine days on the salt with four hours sleep every night, the crew needed to adjust to 16-hour days and 8 hours of sleep. They shifted schedules, adjusted the transmission and checked the liner over thoroughly.

Tuesday, July 10th: Handling and shifting problems emerged and it was decided to rebuild the trans.

Wednesday, July 11th: More issues with the front wheel and tire. The tires were last manufactured by Firestone in 1967, rated at over 400 mph, but very porous with age.

Thursday, July 12: At it again at first light. At 8:22 Dave made his first pass, shifting perfectly, but running lean at the top-end. Easy fix, but the wind kicked up. They had but two hours to up the 316 pass with a record breaking 326 mph run.

Everything looked perfect, they were given the go-ahead. All dialed in and the liner running strong, the timing light malfunctioned canceling the run. Handling problems ensued, adjustments made, but then the tow car engine blew. Some 17 full throttle tows did their number on the hotrod Pontiac.

The only tow vehicle available was a 454-powered Chevy rodeo truck. It could tow the liner to 60-

70 mph, but not 100. At 8:58 they turned a solid 322 mph pass, giving the liner another national record of 319 mph with a thinning front tire and out of fuel. Plus, the high-speed chute's life ended, worn out from dragging on the salt. Frantic calls went out to Deist for a chute to be air-freighted to us. Al Teague, at Speed-O-Motive in Salt Lake City, found two used front tires.

The rear tire needed more clearance, and the tow truck starter solenoid quit. Was it Friday The 13th?

Saturday, July 14th: Sponsors helped create a longer track for the Chevy tow vehicle. The early morning run left the crew with a disappointing 301 mph run. Oil in the rear injector

told the story. They lost a piston.

By early afternoon, they were ready to run again. During the towing process the truck slowed, the pilot clutched, broke the rear tire loose and Dave drifted to the left side of the course directly into a piece of PVC pipe marking the 1/2 mile. It dented the nose and shattered the Plexiglas canopy. Fragments cut Dave and the canopy was toast.

While most of the team kicked back, Leon and Al Bulling, and an unknown sponsor, repaired the nose and the canopy in the heat of the afternoon. Amazing! By 6:37, the liner stormed up the salt and bingo! 321.4 mph!

Within the two-hour requirement, they needed at least a 322.139 pass.

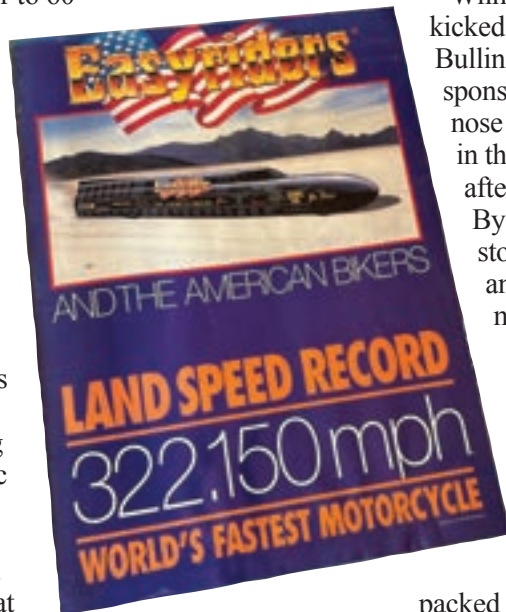
After caster adjustments, Dean and Kit

packed the chutes and checked the chain. Bobby and Jerry changed the fluids and fuel levels, including the nitrogen pressure in the tires. Keith Ruxton and Micah read plugs and mixed the fuels.

Halfway into the run, Dave slid to a stop, "It won't steer left!" Burnin' daylight, they towed the liner back to the start line. They needed to make one more pass quickly. That wasn't the last hiccup. Another stop and a wet

start forced engine corrections. With little time left, another pass started with towing issues, Dave hitting salt bumps, going airborne and the front tire shredding. Dave nailed it a final time and flew through the timing lights at 322.870, for an average of 322.150, and the "Record Of Records." Finally.

Amazingly, the Easyriders team brought the World's Fastest Motorcycle Record back to America. And thanks to the efforts of Travis Goldsworthy, Keith Ball, Ellen Teresi, Dave Campos, Ron Waldren and Scott Peterson, you can see this legendary bike, the Easyriders Streamliner, proudly displayed in the Sturgis Motorcycle Museum for the 85th Annual Sturgis Motorcycle Rally. Don't Miss It!



## Team:

Joe Teresi, *Owner*  
 Dave Campos, *Pilot*  
 Keith Ruxton, *Crew Chief*  
 Micah McCloskey, *Assistant Crew Chief*  
 Leon Hatcher, *Field Director Easyriders Rodeos*  
 Bobby Torres, *Mechanic*  
 Jess Pendegraft, *Crew Mentor*  
 Keith Ball, *Man-About-Town*  
 Kit Maira, *Communications and Wiring*  
 Jerry Pinedo, *Tool Man and Parts Chaser*  
 Dean Shawler, *Announcer Parachute Rigger*  
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Each year, Scott Jacobs produces an original painting to commemorate the Sturgis Rally and this one, for the 85th anniversary, is special indeed. It features a 1942 WL civilian model Harley-Davidson with a 1942 P-51 Mustang in the background. Stunning photo-realism, the "85" painted on the plane's fuselage, and a reference to the rally's inception on the hanger are signature indicators of Jacobs' work.

# The Impactful Art of *Scott Jacobs*

Building a record of motorcycling through photorealism and family

Story and Photos courtesy of Jacobs Gallery

With a career spanning over four decades, artist Scott Jacobs has consistently reached and surpassed new heights in the art industry. His achievements have touched more than just the art world as well; they've influenced towns, jewelry, motorcycles, cruise ships, and even the food and beer industries.

In the 1980s, Scott's career consisted of owning multiple art galleries on the East Coast and painting portraits for collectors under the pseudonym, Escoteté. Later, in 1993, he broadened his portfolio by painting several Harley-Davidson motorcycles, which he brought to display at Art Expo in New York. His photorealistic talent was recognized by Harley-Davidson Motor Company

during the event and he soon became the first licensed artist to launch Harley's Fine Art Program three months later.

Since then, he has been signed by Chevrolet in the Corvette division, Hot Wheels, Carroll Shelby, Mustang, Marilyn Monroe, Elvis Presley and several wineries.

In the early 2000s, Scott's portfolio consisted of an array of genres. When

his wine-focused artwork was seen by Park West Gallery, the world's largest art company, he was immediately signed to tour the world, making appearances at Live Art Auctions.

No matter what he paints; the common theme is hyper-photorealism. It is his mastery of this style that has enamored audiences around the globe since most viewers are convinced they're looking at a photograph.

Scott's weapon of choice is a paintbrush with a tip smaller than a pencil, acrylic paints and the occasional set of oils. He begins each painting with a reference photo and draws out the basic lines of the subject in pencil. From there, he starts blocking in the blank canvas with a variety of paint colors. The real magic happens once the first layers of paint are down and the blending process begins. Highlights and lowlights are Scott's final touches to make his paintings look unbelievably three dimensional.

People from the West Coast to

Eastern Europe and beyond enjoy his work as it currently hangs globally. It can be seen on over 100 cruise ships and has been displayed in over 40 world-renowned museums.

After years of success as an artist, Scott decided to get back into the retail side of things and open Jacobs Gallery in Deadwood, South Dakota. This is a destination where the public can view Scott's originals, a large collection of his vintage motorcycles and his very own watch and apparel line. The gallery building also includes a studio where Scott paints when he's not traveling the world making appearances.

To add to his ever-growing success, he and his family opened a restaurant, cafe and brewery in Deadwood called Jacobs Brewhouse & Grocer. In August 2023, Scott was inducted into

the Sturgis Motorcycle Hall of Fame in recognition of his work's impact in the motorcycle industry.

As if this wasn't enough, Scott's two daughters have followed in his artistic footsteps. His youngest daughter, Alexa is a full-time artist traveling the world with her beautiful creations. His oldest, Olivia has taken a slightly different path in fine

art photography. It's apparent that the Jacobs Family continues to influence the creative world and we can't wait to see what lasting impressions the two women make.

It is his mastery of this style that has enamored audiences around the globe since most viewers are convinced they're looking at a photograph.

**RESOURCE:**

Jacobs Gallery  
670 Main Street, Deadwood, SD  
605-559-187  
[www.jacobsgalleryshop.com](http://www.jacobsgalleryshop.com)



Using a discerning eye developed as an artist's progeny, Olivia Jacobs focuses on fine art photography. Photo by NoxBox



Apprenticing with her father, Alexa Jacobs has developed her own distinctive style, using various subject matters and mediums.

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# Fort Meade's Storied Role in the founding of the West



Story by Deb Holland  
Photos courtesy Fort Meade

Although the name Sturgis is known the world over, there would not be a Sturgis if it weren't for nearby Fort Meade, the military post, museum and VA Center on Highway 34 just east of town.

Fort Meade was established during the winter of 1878-79 by units of the 1st and 11th Infantry and the reorganized 7th Cavalry.

The mission of the 10-company post was to provide military protection against the Sioux for the gold seekers and settlers who had invaded the region both before and after the Black Hills Treaty of 1877.

General Philip Sheridan, famed Civil War Cavalry leader, reportedly selected the picturesque site for the new post. He is said to have ridden horseback around what became the parade ground in the center of the 12 square mile military reservation, pointing with his saber to where

he wanted each building to be constructed.

The new post replaced Camp J.G. Sturgis, established in July of 1878, about two miles northwest of nearby Bear Butte. It was first named Camp Ruhlen for Lt. George Ruhlen, 17th Infantry quartermaster officer who supervised the building of the post. It was subsequently renamed Fort Meade in honor of General George Meade of Civil War fame.

Its strategic location at the mouth of the natural gap in the hogback ridge forming the outer rim of the Black Hills, on the main Indian trail to the favorite hunting grounds of the Sioux, and near the confluence of the heavily-traveled Bismarck, Fort Pierre and Sidney trails of the pioneers, enabled Fort Meade to play a major role in maintaining peace on the western Dakota Frontier.

The 7th Cavalry, re-formed after the disastrous Battle of the Little Big Horn in 1876, constituted the

first permanent garrison of the post. Its commander, Colonel Samuel D. Sturgis, was one of the founders of the nearby town that bears his name.

For most of the past 130 years, there has been some military presence at Fort Meade. Many cavalry and infantry units were stationed here, including the 7th U.S. Cavalry; the Buffalo Soldiers of the 25th U.S. Infantry; the 4th U.S. Cavalry, which saw the transition from horses to mechanization; and the 88th Glider Infantry Regiment during World War II.

The fort was deactivated after 1910 and was without a garrison until 1917, when a unit of the South Dakota National Guard stationed there for training. In 1924, the Fourth U.S. Cavalry was assigned to the post; they guarded President Calvin Coolidge during the summer of 1927, when Coolidge was in the Black Hills. From 1933 to 1935, Fort Meade was headquarters for South





Dakota's CCC camps. During World War II, the post again housed troops, and in the fall of 1944 served as a prisoner-of-war camp that detained approximately 600 Germans. That year, having outlived all other frontier posts of the Upper Missouri West, the fort was transferred to the Veterans Administration for use as a hospital, which it remains today. The modern hospital complex was built north of the parade ground.

This post was the last cavalry headquarters in American military history, serving the horse-mounted military until after World War II. Fort Meade operated as an active military post for 67 years.

By February 1945, significant progress had been made in converting the buildings at Fort Meade into a hospital, with the efforts led by James McMurrer, hospital administrator, and Grover Dodd, building supervisor. The hospital's formal dedication took place on Army Day, April 6, with significant historical acknowledgment and ceremonial efforts led by R.B. "Dick" Williams as the master of ceremonies. The event featured Charles Windolph, a Medal of Honor recipient from the Seventh Cavalry, reflecting the site's deep military heritage.

