



FOR IMMEDIATE RELEASE

AMSOIL Renews Title Sponsorship for WMDRA Sturgis Nationals

AMSOIL INC. of Superior, Wisconsin, has renewed their Title Sponsor agreement with the Western Motorcycle Drag Racing Association (WMDRA) for the **2014 AMSOIL Sturgis Nationals**.

"We are thrilled to continue our partnership with AMSOIL for our 3rd Annual Sturgis Nationals, and excited to continue the drag racing tradition at the 74th Annual Sturgis Motorcycle Rally," says WMDRA President Sandra Alberti.

AMSOIL is the Official Oil of the Sturgis Motorcycle Rally, Daytona Bike Week, Biketoberfest, Laconia and the Lone Star Motorcycle Rally in Galveston, Texas. AMSOIL manufactures advanced synthetic motorcycle oils for Harley-Davidson and V-Twin engines, as well as the whole range of metric bikes on the market. AMSOIL Synthetic Motorcycle Oil helps bikes achieve optimal performance for hot-running engines, transmissions and primary chain cases.

"Drag racing is a great tradition at the Sturgis Rally," said AMSOIL Director of Dealer Sales Rob Stenberg, "and we're glad to be able to support the WMDRA for the third straight year and again help ensure that there is drag racing during the Sturgis Rally. The **AMSOIL Sturgis Nationals** provides rally attendees with a great event." Stenberg added, "Stop by the AMSOIL booth on Main Street on Monday, August 4th, to see nitro bike burnouts and talk to the racers!"

According to City of Sturgis Rally & Events Director Brenda Vasknetz, "Racing is the heart of the Sturgis Motorcycle Rally! We are so excited that AMSOIL and the WMDRA are continuing to bring such an entertaining event to Sturgis Dragway in 2014. You don't want to miss it!"

Main Street Burnouts will take place at the AMSOIL campus on the 900 block of Main Street in downtown Sturgis on Monday, August 4. Racing is scheduled for Tuesday and Wednesday, August 5 and 6 at Sturgis Dragway, located at 20523 Hwy 79, just off Hwy 34 between the Full Throttle Saloon and Buffalo Chip Campground. A full schedule of activities will be posted soon.

About WMDRA

The Western Motorcycle Drag Racing Association (WMDRA) was formed in 2011 to promote the sport of all-make (American and Metric) motorcycle drag racing in the Western United States. For more information about the WMDRA please call (208) 850-5795 or visit www.westernmotodrags.com.

About AMSOIL

AMSOIL has been the recognized leader in synthetic lubrication since 1972. For more information about AMSOIL synthetic motor oils contact your nearest AMSOIL distributor, or call AMSOIL at (715) 392-7101 or 1-800-777-8491. AMSOIL INC., AMSOIL Building, Superior, WI 54880, or www.amsoil.com.

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