



WESTERN MOTORCYCLE DRAG RACING ASSOCIATION

FOR IMMEDIATE RELEASE

S&S Cycle Will Sponsor the 2014 WMDRA Sturgis Races

S&S Cycle is proud to announce that they have signed on to be an Associate Sponsor of the 2014 Western Motorcycle Drag Race Association's AMSOIL Sturgis Nationals at the Sturgis Dragway in Sturgis, South Dakota, August 5th and 6th. This race event is always a major attraction during the Sturgis Motorcycle Rally.

"Drag racing has always been a major factor in the history of S&S Cycle. Drag racing is what got George J. Smith, our company founder, interested in developing go fast parts for Harley-Davidson® motorcycles in the first place," says S&S Racing Manager Justin Bramstedt. Justin went on to say, "We think it's important that S&S should promote drag racing both on the professional and grass roots levels."

In addition to the races, S&S will once again be holding the T124 Demo Days event from 10:00 am to noon on both days of the race event. Here's your chance to see what it's like to run one of our big motors down the drag strip!

"We're excited to welcome S&S Cycle as an Associate Sponsor of the 2014 Sturgis Nationals and thrilled to have them join us out at the drag strip again this year for the T124 Demo Days," says WMDRA President Sandra Alberti.

Sturgis Dragway is THE place to be during the 74th Annual Sturgis Motorcycle Rally and is located only about four miles from downtown at 20523 Hwy 79, just off Hwy 34 between the Full Throttle Saloon and Buffalo Chip Campground. Demo rides are scheduled from 10:00 a.m. to noon and racing kicks off at 3:00 p.m. on Tuesday and Wednesday, August 5 and 6, 2014.

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ABOUT S&S CYCLE

S&S Cycle, Inc. has been in the v-twin high performance parts business for over 50 years, specializing in motorcycle parts like high performance motorcycle kits for Harley-Davidson® motorcycles. We manufacture a complete line of motorcycle performance products ranging from motorcycle slip-on exhaust, bolt on performance intakes, motorcycle big bore kits, or a complete motorcycle engine. For more information, please visit <http://www.sscycle.com/>.

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, please visit <http://www.westernmotodrags.com> or call (208) 850-5795.