South Dakota Congressman Francis Case, who had a personal connection to the area and its military history, recounted the fort's past and his role in its transfer to the VA during the dedication ceremony. The Army Day address was delivered by Colonel E. V. Allen, who announced the appointment of Lieutenant Colonel Peter A. Heftier as the manager of the new facility, symbolizing the formal acceptance and operational start of the hospital under the VA. This event marked a significant milestone in the transformation of Fort Meade from a military outpost to a facility focused on veteran care.

Though no longer an active military base, Fort Meade still serves as a training site by the 196th Regiment for Officer Candidate School (OCS). The Regional Training Institute is one of four major commands of the South Dakota Army National Guard and is a premier regional training institute. The regiment maintains its status of "A Learning Institute of Excellence" by the U.S. Army Training and Doctrine Command.

With 60 members, the regiment provides a model environment for training future leaders for the Army National Guard and provides general

instruction on a variety of military courses. The 196th Regiment (RTI) has two subordinate battalions: 1st Battalion (Officer Candidate School) at Fort Meade and the 2nd Battalion (Modular Training) in Sioux Falls.

Another interesting fact about Fort Meade is that in June 1879, the horse named Comanche, who survived the Battle of the Little Bighorn, was brought to Fort Meade by the Seventh Regiment. There he was kept like a prince until 1888, when he was taken to Fort Riley, Kansas. He died at Fort Riley a few years later and was buried with military honors. Shortly thereafter the horse's remains were sent to a taxidermist, and in the early 1900s Comanche was displayed at the Natural History Museum at the University of Kansas in Lawrence, KS. A restoration of the display was completed in 2005.

It was at Fort Meade also that the Star-Spangled Banner first became the official music for the military retreat ceremony. In 1892, the post commander, Colonel Caleb H. Carlton, 8th Cavalry, began the custom of playing the "Star Spangled Banner" at military ceremonies and requested that all people rise and pay it proper respect long before it became the National Anthem.

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# What's in a Name?

Names familiar to Sturgis Rally attendees are associated with Fort Meade

**General Philip H. Sheridan:** The famed Civil War Cavalry leader reportedly selected the picturesque site for Fort Meade. He is said to have ridden horseback around what became the parade ground in the center of the 12-square-mile military reservation, pointing with his saber to where he wanted each building to be constructed.

**General George Gordon Meade:** Fort Meade was named in honor of Meade who was an American military officer who served in the United States Army and the Union army as Major General in command of the Army of the Potomac during the American Civil War from 1863 to 1865. Meade County, established in 1889, was also named for him.

**General Samuel D. Sturgis:** In 1878, surviving elements of the 7th Cavalry, under the command of Gen. Samuel D. Sturgis, established Camp J.G. Sturgis

near strategically important Bear Butte. The camp was named after the General's son who died with much of the 7th Cavalry at the Little Bighorn. Later that year, a permanent fort was established a few miles south, becoming Fort Meade. "Sturgis City" was almost immediately established a mile and a half west of the fort, this time being named for General Samuel D. Sturgis himself.

**Colonel Henry M. Lazelle:** Lazelle was a career officer in the United States Army. In addition to serving during the American Civil War and Indian Wars, he was Commandant of Cadets at the United States Military Academy from 1879 to 1882. Lazelle Street in Sturgis is named after the Colonel.



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# *A Vincent Black Shadow's Journey*

## Now at home in Sturgis

Excerpts from a first-hand account by Leo Splinter transcribed for publication by Keith W. Peters



Story by Lacey Parson

On Thursday, August 7th, 1952, Leo Splinter and Adam “Bud” Fischer set out from Mankato, MN, on an unforgettable journey to the Gypsy Tour in Sturgis, SD. Riding iconic British motorcycles—Leo on his 1952 Vincent Black Shadow and Bud on his 1952 Vincent Rapide—they put up their kickstands and hit the open road.

Sleeping beneath a vacant canopy and crashing in an open schoolhouse, the trek to Sturgis was a mix of gravel roads, rain showers, and curious stares from locals unfamiliar with the sleek, foreign bikes.

Leo Splinter recollected part of the journey heading west: “We ran anywhere from 15 mph in town to 100 mph out in the open areas. Now, being west of the Missouri River, we had open area. Vincents were designed to run 80 to 85 mph, or some speed thereabouts!

We dodged some rain showers and headed for the Badlands. Stopped at some scenic overlooks: awesome, unbelievable! Sure different scenery than Minnesota. We went through the Badlands on alternate route 16. It was later in the afternoon when we got to Wall and ate supper. Had to do the tourist thing! Wall has just gotten bigger over the years. We left Wall on US 16 and headed for Rapid City. Still having 90 miles to Sturgis. Maybe we’ll get there tonight, maybe not. We’ve pushed a lot of miles today.... not like some who push miles down the interstate.”

By Saturday, the duo rolled into Sturgis, making essential stops at the local Indian dealership, Hoel’s Motorcycle Service, owned and operated by J.C. “Pappy” and Pearl Hoel. They purchased a couple of shirts and addressed some repairs on Bud’s Rapide, casualties of the many potholes encountered along the way.



Saturday afternoon brought excitement at the renowned Sturgis half-mile track, followed by a lively dance at the Armory. That night, Leo and Bud sought shelter under a large tent just north of the Indian dealership. With no budget for beer, they found themselves the sole occupants under the tent.

This journey marked the beginning of many trips to Sturgis for Leo and his Vincent, eventually leading him and his family to call the Black Hills of South Dakota home in 1985.

Today, Leo Splinter's 1952 Vincent Black Shadow is proudly displayed at the Sturgis Motorcycle Museum & Hall of Fame, available for viewing seven days a week during the Sturgis Rally and summer season. Stop in to visit the Museum at the iconic corner of Main and Junction to view the permanent collection plus special Rally exhibits and vendors.

RESOURCE:

Sturgis Motorcycle Museum & Hall of Fame  
999 Main St., Sturgis  
605-347-2001  
[www.sturgismuseum.com](http://www.sturgismuseum.com)

### Rumors about Vincents

1. As they were hinged in the middle (Pivot for rear suspension is under seat), the wheel base was always changing and that would cause you to crash - especially on turns and corners. This rumor was told to me by the Harley Factory Rep.

2. The Vincents were so fast that some cities banned them. Supposedly nobody could buy, own or ride them in these areas.

3. If you could hold a Black Shadow wide open for 5 or 10 miles (depending on which story you heard), the company would give you the bike - - ya shur.

### This was not a RUMOR

Torque on Vincents, especially 1st gear was horrendous. When you passed slower vehicles in town, you moved over into clear lane, then applied throttle. Not the other way around. If you didn't move over before cracking the throttle, the Vincent didn't swerve and you inspected the chrome bumper on the vehicle very closely! First and second gear was used for a lot of riding around town.





# Laconia

*Where rallies were invented!*

103rd Anniversary of Laconia Motorcycle Week | New Hampshire | June 13th - 21st, 2026

Story by Charlie St. Clair  
Photos compliments Laconia Motorcycle Week

A New Century, A Timeless Ride - Together, with you, the next chapter of the ride begins as we shape the future of motorcycle rallies. We couldn't be more excited to continue this incredible journey. Cheers to the 103rd Anniversary of Laconia Motorcycle Week - 2026!

For the 2026 Rally, your tried-and-true events return. Start the week off with the Official Kick-Off to Laconia Motorcycle Week® - the Peter Makris Memorial Ride (PMMR) on Saturday, June 13th and after a great ride, you'll return to the Naswa for a party right on the water's edge! Additional rides throughout the week include guided tours to the Vintage Races on Sunday,

the 13th Annual Mae West Memorial Ride for Pets on Monday, the ride to Bentley's Saloon on Tuesday, and the Covered Bridge Ride on Wednesday.

We know why you come back year after year - you love - the ACTION! Nothing says action like powerful engines and speed! The Tower Street Hill Climb Exposition returns on Tuesday, which is a perfect kick-off to Wednesday's AMA-Sanctioned Pro-Amateur Hill Climb at Gunstock Mountain Resort. If the speeds up Tower Hill aren't enough for you - there's even more action to be had at the FIM North American Vintage Road Races and during the Loudon Classic Super Bike races at the NH Motor Speedway in Loudon and even better, you can camp where the action is!

Check out the Lakes Region from the waterfront on the only Motorcycle Week Cruise around the big lake on the M/S Mount Washington. This special cruise only happens on one day, so get your tickets early from CruiseNH.com or call 603-366-5531.

Loving that street scene? Check out Lakeside Avenue where motorcycles line the street as far as the eye can see and people-watching is at its all-time best! Bike shows of all kinds, swap meets, poker runs, gypsy tours, contests, vendors, live music, and of course, beautiful riding is just some of what you can expect at Laconia. Hot spots like the Naswa Resort, the Looney Bin, Tower Hill Tavern, the Big House, the Weirs Beach Drive-In, High Octane Saloon and many more

will keep you busy after you return from a long day of riding.

Ready to try out a new ride? The demo-fleet capital of the rally is located at New Hampshire Motor Speedway. Many of the major motorcycle brands will be there, including Harley-Davidson Motor Company, as well as specialty vendors, all surrounded by live entertainment and with camping available at a crazy low price! NHMS is motorcycle nirvana! Be sure to check them out all week.

Once you take in all the sights and scenes at the 103rd Anniversary make sure you can prove that you were there. Official souvenirs for the 103rd can be found at Rally Headquarters, located on the boardwalk of Lakeside Avenue right in Weirs Beach. At RHQs, you'll also find all of your updated event information, official souvenirs, maps, and more.

So, get ready to ride. All official information for Laconia Motorcycle Week® can be found on the one and only Official Website for the rally: [www.laconiamcweek.com](http://www.laconiamcweek.com) all year long. Sign-up online to receive the Laconia Riding Times, our



e-newsletter, and the Laconia Rally News magazine, mailed Free to motorcycle enthusiasts living in the continental U.S.

Got a great photo? Tag us on social media #LaconiaMCWeek and maybe you'll see your name in a future Rally News!

