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Are You Headed To STURGIS This Year?

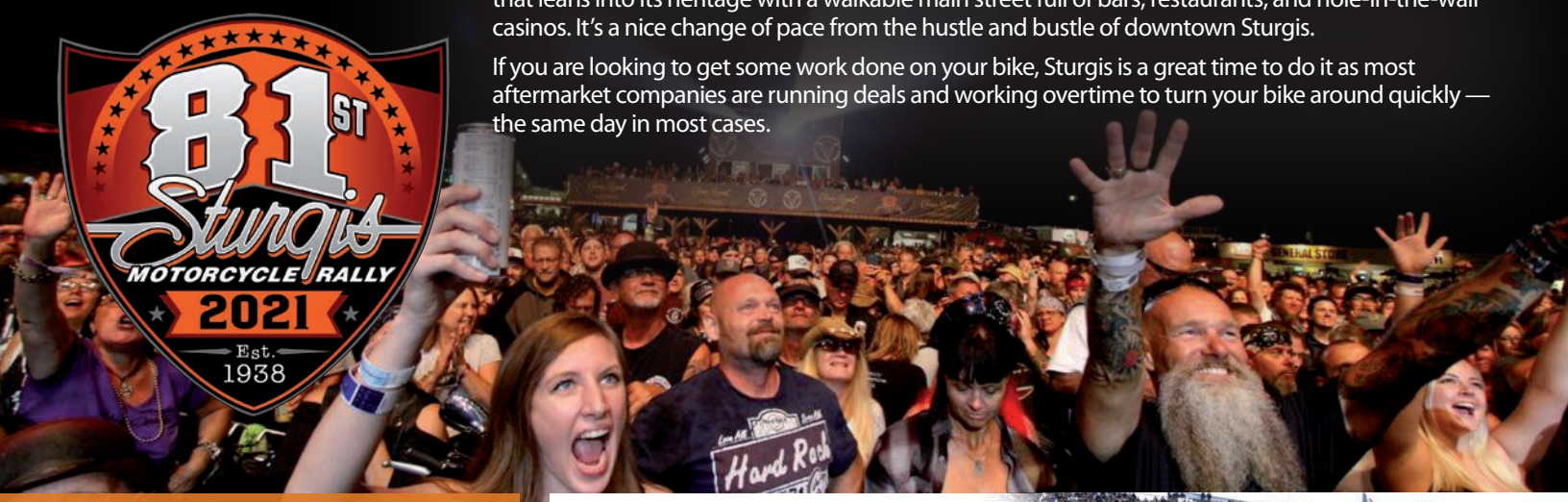


The greatest motorcycle rally in the world returns to Sturgis for its 81st year with a week-long celebration of all things two-wheeled. It features amazing riding in the Black Hills and a never-ending party on Main Street and surrounding campgrounds.

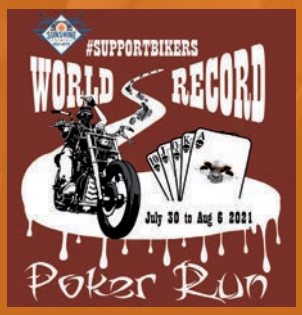
Big bands like ZZ Top, Kid Rock, Buckcherry, Reverend Horton Heat, and Stone Temple Pilots travel from around the country to let it loose at the legendary Buffalo Chip. With motorcycles parked all over the grassy lawn, when a song ends the roar of the motors is a sight to behold. Get the full band list at **https://www.buffalochip.com/**

Another experience worth taking in is a side trip to nearby Deadwood, a western gold rush town that leans into its heritage with a walkable main street full of bars, restaurants, and hole-in-the-wall casinos. It's a nice change of pace from the hustle and bustle of downtown Sturgis.

If you are looking to get some work done on your bike, Sturgis is a great time to do it as most aftermarket companies are running deals and working overtime to turn your bike around quickly — the same day in most cases.



Guinness World Record Poker Run at Sturgis

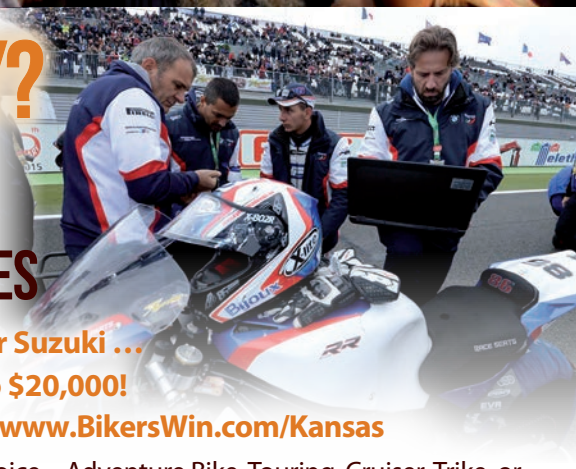


The Guinness Book of World Records will be onsite at Sturgis this year to recognize the World's Longest Poker Run. This poker run will have bikers traveling 3,200 miles from Port Charlotte, Florida to Sturgis from July 30th to August 6th. Our friends at The Dellutri Law Group are the Title Sponsors. Learn more at **https://worldrecordpokerrun.com/**

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5 Reasons You Should Do a Track Day

Chances are pretty good that you have a racetrack within a couple of hours of where you live, and if you haven't taken the plunge and tried it, you're missing out. At a track day, you can spend a whole day with people who are out to Ride (with a capital "R").