There is a lot to look forward to in 2026 and we are blessed to share it with our friends in the riding community, our business partners, rally patrons, and our sponsors, including Progressive Insurance, AMSOIL, American Iron,

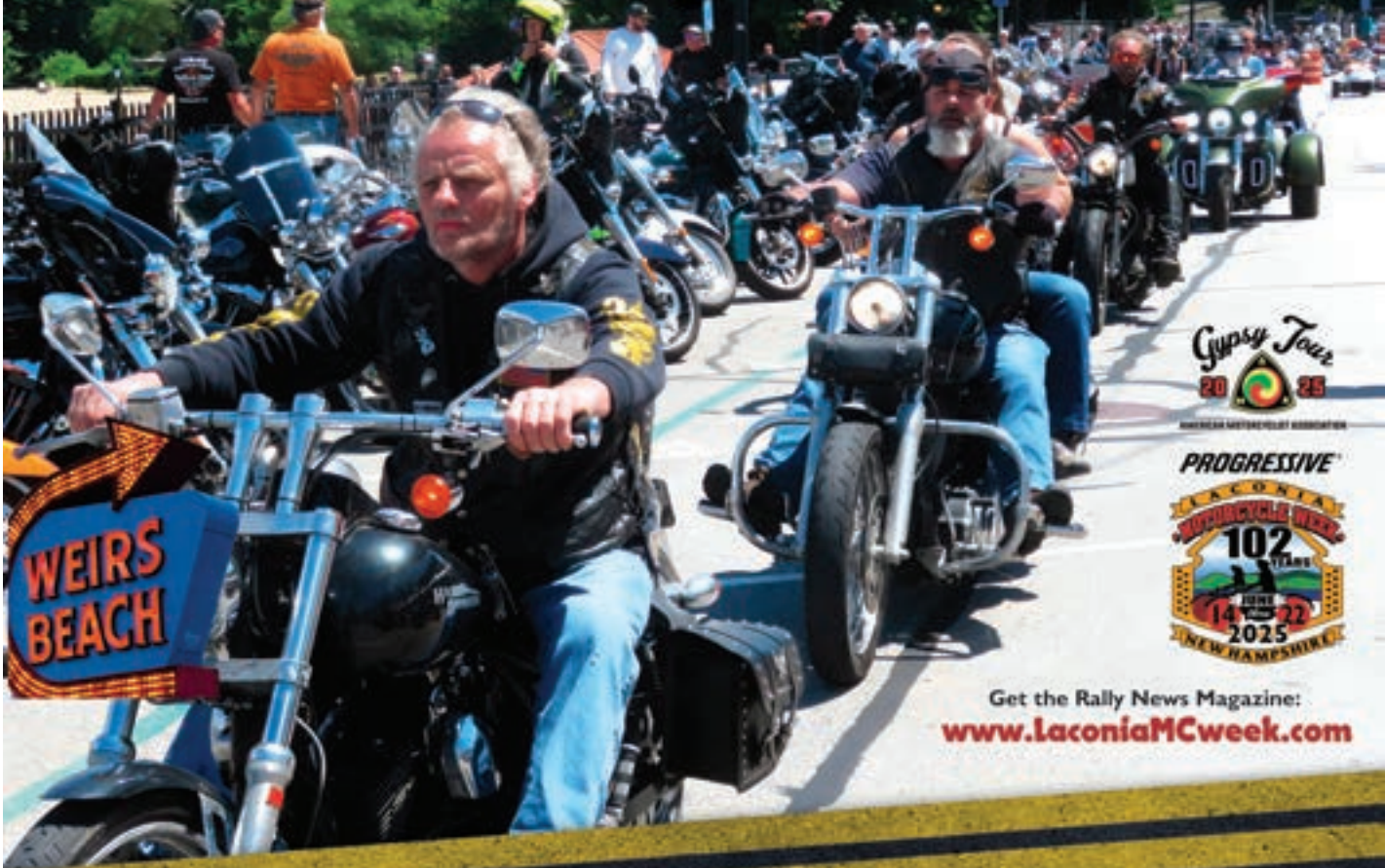
the Bank of NH, Budweiser, the Naswa Resort, Russ Brown Motorcycle Attorneys®, Skinwalker Island, Full Throttle Energy Drink, Coca-Cola & Dr. Pepper, 104.9 the Hawk, Twisted Tea, Truly Hard Seltzer, Captain Morgan, and the Weirs Beach Drive-In. Here's to a safe and successful 2026 for all!

RESOURCE:  
Laconia Motorcycle Week  
<https://laconiamcweek.com/>  
Charlie St. Clair, Executive Director  
Jennifer Anderson, Deputy Director



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**3:15-4:30 PM**

The Ride

**4:30-6:30 PM**

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# Ride of a *Lifetime*

| 1930

1938

The newly-formed Jackpine Gypsies Motorcycle Club holds its first weekend races sanctioned by the AMA. Nine racers competed for \$750 in prize money while about 200 spectators cheered them on.



| 1940

1939

A group of businessmen added events to the weekend including a banquet, parade and free shows each evening.



| 1950

1946

After taking a hiatus because riders and motorcycles alike were needed for the nation's war effort, the "Motorcycle Classic" returns. The Jackpine Gypsies drew 4,000 spectators to the two-day event.

1951-1955

The Rally gained national exposure when it was chosen as the site of the AMA Five-Mile National Championship Race in 1952, 1953, and 1954 and the Six-Mile National Championship in 1955.



1949

Rally organizers used Main Street for the first time – a tradition that has grown in the ensuing years. In 1949, Main Street was used for two hours worth of events on Friday evening.

1957

A new event was added to the schedule on Friday afternoon – the Sportsman's Hill Climb – an event for amateur riders.

| 1980

1980

Racing, which had been an important part of the early Rally, begins to lose some of its importance as the Rally continues to grow in numbers.

1982

Continued issues at City Park prompt local officials to close the park to camping, providing an opportunity for new private owners to open campgrounds outside the city limits. Bada Bing, the Buffalo Chip opened.



| 1990

1988

The Jackpine Gypsies again host a national race – this time, a 600cc National Short Track – part of a new lineup of national races put together by the AMA.

1989

J.C. "Pappy" Hoel, who had been an integral part of the Rally since its inception, died in February of 1989.

1998

Attendance estimated at 350,000 despite cool temperatures and rain.



1990

The 50th Anniversary year of the Sturgis Motorcycle Rally proves to be more than anyone anticipated. Estimated attendance grew to 400,000 – taking planners and participants by surprise.

| 2000

2000

Another banner year in attendance as the Rally celebrates 60 years. Estimated attendance: 633,000.

2001

The Sturgis Motorcycle Museum & Hall of Fame opens its doors in the old Pyramid Bar building on Main Street.

2002

The City of Sturgis creates a city department to take over management of the Rally. Up until this time, management was volunteer or contract labor. The City of Sturgis also gives the old Post Office Building to the Sturgis Motorcycle Museum & Hall of Fame.

# A HISTORY OF THE STURGIS MOTORCYCLE RALLY

*This timeline reflects the generally accepted record. Some documentation contains alternative information.*

## 1960

1961

For the first time, the Gypsy Tour was divided into Northern Hills and Southern Hills, with one group riding the traditional route and another riding to Devils Tower in northeast Wyoming.



1964

The City Council voted to designate a section of Main Street exclusively for free parking for motorcyclists as “a gesture of welcome to the visiting cyclists.”



1965

The Rally was officially expanded to a five-day event.

1970

Branded the 30th annual event, the 1970 Rally had an estimated 3,000 motorcycles in attendance.

## 1970

1975

The Rally grew to a seven-day event.



1977

City Park, which had continued to be a main camping area for Rally-goers, was leased to a private businessman in hopes of improving supervision and security. Estimated attendance had grown to 20,000.

1979

The City of Sturgis begins to license temporary vendors. Nine licenses are issued.

1972

The Rally is officially expanded to a six-day event.

1978

Easyriders Magazine covered the rally for the first time.

## 2010

2008

The Jackpine Gypsies Motorcycle Club resurrects the Half Mile Race. A downturn in the economy, combined with \$4 per gallon gasoline, reduces attendance numbers. Still, an estimated 414,000 people attended the Rally.

2003

More events are added to the schedule – the first Mayor’s Ride benefiting the Sturgis Volunteer Fire Department, while American Motorcycle Dealer (AMD) kicks off the first “World Championship of Custom Bike Building” in Sturgis.

2010

The Sturgis Motorcycle Rally celebrates its 70th anniversary.



2014

The White Plate Flat Trackers sign a multi-year agreement with the City of Sturgis to hold half-mile races at the fairgrounds track. In addition to the regular races, promoters host vintage races.

2015

The 75th Anniversary of the Sturgis Motorcycle Rally sees record attendance of approximately 740,000 people.

## 2020

2017

The Rally was officially expanded to a ten-day event starting the first Friday of August.

2016

The Sturgis Motorcycle Museum & Hall of Fame celebrates its 15th Anniversary.

2018

The Sturgis Motorcycle Museum & Hall of Fame adds a 3,000 sq. ft. addition.

2020

Covid-19 doesn’t stop the Rally, with more than 400,000 in attendance.

2025

It’s the 85th Anniversary of the Sturgis Motorcycle Rally and the world gathers to celebrate.



2024

American Flat Track brings Spirit of Sturgis TT to downtown Sturgis.



# THANK YOU FOR SUPPORTING

Your donation to the Sturgis Motorcycle Museum & Hall of Fame helps preserve motorcycle history and inspire future enthusiasts. Become a member for exclusive benefits:

## LIFETIME MEMEBERSHIP: \$750

- A custom named plaque in Museum
- Exclusive Lifetime Museum Supporter Sweatshirt
- Lifetime of museum admission for you and a guest
- 20% off merchandise

## 5 - YEAR MEMEBERSHIP: \$160

- 5 years of museum entry for you and up to 5 guests
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- 15% off merchandise

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- 10% off merchandise

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## A Message from our Executive Director

Whether you're a lifelong rider or simply admire the spirit of the open road, we invite you to experience the rich history of motorcycling at the Sturgis Motorcycle Museum & Hall of Fame. Located at 999 Main Street, on the iconic corner of Junction and Main in downtown Sturgis, our museum is home to nearly 100 motorcycles—each one telling a unique story of innovation, freedom, and passion. Alongside these legendary machines, you'll find an impressive collection of art and memorabilia that captures the culture and spirit of the ride.

Our mission is simple: Honor the Ride. Build the Legacy. We are proud to preserve and celebrate the people, motorcycles, and moments that define motorcycling's past, present, and future. This year, we welcome riders from around the world to celebrate the Rally's 85th anniversary, and we've already begun to plan special events for the Museum's 25th anniversary next year, in 2026.

We're open every day from 9 a.m. to 5 p.m. during the summer months, and Tuesday through Saturday from 10 a.m. to 4 p.m. in the off-season. Whether you're visiting during the Sturgis Rally or just passing through, we hope you'll stop by and explore our collection.

The museum continues to grow thanks to the generous and very necessary support of our community. There are many ways to support the Museum from simple membership to estate planning; call or visit us to learn about options.

This next section of the Rally magazine is designed to contain all the functional, need-to-know information in one place for your easy reference. We hope you don't get lost or need emergency services, but if you need bike service, a lunch stop or want to navigate the Hills like a local, just turn to the back of the book to find plenty of practical intel.

Ride safe and enjoy the Black Hills. And don't forget to come visit us at the Sturgis Motorcycle Museum.



Heidi Haro  
*Executive Director  
Sturgis Motorcycle  
Museum & Hall of Fame*



# BLACK HILLS 2025 Events

Compiled by Shareece Tatum

The charm of the Black Hills hides within the people and culture that makes it such a unique place within the United States. From the raucous sound of thunder of the Sturgis Motorcycle Rally to the awe-inspiring sight of hot air balloons rising above the stratosphere in Hill City, the Black Hills never disappoint. Here's a quick guide of some of those gems in the Black Hills for the upcoming season.

## June 6 | DEADWOOD PBR

Man vs. Beast: The ultimate bull riding showdown in Deadwood

## June 13-14 | WILD BILL DAYS

A Celebration of legends and entertainment in Deadwood

## June 14-15 | WEST BOULEVARD SUMMER FESTIVAL

A festival of art, handcrafts, live music and entertainment in Rapid City

## June 18-21 | BLACK HILLS CAMARO RALLY

Connect, compete, celebrate Camaros in Spearfish



Photo courtesy Shareece Tatum

## June 21-22 | BLACK HILLS RENAISSANCE FESTIVAL

Jousting, vendors, turkey legs, and mead in the rolling hills of Lead



Photo courtesy Mattison Krouse

## June 27 | BLACK HILLS BLUEGRASS AND BBQ FESTIVAL

An unforgettable weekend of great music, food, and fun in Piedmont

## June 27-29 | BLACK HILLS CON

Three-day geek-a-thon with special guests, vendors and events in Rapid City



Photo courtesy Shareece Tatum



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## July 1-5 | BLACK HILLS ROUND UP

The 106th annual rodeo with carnival rides, parade and fireworks in Belle Fourche

## July 3-4 | GOLD CAMP JUBILEE DAYS

Fourth of July celebrations in Lead with vendors, entertainment and fireworks



Photo courtesy Dennes Barrett

## July 6-11 | DEADWOOD 3-WHEELER RALLY

Adventure, scenic rides, and the camaraderie of fellow trike enthusiasts

## July 11-13 | DEADWOOD BLUES FESTIVAL

Experience the ultimate blues festival

## July 13-17 | DAKOTA 600 ADVENTURE TOURING

Motorcycle trail rides to support motorcycle trail enhancement in the Black Hills

## July 13 | NEUTRINO DAY

Family friendly science festival at the Sanford Underground Research Facility in Lead

## July 17-20 | GET ON! ADVENTURE FEST

A four-day camp-out for ADV riders at the Sturgis Buffalo Chip

## July 18-20 | CUSTER GOLD DISCOVERY DAYS

Fun and history for the entire family

## July 19 | BLACK HILLS CORVETTE CLASSIC

The longest-running Corvette event in the nation starts in Spearfish

## August 1-10 | 85TH ANNUAL STURGIS MOTORCYCLE RALLY

Celebrate 85 years of the Rally in the heart of where it all started, Sturgis!



Photo by M. Stemp

## August 19-24 | KOOL DEADWOOD NITES

Car lovers gather for six days full of classic cars, classic music and classic fun

## August 22-25 | FALL RIVER HOT AIR BALLOON FESTIVAL

Balloons of every hue, filling the sky with a rainbow of colors in Hot Springs

## August 26-31 | STURGIS MUSTANG RALLY

Cruise scenic routes and show off your Mustang for an unforgettable adventure

## August 31 | STUDEBAKER CAR SHOW

A showcase of automotive legends in Custer



Photo courtesy of TravelSouthDakota.com

**September 5 | STRATOBOWL HISTORIC HOT AIR BALLOON LAUNCH**

A hot air balloon launch from the Stratobowl, near Rapid City

**September 19-20 | DEADWOOD JAM**  
Deadwood's premier music festival

**September 26-28 | CUSTER STATE PARK BUFFALO ROUNDUP & ARTS FESTIVAL**

Feel the thunder as the Park's herd of 1,500 bison are corralled by cowboys and cowgirls on horseback

**October 4 | CRUISER CAR SHOW**

Experience the thrill of classic cars in downtown Rapid City

**October 10 | BLACK HILLS POWWOW**

A gathering of Great Plains tribes offers immersive cultural experiences, celebrating tradition and community

**October 11 | BIERBORSE AT MAIN STREET SQUARE**

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**NEW**

# Find Yourself in a Jam on the Road?

## TIPS FROM THE LAW TIGERS FOR RIDERS CRUISING THE ROADS DURING RALLY TIME

Story by Lyonel Gammon

The beauty and allure of the Black Hills come to life as we all rumble into South Dakota to commandeer its roads during the annual pilgrimage that is the Sturgis Motorcycle Rally. Unfortunately for some of us, that good time can be soured if we have the bad luck of being involved in a collision while on the road. Review these tips from the Law Tigers for riders cruising the roads during Rally time and you'll know what steps to take after a motorcycle accident, now or in the future.

So, you find yourself cruising along the scenic Badlands or taking in the sights along Needles Highway and have the bad luck of being struck by a motorist while on your bike. What do you do next?

### 1 | Check for Injuries and Seek Medical Attention

If you or a passenger should suffer severe injuries in a motorcycle accident, call for help immediately to get medical treatment. Try not to move if you believe you have sustained injuries to your head, neck, or spine.

If your injuries are less severe and you can move and speak without pain, check on other parties involved for injuries, then call 911 and report the accident to the police. Request an officer to the scene to file a police report.

### 2 | Take Photos of the Scene

While you wait for the police or an ambulance, take photos of the scene. Focus on injuries, property damage to vehicles, skid marks that show attempts to brake before the crash, road debris like shattered headlight pieces or tire pieces, and marks on curbs or damaged bushes or signposts near the road.

If you should need to go to court to get compensation for your injuries, photographic evidence will help your motorcycle accident attorney build a compelling case for your claim.

### 3 | Get Witness Contact Information and Statements

Did anyone see the accident? A third-party account by anyone who saw the accident can help identify fault in the police reports and an insurance claim. Be sure to get names and contact numbers.

### 4 | File the Police Report and Request a Copy

When the police arrive at the scene, they will take pictures of the scene, as well as take statements from you and other involved parties. Witnesses to the accident may have to leave prior to the arrival of the police. Give the officers any witness contact information you collected and request a copy of the police reports from your accident.

It will probably take some time to complete the police report. Ask the officers at the scene when you can expect to receive your copy of the report. Usually, it will take a day or two to complete all the paperwork for their report.

### 5 | Find Legal Representation with a Motorcycle Accident Attorney

Call us at The Law Tigers for an expert motorcycle accident attorney. A knowledgeable motorcycle accident attorney knows how to build a sequence of events from the evidence to show:

- How you attempted to avoid an accident
- How you used your training and experience to reduce the impact and injuries from the accident
- How your helmet and other safety gear protected you during the accident

In most courtrooms, the jury will have no motorcycle riders. Many drivers of other vehicles mistakenly believe that the biker is always at fault in motorcycle accidents. Hiring a specialized motorcycle accident attorney, like the Law Tigers, can help you navigate the complex process of seeking compensation for your medical treatment and bike damage after a motorcycle accident.

Ultimately, fellow riders, while we wish everyone a safe and uneventful ten days in Sturgis, we know that some accidents and issues on the road are inevitable. When it comes to accidents, leave the tough stuff to us, so that you can focus on healing and getting back on the road. Until then, ride smart, ride safe and enjoy all the beauty that the Black Hills have to offer. 🐅



# ON THE ROAD WITH YOU



Rider: Rick Bray (RKB Kustom Speed)



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# Hungry?

## Favorite hangouts and eateries in the Hills

Story by: Ashley Nickle

Whether you're a biker cruising through the beautiful Black Hills or a tourist visiting with your family, finding the best places to eat can make or break a vacation. It's easy to get overwhelmed by all the dining options but don't worry—here's advice from locals. And that's the best kind.

### Antuñez

Antuñez is a lively spot where Spanish, Latin, and Mexican flavors come together in the most delicious way. The menu is full of creative dishes that'll surprise and delight your taste buds, like the Verde Chicken Enchilada. Plus, the service is top-notch—there's even an in-house sommelier who helps pick the perfect wine to go with your meal, making your dining experience extra special. Whether you're looking for bold and spicy or something a little more laid-back, Antuñez is sure to impress!

**LOCATION:** 117 E ILLINOIS ST., SPEARFISH, SD 57783  
**PHONE:** 605.722.8226  
**WEB:** ANTUNEZCUISINE.COM

### Spearfish Brewing

For those who love the art of craft beer, this award-winning brewery in downtown Spearfish is a must-visit. With a variety of rotating taps there's a beer for everyone to enjoy—a personal favorite is the Copper Midge. But it's not just about the drinks; Spearfish Brewing also offers a new menu featuring delicious sandwiches, flatbreads, and appetizers. You can't go wrong with their Smoked Turkey Bacon Panini—it's the perfect bite to pair with your brew.

**LOCATION:** 741 N MAIN ST. #130, SPEARFISH, SD 57783  
**PHONE:** 605.717.6999  
**WEB:** SPEARFISHBREWING.COM

### The Original Spearfish Breakfast House

For fans of classic diners, The Breakfast House is a spot you won't want to miss. They serve up all your favorite American breakfast dishes made with fresh, locally sourced ingredients. Whether you're in the mood for fluffy pancakes, savory omelets, or a hearty skillet, there's something on the menu for everyone. Their Crab Cake Benny is a delicious twist on a breakfast classic.

**LOCATION:** 608 N MAIN ST., SPEARFISH, SD 57783  
**PHONE:** 605.722.2554  
**WEB:** ORIGINALBREAKFASTHOUSE.COM

### The False Bottom Bar

Sometimes, you just want to kick back with your buddies and enjoy some friendly competition. This full-service bar has everything you need—billiards, foosball, darts, shuffleboard, and more, making it the perfect spot for a fun night out. And if you end up having too much fun, don't worry—False Bottom is just a short walk away from plenty of local restaurants and lodging options!

**LOCATION:** 645 N MAIN ST., SPEARFISH, SD 57783  
**PHONE:** 605.559.0700

### Berlin

This German European-inspired restaurant will transport you straight to the homeland with its authentic flavors. With a variety of dishes to choose from, you're bound to find one that speaks to you. We recommend the Bauern (Farmer) dish—it's absolutely delicious and you won't leave hungry! Pair your meal with a selection of European-style beers.

**LOCATION:** 545 W JACKSON BLVD., SPEARFISH, SD 57783  
**PHONE:** 605.639.5322

### The Deadwood Social Club

Looking for a great steakhouse? Look no further! This Northern Italian Steakhouse offers a delicious mix of savory Tuscan pastas and premium South Dakota Buffalo and Heritage Ranch Beef. If you're a fan of unique dishes, the

Bison Ravioli Alla Vodka is an absolute must-try. With over 200 bottles of wine to choose from, you'll find the perfect pairing for your meal. If martinis are more your style, you'll find over 100 varieties at the Martini Bar. And don't forget to enjoy their rooftop patio—it's the perfect spot to elevate your dining experience, literally!

**LOCATION:** 657 MAIN ST., DEADWOOD, SD 57732  
**PHONE:** 605.578.1533  
**WEB:** SALOON10.COM/DINING

### Jacobs Brewhouse & Grocer

If you're in the mood for fine dining, this Midwestern Nouvelle is the place to be. With a wide variety of options on the menu, you're sure to find a dish you'll love. The Pheasant Ramen is a standout! Pair your meal with a delicious brew, a glass of wine or a handcrafted cocktail for the perfect experience. Want to up your cooking game? Head over to Jacob's Grocer right next door, where you'll find a variety of products to take home.

**LOCATION:** 79 SHERMAN ST., DEADWOOD, SD 57732  
**PHONE:** 605.559.1895  
**WEB:** JACOBSBREWHOUSE.COM

### Deadwood Tobacco Company

Looking for a spot to relax and enjoy a cigar with your drink? Deadwood Tobacco Company is the place. Whether you're a seasoned cigar connoisseur or a first-time tobacco novice, this place has something for everyone. Beginners might enjoy the Java Mint by Drew Estate. More of a connoisseur? The knowledgeable tobacco tenders will guide you to the perfect cigar for a memorable experience. Pair your smoke with the best local and regional brews for the ultimate chill vibe.

**LOCATION:** 715 MAIN ST., DEADWOOD SD 57732  
**PHONE:** 605.722.1510  
**WEB:** DEADWOODTOBACCO.COM

### Lewies Burgers & Brews

Whether you've just finished a thrilling ride through the Black Hills or wrapped up an amazing day on the slopes, this burger joint is the perfect place to satisfy your hunger! Our recommendation: go classic with a Double Bacon Cheeseburger paired with a crisp and light brewski. Lewies is a local favorite, and its convenient location near the Mickelson Trail and Terry Peak Ski Resort makes it a great spot to refuel after outdoor adventures.

**LOCATION:** 711 S MAIN ST., LEAD, SD 57754  
**PHONE:** 605.584.1324  
**WEB:** LEWIESBURGERS.COM

### Cheyenne Crossing

This historic landmark is a must-stop after a scenic ride through the Hills. The quaint diner brings a

home-cooked meal at mom's house right to your table. They're famous for their Carrot Cake—and it's famous for a reason! Not only do they offer excellent dining, but you can also explore their gift shop and rock shop for some unique local finds.