Where else can you ride flat out for 30 minutes at a time without worrying about cops, oncoming traffic, or speed limits? It's less dangerous than riding on the street. There are no cars pulling out. There are no stoplights or intersections. And everyone is careful when they pass.

1) **Track stewards do their part to keep everyone safe.** Most riders at track days are intensely serious about safety, about holding a line, about the right gear and simply being safe. Unsafe riders are promptly kicked out of any track day.

2) **It's only as fast as you want it to be.** From beginner level to intermediate, expert to slicks-only, there are classes at every track day where you can slot in with riders who are at your level, or that you can learn from.

3) **Intermediate riders learn to explore their bikes' capabilities and learn how to ride faster, safer, and much more smoothly.** There is always an advanced rider in the pits who is willing to tow a beginner around the track and show you the lines and talk about technique.

4) **At most tracks you can rent the gear you will need,** such as tall boots, gauntlet gloves, and a high-quality suit or helmet for much less than you'd expect.

5) **Any bike is the right bike.** Go to most track days and you'll see guys on their Wide Glides leading supermotos, café racers, or sport bikes through the twisty bits.

Most racetracks have a club that will gladly let you go out and play for a day for a small fee, usually less than $100. And there are some outfitters that will rent you the gear and the bike, as well as provide expert training if you want. Check out **https://www.sportbiketracktime.com/** and **https://www.n2td.org/**

It's not a race. You can't win a track day, and everyone knows that, so the riding is geared to be fun. It's going to be cheaper, safer, and much more fun than you ever imagined!

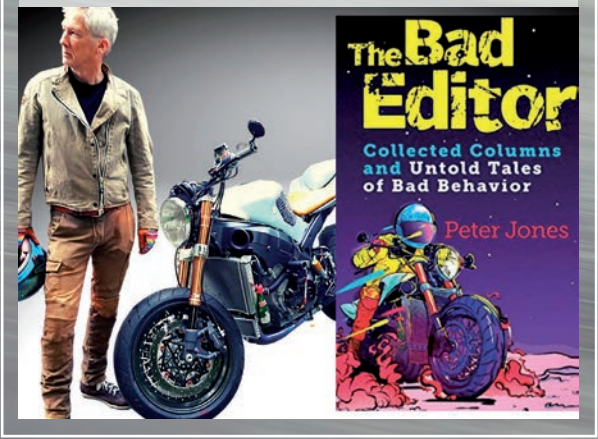


A MUST READ

Chances are you may not know the name Peter Jones, but you've likely read and had a strong opinion about his writing. His new book, "The Bad Editor: Collected Columns and Untold Tales of Bad Behavior," is a compilation of some of his work from Cycle World, Cycle News, and Motorcyclist.

He's a serious rider who held a Bonneville record (202 mph) and can tell you what it's like to lose a piston at 199 mph. He's also a roadracer, tourer, and most importantly, a magazine guy who can give you insights into what reviewers really mean. This is not just a great read, but a great gift.

https://www.thebadeditor.com/





Your Legal Guide To

MOTORCYCLE INJURY COMPENSATION

This insider's guide explains how motorcyclists can maximize claims after an accident and avoid expensive mistakes, that could devalue their case and cost them tens of thousands of dollars or more. Readers will learn the answers to 11 questions that injured bikers need to ask before they sign any settlement documents with an insurance company.

Read this important legal guide BEFORE you are involved in an accident!

www.NAMIL-LAW.org/Bretz

GREAT GEAR: Maverick Touring Seat





Being comfortable on your motorcycle, especially on long trips is a combination of bars, foot position, and most importantly, the seat. Christine Lepera knows this, and she and her team have created the ultimate touring seat in the Maverick. Many touring seats are so overdone and oversized that they make your bike look like a La-Z-Boy with wheels. But not the Maverick. It has a slim, beautiful design with exquisite diamond stitching. It creates an amazingly comfortable riding pocket for the rider and delivers some additional lower back support even without a backrest. The front tip of the seat has been tapered through the thigh area to allow for ease when stopping.

For taller riders, the Maverick also comes in a "Daddy Long Legs" edition that drops the seat height down and back almost 2 inches but keeps its comfort level. All in all, the Maverick delivers an excellent, stylish seat that is both comfortable and compliments your bike's style instead of overwhelming it.

http://lepera.com/

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Aquaman Rides a Motorcycle?

You'd think that the King of the Seven Seas would choose something more fitting to his station, like a jet ski or maybe even a pontoon boat for leisurely cruising for mermaids. But the man who plays him, **Jason Momoa**, has more oil than water running through his veins. An avid motorhead, Momoa has collected an impressive number of new and classic two-wheelers over the last 10 years. His 1957 FLH was used in his movie "Road to Paloma". His chrome tank Knucklehead is a throwback to the choppers of the '70s with high skinny ape hangers.

Not a week goes by where there is a photo or a social post of Momoa out and about on one of his many bikes. He is a true enthusiast who has continued to produce some beautifully emotion-driven stories about riders and their close ties to their machines.