**LOCATION:** 21415 US HWY. 14A, LEAD, SD, 57754  
**PHONE:** 605.584.3510  
**WEB:** CHEYENNECROSSING.ORG

### St. Onge Bar

The Saint Onge Bar, or as the locals call it, the SOB, is the perfect spot to stop for mouth-watering food and drinks. Craving a classic burger and a cold beer? Count on that. Their mouthwatering prime rib is worth the trip, served on Fridays only. Come in a stranger and leave as a friend—this place has a way of making everyone feel right at home.

**LOCATION:** 201 SD-34, ST. ONGE, SD 57779  
**PHONE:** 605.642.0183

### Sturgis Brewing Co.

This brewery has a beautiful interior that truly immerses you in the craft of brewing, plus a shaded patio where you can relax and enjoy the outdoors. With an impressive selection of craft beers and wine, too, you're sure to find one that speaks to you. The menu is full of great options (we especially like the flatbreads,) but you can't go wrong with their sandwiches and burgers either. It's the perfect spot to relax and enjoy some fantastic food and drinks.

**LOCATION:** 600 ANNA ST., STURGIS, SD 57785  
**PHONE:** 605.720.2337  
**WEB:** STURGISBREWINGCOMPANY.COM

### Loud American

This lively roadhouse is a great spot for anyone craving American favorites. Known for their legendary steak tips served in a variety of ways with your choice of sauces,



you can't go wrong. With a full bar and a killer live music lineup, the nightlife here transforms into something special. Looking for great food or a fun night on the town? This place has you covered on both fronts!

**LOCATION:** 1305 MAIN ST., STURGIS, SD 57785

**PHONE:** 605.720.1500

**WEB:** LOUDAMERICANSTURGIS.COM

### **Dungeon Bar**

As the name suggests, this bar is in a basement right on Main Street in Sturgis. Descend the creaky old stairs and you'll find yourself in a party haven that feels like an other-worldly dungeon. Want to leave your mark? You can hang your underwear or add your own signature to the walls—good luck finding an open spot! If you need to escape bad weather, their covered basement and beer garden is the place to be. And if you're craving some sunshine, no worries—they also offer a semi-private balcony for all patrons to enjoy.

**LOCATION:** 1030 MAIN ST., STURGIS, SD 57785

**PHONE:** 605.920.9266

**WEB:** DUNGEONBARSTURGIS.COM

### **The Oasis & Fireside Lounge**

This may be a cozy dive bar, but don't let the building fool you—it's huge! Located in the heart of Sturgis, you can start your day off right with breakfast served every day until noon or end the day with a cold crisp beer in your hands. There's never a dull moment at the O, with foosball, pool, darts, karaoke and dozens of your new best friends on hand. We dare you to give that classic pinball machine a try!

**LOCATION:** 1145 MAIN ST., STURGIS, SD 57785

**PHONE:** 605.347.4609



## **Classics and Honorable Mentions**

When it comes to satisfying your hunger, these classic spots are sure to hit the mark every time.

### **Sturgis**

- American Legion and Veteran's Club
- Belle Joli Winery
- The Knuckle Saloon
- The 44 Lounge
- Kickstands Bar & Grill
- Sidehack Saloon
- Big Engine Bar at the Buffalo Chip

### **Deadwood**

- Legends Steak House at The Franklin Hotel
- Silverado Grand Buffet
- Lou Lou's Bombdiggity's Pasties & Coffee Shop
- Mystic Hills Hideaway

### **Piedmont**

- Matt's Place

### **Whitewood**

- The Iron Horse Inn

### **Hill City**

- Moonshine Gulch Saloon

### **Nemo**

- Nemo Mercantile

### **Belle Fourche**

- Stone House Saloon



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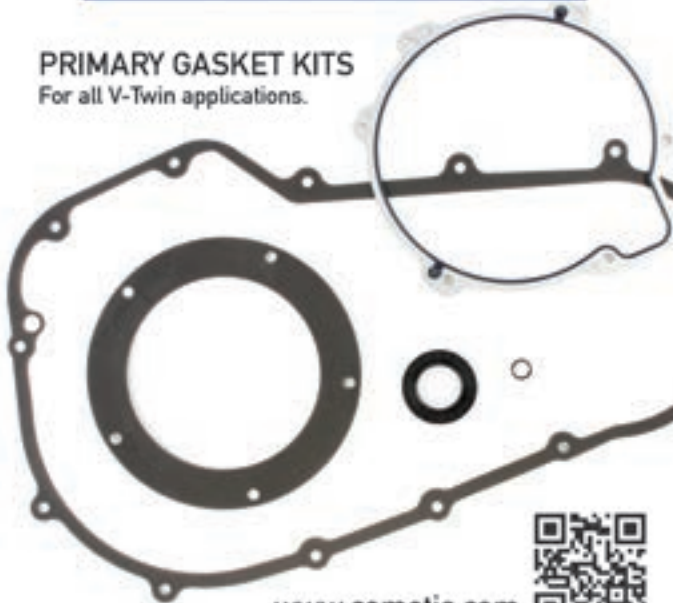
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# Top Motorcycle Shops in the Black Hills

Story by Lacey Parson

Whether you're enjoying a leisurely ride through the scenic Black Hills or pushing the limits on the open highway, having dependable motorcycle services readily available is essential for any rider. With these top-rated shops in Sturgis and the surrounding areas, you can trust that your bike will receive the best care possible.

So, kickstands up and hit the road with confidence! Your next adventure awaits.

## Dakota V-Twin

When you're ready to give your motorcycle the attention it deserves, bring it to Dakota V-Twin. They offer a comprehensive service that includes precision tuning on their Dynojet Dyno Model 250i, ensuring your bike is performing at its best whether it's carbureted or fuel injected. They also offer a range of other expert services, so just ask for Randy and he'll take good care of you. And if you need a U-Haul trailer to get your bike home, Randy's your connection for that, too.

**LOCATION:** 3123 EAST FAIRGROUNDS LP., SPEARFISH, SD 57783

**CONTACT:** 605.717.0009

**WEB:** DAKOTAVTWIN.COM



## Chubb's Bro's Hot Rod and Customs

If you're looking for a trusted motorcycle shop in the Sturgis area with a commitment to quality and personalized service, Chubb's Bro's is a great option. With a certified H-D factory trained mechanic and reasonable rates, Chubb's shop will get you back



on the road quickly. Plus, you can enjoy the friendly atmosphere and visit with the locals who are always stopping by.

**LOCATION:** 3491 WHITEWOOD RD. SUITE E, STURGIS, SD 57785  
**PHONE:** 605.720.3200

## Deadwood Custom Cycles

If you find yourself in the Deadwood area and in need of motorcycle services, from basic maintenance to custom fabrication, Deadwood Custom Cycles is the place to go. Their expertise ensures they can handle anything you need, whether it's bringing your vision to life or simply fixing an issue. You might even catch an impromptu bike show in the parking lot during the rally!

**LOCATION:** 10 LEE ST., DEADWOOD, SD 57732  
**PHONE:** 605.717.2492  
**WEB:** DEADWOODCUSTOMCYCLES.COM



## Fozzy's Cycle Shop

Fozzy's Cycle Shop is the premier destination for top-notch motorcycle service and repairs, backed by over 30 years of experience, with convenient locations at the iconic Full Throttle Saloon as well as Lazelle Street in the heart of Sturgis. Whether it's new tires, a reliable battery, quick breakdown assistance, or an oil change, Fozzy and his skilled team of certified Harley-Davidson technicians have the expertise you can count on. Priding themselves in offering same-day service with no appointment needed! Just roll in and let them handle the rest.

**PHONE:** 563.949.9596  
**WEB:** FOZZYSCYCLESHOP.COM



## Indian Motorcycle Sturgis

Specializing in the iconic Indian Motorcycle brand, this shop offers Indian OEM parts, expert bike service and customization. It's the largest selling Indian Dealership in the world.

**LOCATION:** 2130 MAIN ST, STURGIS, SD 57785  
**PHONE:** 605.206.7830  
**WEB:** INDIANMOTORCYCLESTURGIS.COM



## Black Hills Harley-Davidson: 2 locations

If you're a Harley-Davidson enthusiast visiting the Black Hills, be sure to check out Sturgis Harley-Davidson and their new dealership show floor!

Black Hills Harley-Davidson in Rapid City is located just a quick 24 miles east of Sturgis on I-90 at Exit 55. This dealership is a one-stop shop for all your Harley needs. Whether you're looking for gear, service, custom builds, or a new bike, they have you covered.

**STURGIS LOCATION:** 1040 JUNCTION AVE., STURGIS, SD 57785  
**PHONE:** 605.347.2056  
**WEB:** STURGISHD.COM

**RAPID CITY LOCATION:** 2820 HARLEY DR., RAPID CITY, SD 57702  
**PHONE:** 605.342.9362  
**WEB:** BLACKHILLSHD.COM



## Bigfoot Audio

With 20 years of experience in custom audio installation, the team at Bigfoot Audio is the perfect choice to upgrade your motorcycle's audio system. Whether you're looking for a custom build in their shop or want to catch them on the rally circuit, Bigfoot has the expertise.

**LOCATION:** 3525 E COLORADO BLVD. SUITE 1, SPEARFISH, SD 57785  
**PHONE:** 605.639.9724  
**WEB:** BIGFOOTAUDIOSD.COM



## J&P Cycles

For riders looking to customize their bikes, J&P Cycles offers an extensive selection of aftermarket parts and accessories. Located in the heart of the action in downtown Sturgis, you'll find top name custom and replacement parts with techs on site to handle the install.

**LOCATION:** 1650 LAZELLE ST., STURGIS, SD 57785  
**PHONE:** 605.347.4983  
**WEB:** JPCYCLES.COM



## Sturgis Motorsports

Whether you're looking to buy a new toy or need repairs, parts, or accessories for your current one, they have you covered. Their certified technicians will keep your favorite ride in tip-top running condition.

**LOCATION:** 2695 LAZELLE ST., STURGIS, SD 57785  
**PHONE:** 605.347.2636  
**WEB:** STURGISMOTORSPORTS.NET



## Buffalo Chip Garage

Under new operation for 2025, the Buffalo Chip Garage is in the heart of the action at the Chip's free-access CrossRoads, making it the place to be if your bike needs an oil change, a set of tires or a new battery. But that's not all. Alliances with top aftermarket manufacturers in performance, safety and ergonomic equipment expand the offerings to a host of additional services right on site. And while your bike is being serviced you won't miss a bit of Rally mayhem because there's always something happening at the Chip.

**LOCATION:** STURGIS BUFFALO CHIP CROSSROADS  
**PHONE:** 954.615.7383  
**WEB:** BUFFALOCHIPGARAGE.COM



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# Conquering the Curves

Story by Lacey Parson

The Black Hills of South Dakota are a rider's paradise, offering iconic routes that cater to both first timers and seasoned adventurers. The rides suggested here are from Sturgis Museum Manager Lacey Parson, who was raised behind the handlebars. She hits the open road at every chance to enjoy the wind in her hair and the unmatched beauty of the Hills.

## 1 | Needles Highway

US Hwy. 87 is a challenging 14-mile ride. If you like hairpin turns this one's for you. Plan on at least an hour to travel this road, it has a 25-mph speed limit. The slower speed is worth it; you'll pass Sylvan Lake and a unique rock formation known as the Eye of the Needle. It was named for the opening formed over many decades of erosion, wind, rain, freezing and thawing. It really does look like the eye of a needle! There are pull-off areas at the top, allowing you to safely stop for pictures and meet new friends from all over the world. When a tour bus navigates through the narrow tunnel it's truly something.



A major construction project began in the spring of 2024 that may affect several of the recommended rides noted here. For updates, visit [US-385.com](https://www.us-385.com) for current closures and important information.

Photo courtesy of TravelSouthDakota.com

## 2 | Iron Mountain Road

A thrilling 17-mile journey packed with 314 curves, 14 switchbacks, 3 tunnels, and 3 iconic “pigtailed” where the road loops over itself in 360-degree turns. This masterpiece of design artfully weaves through the breathtaking Black Hills landscape, offering stunning views at every twist and turn. The state has thoughtfully engineered the tunnels to frame dramatic vistas of Mount Rushmore, providing moments that are nothing short of unforgettable.

With a leisurely pace of 20 mph, this road invites riders to savor the challenge and beauty alike. It’s a perfect match for skilled adventurers ready to tackle its tight hairpins and intricate pigtailed. Whether you’re marveling at the road’s engineering brilliance or soaking in the awe-inspiring scenery, Iron Mountain Road promises an unparalleled experience.



Photo courtesy of TravelSouthDakota.com



Photo by M. Stemp

## 3 | Spearfish Canyon

US Hwy 14A is a scenic masterpiece offering stunning views year-round. This 50-mile stretch invites travelers on an unforgettable journey through the Black Hills. Nature enthusiasts are treated to incredible sights, such as majestic big-horned sheep perched on precarious cliff ledges. In the fall, the road is transformed into a kaleidoscope of fiery reds, oranges, and golds as the leaves change. Summer unveils towering rock formations and the tranquil beauty of Bridal Veil Falls and Spearfish Falls.

With a speed limit of 30 mph, the winding route provides a moderately challenging ride, perfect for soaking in the serene yet dramatic landscapes. Unlike more technical roads, there are no hairpins or pigtail bridges, but its gentle camber and curves demand a steady focus. Allocate at least 1.5 hours to fully immerse yourself in the experience. Whether you’re chasing seasonal colors or iconic waterfalls, US Hwy 14A promises a feast for the eyes and soul.

## 4 | Badlands Loop

A journey beyond words, this iconic ride is the very essence of stark elegance. As you traverse the rugged terrain, deep gorges and towering spheres create a surreal backdrop that sparks the imagination. It’s impossible not to ponder what early settlers must have felt when they first laid eyes on this otherworldly landscape.

Interstate I-90 provides easy access to Hwy 240, leading into Badlands National Park. Along the loop, you’ll find 16 strategically placed pull-off areas where you can pause to capture breathtaking photos and take in the raw beauty. These stops offer more than just photo opportunities—they’re moments to connect with the landscape and perhaps even spot familiar faces, as this loop is beloved by many.

With varying speed limits and endless sights to take in, you could easily dedicate a full day to this unforgettable ride. Whether you’re here for the dramatic scenery, the solitude of nature, or the camaraderie of fellow travelers, the Badlands Loop promises an experience like no other.



Photo courtesy of TravelSouthDakota.com



Photo by M. Stemp

## 5 | Custer State Park

Have you heard the saying, “Don’t pet the fluffy cows?” Custer State Park is where it all began when a woman got too close to a baby bison. Mama bison didn’t like the woman’s attention on her baby and taught the woman to keep her distance.

Also known as the wildlife loop, you’ll have the chance to see buffalo, elk, big horned sheep and prairie dogs, lots and lots of prairie dogs. Make it a morning or evening ride for your best chances of catching the animals in action. Buffalo are the big stars and can be seen all along the road. The State Park charges an \$8 entrance fee per vehicle and there are other purchase options online. Give yourself at least an hour to ride the entire loop if you don’t stop anywhere, but of course you’ll want to stretch your legs. This is a great park to take selfies with wildlife in the background.



Photo courtesy of TravelSouthDakota.com



Photo courtesy of TravelSouthDakota.com

## 6 | Main Street, Sturgis, SD

Main Street is the beating heart of the legendary Sturgis Motorcycle Rally and an unforgettable experience for riders worldwide. Slowly making your way down Main Street on your bike is a moment of pride—pride in yourself, your machine, and the camaraderie of bikers from across the globe. For 10 exhilarating days each August, Sturgis bursts to life with the sights and sounds of thousands of motorcycles, but the spirit of the rally lingers year-round in the Black Hills.

Main Street offers more than just the thrill of the ride—it’s a vibrant destination full of dive bars serving up cold drinks, restaurants offering hearty meals, and boutique shops brimming with rally souvenirs, available even long after the Rally has ended. When you reach the corner of Main and Junction, take a moment to visit the Sturgis Motorcycle Museum and Hall of Fame, housed in a historic 1936 brick building. Inside, you’ll uncover the rich heritage of motorcycles, featuring everything from custom bike builders to land-speed record setters.

Whether you’re enjoying the Rally or exploring Sturgis during quieter times, Main Street’s energy and historic charm promise a memory to treasure.



# Dick & Jane's Naughty Spot

**OH MY!**

**Lingerie • Bedroom Gear  
Pipes • and more...**

**Sturgis Exit 30 right 1 mi.      Rapid City Exit 55 right 1 mi.**

A comic-style illustration of a woman on the left with a surprised expression, her hand to her mouth, and a man on the right giving a thumbs up. The background is blue with white polka dots.

# Are You and Your Bike Ready to Ride?

BEING PREPARED MAKES ALL THE DIFFERENCE



Photo by M. Stemp

Story by Jeannie Anderson

We all love to ride, and road trips to Sturgis are the best. But short ride or long, around town or across the country, experienced riders know it's important to get "ride ready." A pre-ride check not only helps ensure that you and your bike are fully prepared, but it offers peace of mind that improves the ride.

The people at Motorcycle Safety Lawyers® know this because they ride, too, and they recommend the following pre-ride tips – the same ones they use before setting out on the road – to help make the ride memorable and stress-free.

## 1 | Perform an Inspection of Your Bike

- ✓ Check Your Tire Pressure
- ✓ Look For Fluid Leaks
- ✓ Check Your Instrument Panel & All Lights

- ✓ Check Your Riding Gear – Eye Protection, Helmet Condition, Gloves
- ✓ Pack Trauma Kit – Check Contents & Refill Expired Supplies
- ✓ Pack Tool Kit, Tire Gauge, Air Pump, Battery Charger
- ✓ Make Sure All Bags Are Secured
- ✓ Check Gas & Oil Level – Replenish If Needed
- ✓ Perform Any Scheduled Maintenance
- ✓ Take A Test Ride

## 2 | Evaluate Your Insurance Coverage

Did you know that 80% of motorcyclists involved in an accident are underinsured? The time to fix your insurance coverage is before you need it.

Does your current policy fully cover your medical costs, lost wages, food, shelter and bike repairs? Sadly, the odds are that it does not!

Though they are not an insurance company, nor do they sell insurance, Motorcycle Safety Lawyers® will

review your policy for free. This free service is 100% about making sure you have the right amount of coverage to provide for you and your loved ones in case of an accident.

### 3 | Take a Class and Sharpen Your Skills

Take an advance riding course to learn new riding techniques and sharpen your skills. No matter how long you've been riding or how many miles you've clocked, there's always something to learn.

### 4 | Do you know what to do if you come upon or are involved in an accident?

How do you assess and secure the accident scene, relay important information to EMS, apply First Aid, and more? Many organizations offer classes to help you advance your knowledge and skills.

Motorcycle Safety Lawyers® has

partnered with Road Guardians, the largest Motorcycle Trauma Training Organization in the world, to offer Accident Scene Management classes at a significant discount to train you how to provide aid safely and effectively.

### 5 | Have a Roadside Assistance Program

Does your roadside assistance company provide certified Motorcycle towing? Do they have the proper equipment to tow your bike? Use a towing company that tows, jumps and delivers gas in case you're stranded. When riding the Black Hills, or anywhere, you want to have the proper roadside support, should you need it.

### 6 | In Case of an Accident, Call a Qualified Motorcycle Attorney

Call Motorcycle Safety Lawyers® for an experienced and

knowledgeable lawyer that deals with motorcycle accidents. An experienced motorcycle injury lawyer will explain your legal options and remedies when you or your loved ones have been injured in a motorcycle accident due to someone else's negligence. They're experienced with motorcycle accidents and understand the unique and different types of injuries that motorcycle riders face.

To learn more about your insurance coverage, email your declaration page to [david@motorcyclesafetylawyers.com](mailto:david@motorcyclesafetylawyers.com) or call him at (224) 392-1600. To learn more about Sponsored Accident Scene Management Classes and other safety related questions, email [Larry@motorcyclesafetylawyers.com](mailto:Larry@motorcyclesafetylawyers.com).

Now let's ride! Get out and enjoy the Black Hills or wherever the roads take you.



Accident Scene Management classes teach riders what to do in an emergency. Saving precious seconds can make a significant difference.

# Happy Campers Welcome Here!

From simple to simply amazing

Story by Ashley Nickle

With so many campgrounds in the Black Hills, it can be tough to decide where to stay. Savvy campers also know that it can be tough to find a spot sometimes, especially during rally time or other special events. Fortunately, there are options. From primitive to posh and quiet to crazy, there's a place for every taste.

## Elkhorn Ridge Resort

If you're more of the glamping type, Elkhorn Ridge is definitely the place to be. Whether you're rolling in with an RV, camping under the stars, or cozying up in one of their cute cabins, there's something for everyone. And don't forget to pack your swimsuit because their outdoor pool is awesome. Not into swimming? No worries—there are basketball courts to shoot some hoops, tennis courts if you're feeling competitive, and, of course, everyone's favorite, pickleball!

**LOCATION:** 20189 US-85, SPEARFISH, SD 57783

**PHONE:** 605.722.1800

**WEB:** ELKHORNRIDGERESORT.COM

## Hanna Campground

If you're a dirtbag-style camper and want to truly get lost in the forest, Hanna Campground fits the bill. Tucked right next to the spruce-lined East Spearfish Creek, this spot has 13 campsites available during the regular season. While it's not right in the heart of Spearfish Canyon, it's still part of the Spearfish Canyon management area, so you get that beautiful, secluded vibe. The amenities are pretty basic, but the stargazing here is absolutely worth it!

**LOCATION:** HANNA RD., LEAD, SD 57754

**PHONE:** 605.673.9200

**WEB:** USDA.GOV/RECAREA/BLACKHILLS



Photo by M. Stemp

# Were You Or Someone You Know Injured In A Motorcycle Accident?



The family at Motorcycle Safety Lawyers® is always here for you. As members of the Motorcycle Community who ride, we can help you navigate the challenges, fears, and obstacles involved in a motorcycle accident, allowing you to concentrate on your recovery.

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*"Everything we do is because, bikers matter!"*

[MotorcycleSafetyLawyers.com](http://MotorcycleSafetyLawyers.com)

## No Name City Campground

This campground is all-around a fantastic place to stay. If you love comfy cabins, great RV spots, or awesome tent sites, you'll find plenty of options to choose from. The pool area is perfect for cooling off, and there's a playground to keep the kids entertained. Not in the mood to cook? No worries—they've got a full bar and grill. Forgot something? You can grab what you need at the camp store. Out of propane? Just head over to the propane filling station. Out of clean clothes? Don't stress—there's a laundromat on site, too! It's got everything you could need for a stress-free camping trip.

**LOCATION:** 20899 PLEASANT VALLEY DR., EXIT 34, STURGIS, SD 57785

**PHONE:** 605.347.8891

**WEB:** NONAMECITY.COM

## Chris' Campground

If you're looking for a fun spot to stay with the whole family, Chris' Campground has it all. Enjoy not one, not two, but THREE heated pools—perfect for relaxing or splashing around. On top of that, they've got a laundry room, a recreation room, clean bathhouses, and a playground to keep the little ones entertained. And if that isn't enough, they even have a petting zoo for kids (and adults) to enjoy. Don't wait too long to book—this place fills up fast!

**LOCATION:** 701 CHRISTENSEN DR., SPEARFISH, SD 57783

**PHONE:** 605.642.2239

**WEB:** CHRISCAMPGROUND.COM

## Kickstands Campground

If you're a party camper, here's the perfect spot for you. Kickstands Campground is the place to have a good time with friends and family. This place is huge and offers tons of options, whether you want an RV spot, a tent site, or a quaint cabin. Be sure to check out their awesome

bar and grill for a bite to eat, and don't miss the amazing live music lineup at their concert venue. It's a guaranteed good time—let the party begin!

**LOCATION:** 13014 PLEASANT VALLEY RD, STURGIS, SD 57785

**PHONE:** 605.499.9058

**WEB:** KICKSTANDSLLC.COM

## Suzie's Campground

This charming campground has so much character! Tucked next to beautiful hills with a stunning grassland stretching out in front, it feels like you've stepped into a magical wonderland. Stay in cozy cabins, spacious RV spots, or pitch a tent - there's something for everyone here. You'll find clean restrooms, laundry facilities, and tables at each site for your convenience. If you're a fan of traditional camping in a peaceful setting, this is the place for you.

**LOCATION:** 20983 PLEASANT VALLEY DR., STURGIS, SD 57785

**PHONE:** 605.347.1134

**WEB:** SUZIESCAMP.COM

## Buffalo Chip Campground

The Buffalo Chip has been the ultimate destination for motorcycle enthusiasts during the Sturgis Rally for over four decades. Offering a variety of camping options—from traditional tent and RV spots to cozy cabins and hassle-free Camp Easy Ride concierge camping—the Chip has something for every rider. For those seeking VIP treatment, the exclusive Fenske Park Pass provides premium access and the chance to mingle with celebrities. As for entertainment, there's a reason it's called "The Best Party Anywhere!" Whether you're looking for adventure, comfort, or luxury, the Buffalo Chip delivers an unforgettable rally experience.

**LOCATION:** 20622 FORT MEADE WAY, STURGIS, SD 57785

**PHONE:** 605.347.9000

**WEB:** BUFFALOCHIP.COM



Photo courtesy of TravelSouthDakota.com



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# The Mark of an Artist

Options abound to get *inked in the Hills*

Story by Shareece Tatum

The history of tattoos is as long and varied as there are cultures from around the world. Over the millennia that covers human history, you are bound to find some kind of tattoo culture and story. As tattoos have evolved within the United States from being marks of rebels, ex-convicts and the social misfits to masterpieces of living art, there is one thing guaranteed: every tattoo has a story.

Since the 1960's tattoos have become synonymous with the world of bikers, not just in the United States but also internationally. Naturally, because of that, the Sturgis Motorcycle Rally has become the prime place to get a new tattoo while visiting the Black Hills of South Dakota. From the many pop-up vendors during the rally to the permanent shops, there is a wide variety of artists to choose from.

Here is a quick guide of only some of the many talented artists and shops within the Black Hills.

## CENTRAL HILLS

Rapid City:

### Amanda Allison Tattoos

Dedicated to making each appointment as unique as you are, Amanda Allison works hard to craft the perfect tattoo for every client.

### Bad Cat Tattoo Studio

Home to eight award-winning full-time artists, this studio offers every style you could imagine—realism, traditional, new school, geometric, watercolor, trash polka, and more.

### Blackwood Ink USA

This shop boasts an impressive portfolio of full-sleeve masterpieces, ranging from realism to neo-traditional to Japanese traditional styles

### Dark Wave Ink

Four skilled artists fill this studio with out of this world black and grey artwork.

### Iridescent Ink Tattoo Studio

A woman-owned shop specializing in new school and watercolor styles, these two talented artists elevate color to new heights—perfect for



Photo courtesy of Adrian Boustead

bringing your favorite pop culture references to life.

### **Morning Star Tattoo**

Owned by Alexander Woff, this shop specializes in master-level realism and neo-traditional tattoos.

### **Thrash's**

A true Black Hills landmark, this family-owned shop carries on a legacy of tattooing passed down through generations.

## **NORTHERN HILLS**

**Spearfish:**

### **Dakota Rose**

A self-taught artist with a strong portfolio that celebrates minimalism and realism with a touch of neo-traditional.

### **Dark Days**

The place to go for American traditional and script ink.

### **Iris Ink**

Fine line art and watercolor clash to make the perfect storm of ink at this shop. They honor the journey of finding the perfect tattoo that represents you.

### **K2**

Three artists whose portfolios show the master art behind realism tattoos.

**Sturgis:**

### **Modern Ink**

With the heart of Sturgis, not just in location, this strong shop upholds that sought after neo-traditional style that is expected at the Rally.

### **Northern Hills Collection**

Sponsor of the Sturgis Rally's tattoo contest, this shop sports a solid team of

artists with varying styles, from abstract to traditional to trash polka.

### **Old School Tattoo**

Known for their strong American Traditional roots, this shop and its artists have expanded into other styles and opened a second location in Rapid City.

### **Rosini Gypsy**

A shop that upholds its founder's tried & true talent and legacy on Main Street Sturgis for over 40 years.

### **Tattoo Cellar**

With 26 Rallies under their belt, this shop brings in artists from across the U.S. for the renowned event, while owner Richard Otten keeps the spirit of the Rally alive year-round.

**Belle Fourche:**

### **Dark Art**

Nestled in the prairies of the northern hills, this shop sports neo-traditional with a fine art flair.

## **SOUTHERN HILLS**

**Custer:**

### **White Buffalo Tattoo**

Illustrative realism artist Caleb Knobel brings a clean and comfortable experience for your journey of finding the perfect ink.

**Hill City**

### **Convicted Designs**

A unique collective of artists who believe in learning from the past, this shop stands out by offering ink discounts to reformed ex-convicts and has grown—fueled by strength and hope—



Photo courtesy of Sturgis Motorcycle Rally

into two more locations in Lead and Rapid City, each with its own artists, stories, and diverse portfolios.

### **Gypsy Rose Tattoo**

Owned by a master of color and ink with 23 years of experience, James Ann Barlean, this shop

guarantees a meaningful tattoo with precision. Hot Springs

### **Body Count Tattoo**

A varied portfolio with pops of color and solid ink, this shop has a unique personality of its own.

### **Hell or High Water**

Set in the foothills, this

husband and wife shop opened in 2023 with a solid portfolio covering a variety of techniques and styles including realism, blackwork and new school.

### RALLY ONLY

Every year at the Sturgis Rally there are hundreds of tattoo artists that set up just for the two-week event. On average the Rally welcomes 125 - 150 artists each year. Some have pop up spots throughout the city, while others make their Rally homes at familiar hideouts.

### Buffalo Chip Tattoo Cafe

The established Rally hot spot has its own tattoo shop that spotlights

celebrity tattooist Shaun Kama and others from around the world just for the two weeks of mayhem.

### Deadwood Tattoo

Just for the rally, you can find this unique tattoo shop in the heart of historic Deadwood.

### Sturgis Fat Cats

A group of world-renowned artists gather in one shop right in the heart of Main Street Sturgis just for Rally time.

### Thrash's at Harley-Davidson

Black Hills tattoo masters from Thrash's come to Sturgis Harley-Davidson every year just to bring your ink to life during the rally.



Shareece Tatum displays ink done by Brando from Bad Cat Tattoo. Photo courtesy of Shareece Tatum

# STURGIS: 365

*Sturgis*  
AREA CHAMBER OF COMMERCE  
& VISITORS BUREAU

**Art Festival & Battle of the Bands**  
*80+ Vendors on the 1st Saturday in June annually!*

**Music on Main Series**  
*Check it out Wednesday nights June to September!*

**Sturgis Fall Festival**  
*Hay bale maze, petting zoo, & more September 20th!*

**Tree Lighting & Parade of Lights**  
*Share holiday cheer November 29th & December 5th!*

**Learn more at the Sturgis Welcome Center:  
2040 Junction Ave. // (605) 347-2556**

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PERFORMANCE CYCLES

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# Stands Ready to *Serve & Support*

By Deanna Lassegard, M.D.

Attending the Sturgis Motorcycle Rally can be a lifelong dream come true for some and a beloved tradition for others. Whether it's your first or 10th time riding through the Black Hills, Monument Health is prepared to care for any bikers during this time.

The Rally brings hundreds of thousands of visitors to our area each year, which means our health care system can prepare for this influx with consistency and precision. Starting in

March, we begin ordering supplies, adjusting staffing models, and coordinating with outside agencies like medical air transport groups, first responders, the National Guard and the State Department of Health.

By working in close collaboration with local emergency services, law enforcement and event organizers, we have developed a robust plan to provide efficient medical care throughout the Rally. With hospitals and urgent care services available throughout the Black Hills, Monument Health is able to provide high-quality care for those who need it, when they need it.

One thing you don't need to pack is your chronic health condition. It doesn't matter when or where you're traveling; those medical conditions come with you. This means you need to be prepared to maintain and manage your health, even on vacation.

Be sure to pack your prescription medications in their

original pill bottles and make sure you have enough to account for changes or delays in travel plans. By packing medications in their original bottles, you have all the necessary information about dosage and other details at your fingertips. If you have severe allergies that may require an EpiPen injection, or a rare medical condition that requires specific rescue medication, that should be with you while traveling.

When packing, don't forget backup pieces for health-related devices like insulin pumps, feeding tubes and CPAP machines. Device failure is possible and it's important to be prepared. If an insulin pump fails, it's important to have back up tubing, cartridges and insulin.

While planning which scenic route to take through the Black Hills, be sure to also plan for lab draws or dialysis treatments you may need. Scheduling appointments before you arrive can ensure a smooth ride at this year's Rally. If you do get sick or have non-emergent health care questions, the Monument Health Nurse Triage Line is a free service to connect you directly with a registered nurse. Just call 605-755-1350. ☎





DON'T LET  
THE BUMPS  
IN THE  
ROAD RUIN  
YOUR RIDE

From severe sun burns to serious emergencies,  
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2140 Junction Ave.

Open 24 hours a day / 7 days a week

**Monument Health Same-Day Appointments**

2140 Junction Ave.

7:00 a.m. to 7:00 p.m. / 7 days a week

***Limited walk-in appointments available.***

[www.monument.health](http://www.monument.health)



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# Sturgis *ECONOMIC DEVELOPMENT*



The Sturgis Economic Development Corp (SEDC) is the area's business relocation expert. As the economic development organization serving the City of Sturgis, Meade County and the State of South Dakota, SEDC is the regional "go to" source for assistance with business relocation, expansion and start-up needs.

SEDC administers three revolving loan funds and partners with local, state and national lenders to design competitive financing and incentive packages to assist businesses. Creative options for sale, lease and build-to-suit can be tailored to meet specific needs of businesses and are based on job creation and economic impact. Relocation assistance, workforce grants and property tax forgiveness are samples of the attractive incentives that could be available to qualifying businesses.

As the Meade County seat, Sturgis enjoys a healthy business mix. Prospective employers are drawn to the region's stable workforce in this "right-to-work" state.

SEDC developed the 45-acre Sturgis Industrial Park. Located off I-90 at Exit 30, it offers site-ready parcels for development. It has a UPS distribution facility on site, and is home to metal-related manufacturing for the firearms, agricultural and motorcycle industries. Businesses in the Sturgis Industrial Park benefit from efficient regional and global distribution, as

*Free TO PROFIT. Free TO PLAY.*

**45-acre Fully Developed Industrial Park**

- All infrastructure in place
- City sewer, city water, and electrical utilities to the lot line
- All-weather hard-surfaced roads with curb & gutter
- Natural gas
- Fiber communications
- Largest firearms manufacturing cluster in SD

**Sites & Buildings Available**

**Distribution**

- I-90, Exit 30 - 1.5 miles
- UPS distribution facility - On-site
- Sturgis Municipal Airport - 7 miles
- Rapid City Regional Airport - 40 miles

**Rent, Lease & Purchase Options**

**Sturgis INDUSTRIAL PARK**  
605-347-4906 • www.SturgisDevelopment.com

**LOT 3A-1 AVAILABLE** 275 acres  
**LOT 3A-2 AVAILABLE** 4.75 acres  
**LOT 3A-3 AVAILABLE** 275 acres  
**LOT 3A-4 AVAILABLE** 275 acres  
**LOT 3A-5 AVAILABLE** 275 acres  
**LOT 3A-6 AVAILABLE** 275 acres  
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**LOT 3A-50 AVAILABLE** 275 acres

**Sturgis ECONOMIC DEVELOPMENT CORP.**

Amanda Anglin Executive Director  
P.O. Box 218 • 2655 Dickson Drive  
Sturgis, SD 57785  
Phone 605-347-4906 • Cell 605-206-0395  
Email: amanda@sturgisdevelopment.com

well as cost-effective operations.

For more information on starting, expanding or relocating your business in Sturgis and

Meade County, visit [www.sturgisdevelopment.com](http://www.sturgisdevelopment.com) or call Amanda Anglin, SEDC Executive Director, at 605-347-4906.



Photo by Bob Davis, Sturgis Photo & Gifts

### **Sturgis Police Department**

(605) 347-2573

1400 Main St. • Sturgis, SD 57785

### **Sturgis Fire Department**

(605) 347-5801

1901 Ballpark Rd. • Sturgis, SD 57785

### **Monument Health – Sturgis**

(605) 720-2400

2140 Junction Ave. • Sturgis, SD 57785

### **VA Health Care System**

(605) 347-2511

113 Comanche Rd. • Fort Meade, SD 57741

### **Animal Shelter**

(605) 347-8310 • (605) 347-2573 (after hours)

1140 Otter Rd. • Sturgis, SD 57785

### **Emergency Dental Care**

### **Black Hills Implant & Family Dental**

(605) 347-5103

1300 Junction Ave • Sturgis, SD 57785

### **Loftus Dental**

(605) 347-8880

866 Lazelle St. • Sturgis, SD 57785

### **Pharmacy**

### **County Drug**

(605) 347-2466

1111 Lazelle St. • Sturgis, SD 57785

(Located inside Lynn's Dakota Mart)

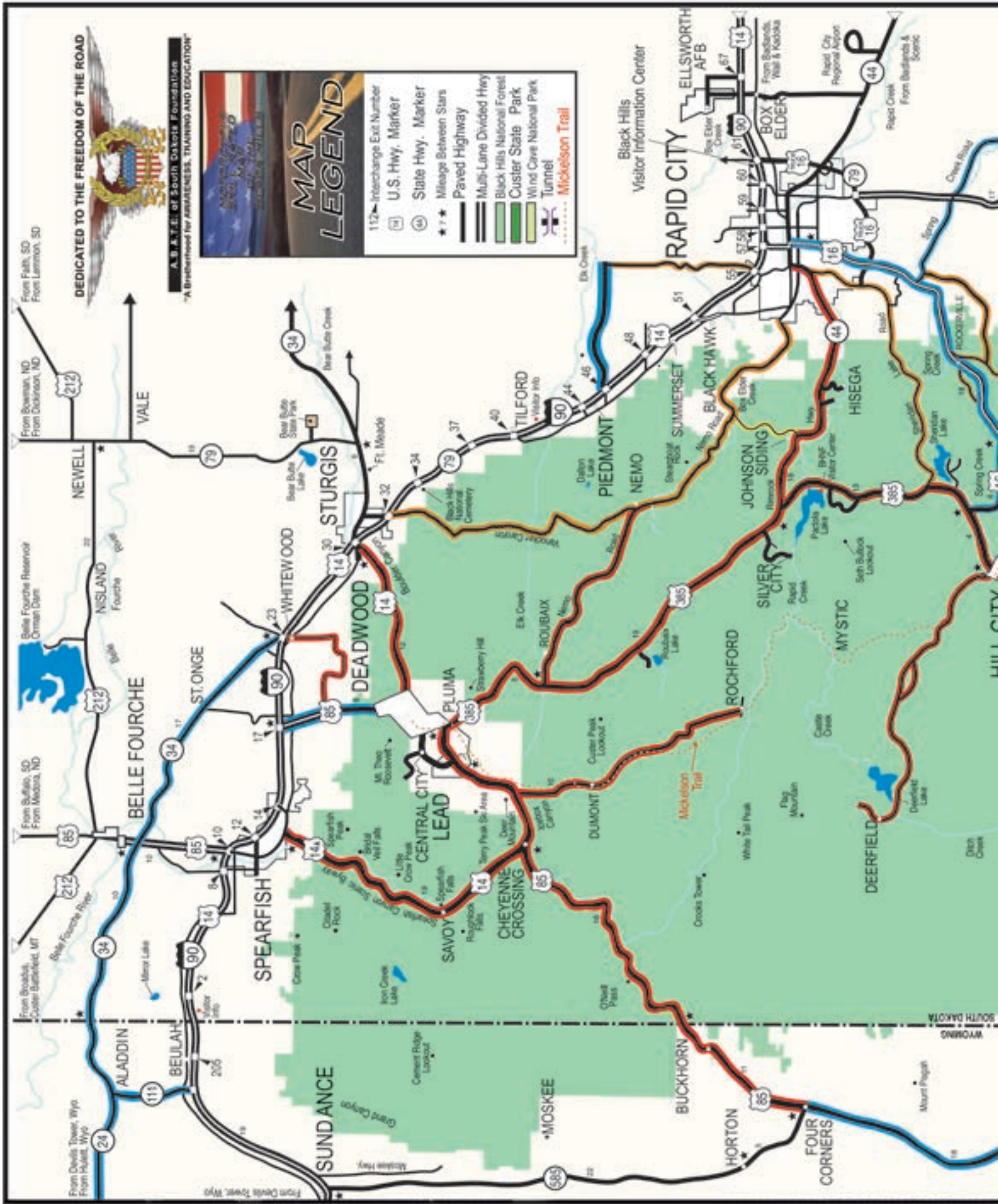
# Emergency Contacts

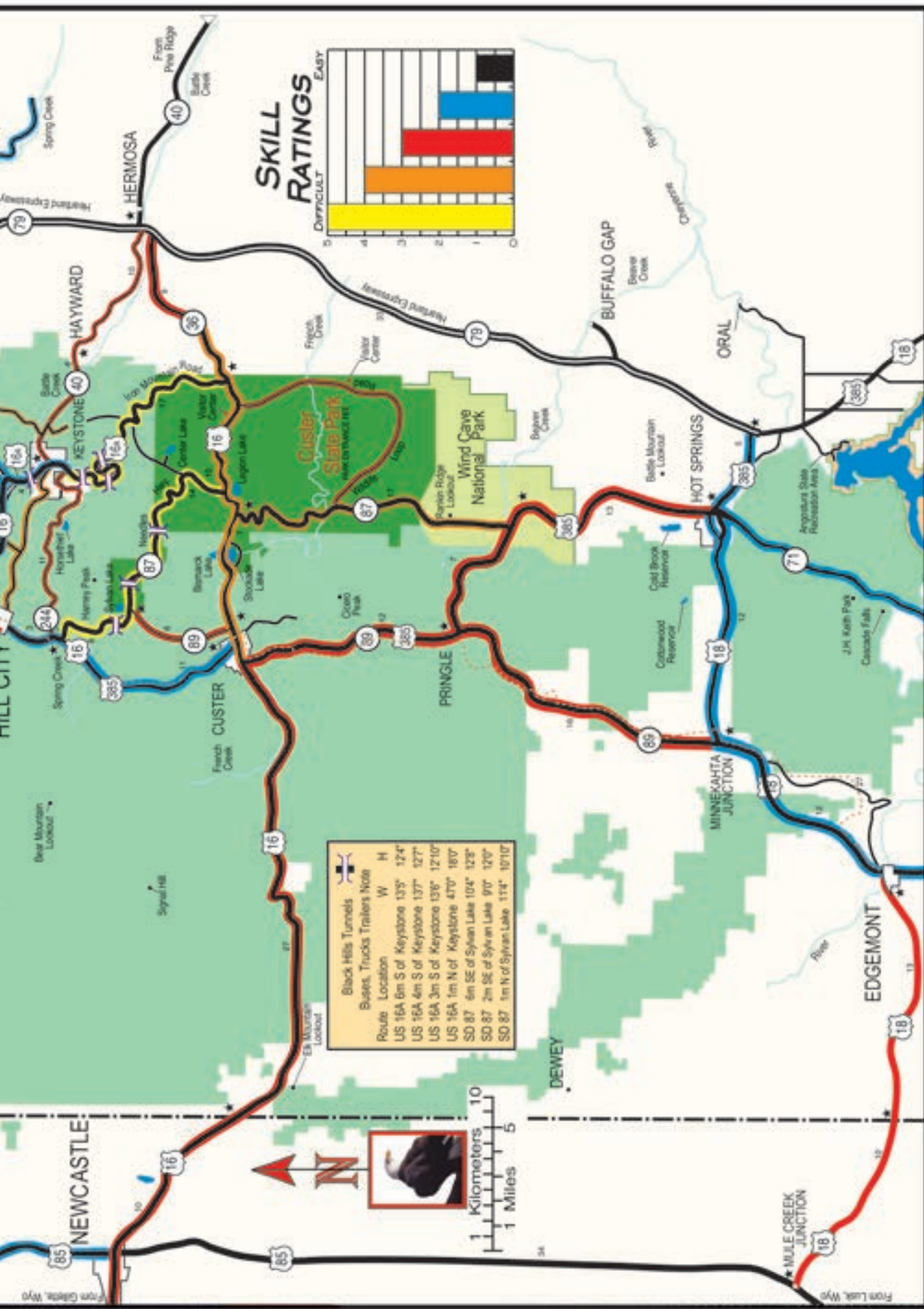
**9-1-1** is always your first choice for rapid response to your medical emergency.

An emergency is any situation that requires immediate assistance from the police, fire department or ambulance. When you call 9-1-1, be prepared to answer the dispatcher's questions, which will include the location of the emergency. As a visitor to the Black Hills, your location will be difficult to answer. Fortunately, the Sturgis Police Department has the technology to pinpoint your location from a call using your cell phone.

Consider creating a contact in your wireless phone with the name "ICE" (In Case of Emergency), which will identify who you want to have notified in an emergency.







**Muffler** Must at all times be equipped with a muffler in good working order and in constant operation to prevent excessive or unusual noise. No person may make any alteration or modification of any kind.

**Lane Splitting** Illegal in South Dakota

**Use of Full Lane** A motorcycle is entitled to the use of its full lane. No vehicle may be driven in such a manner as to deprive any motorcycle of the full use of a lane.

**Safety Helmet** Required under age 18; helmet must be an approved US DOT helmet.

**Eye Protection** Required unless equipped with windscreens of sufficient height and design that protects the motorcycle operator. When headlights are required to be on, protective eye devices that are limited or shaded cannot reduce the light transmission of the device below 35%.

**Handgrips** Handgrips below shoulder height.

The information provided in the map was compiled by our users and is accurate to the best of their knowledge. The map is provided as a service to our users and is not intended to be used as a guide only. User consultation is required to adjust driving according to personal skill and experience. Any person or entity that relies on any information obtained from this map does so at their own risk. All information on this map is provided "as is" without warranties or conditions, expressed or implied, including, but not limited to, warranties for product quality, or suitability for a particular purpose or use. The risk of liability resulting from the use of this map is assumed entirely by the user. All entities involved with the information provided on this map shall be liable with the users in any direct, indirect, incidental, special, or consequential damages whatsoever, including, but not limited to, loss of revenue, loss of damaged property, or economic loss, or any loss due to bodily injury or death.





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