



### **Thunder Road, the Custom Capital of Sturgis, Announces Schedule of Events for 2008**

STURGIS, S.D. -- April 10, 2008 -- Thunder Road, the custom capital of Sturgis, will again be the place to be and be seen during Sturgis Bike Week 2008. This year's Thunder Road lineup combines Sturgis essentials – the best bikes, builders and babes – all under one roof.

For six years running, Thunder Road has become famous as the place to go for anything custom in Sturgis. This year's bike show schedule combines some of Thunder Road's favorite custom names with some new ones:

Sunday August 3rd - Trike Wars: The Battle of Three Trike and Sidecar Show;  
Monday August 4th - 2nd Annual THE HORSE Backstreet Choppers Sturgis Bike Show;  
Tuesday August 5th - 6th Annual Metzeler Custom Bike Contest;  
Wednesday August 6th – Dave Perewitz Custom Paint Bike Show, sponsored by PPG;  
Thursday August 7th - Rat's Hole will celebrate its "20th Anniversary in Sturgis;"  
Friday August 8th- Bikernet Brouhaha will close out the bike shows.

Steven Tyler of Aerosmith will be making an exclusive appearance at Thunder Road to support his new line of Redwing Motorcycles and meet the bikers. Thunder Road will be the only stop in Sturgis for him so if you are an Aerosmith fan or want to meet Steven, be sure to stop by.

Michael Lichter's famed motorcycle-themed art exhibit will also make Thunder Road its home again this year. The exhibit, titled "Stay Gold," focuses on garage builders and artists who maybe haven't seen much or any of the limelight but still produce breathtakingly detailed work in the same spirit as the late Johnny Chop.

The Seminole Hard Rock Roadhouse will celebrate its second year at Thunder Road, once again showcasing one-of-a-kind custom motorcycles, master bike builders, beautiful women and great entertainment throughout the week. This year, the Roadhouse will feature several top name builders.

Thunder Road will also be home to US Smokeless Tobacco and Eric Gorges of Voodoo Choppers. This will be the culmination of the online Cope Chop Shop contest where 5 winners will be chosen and flown to Sturgis. On Friday, one of those lucky winners will

be selected and will get the opportunity to have Eric build him his dream bike, which will be unveiled in Daytona.

Thunder Road will also be home to some of the top names of the tattoo industry. H2Ocean Art Fusion will take place throughout the week. This will be a session where artists get to work together on stage and produce a collaborative original piece of art that will then be auctioned off for charity. On Wednesday Ami James will be hosting “Art of Tattoo” tattoo contest where the public will be encouraged to participate and show off their ink.

New this year will be three industry sessions open to the public where the audience can watch top names in the industry talk about the hottest topics, from the history of motorcycles to how Rock and Roll has influenced custom bike builders. This is sure to be a ground breaking event that will allow the public to see a new side of industry icons as they talk about today’s top issues and trends.

And if you need more bikes, babes and beer to round out your stay in Sturgis, Master Builder, entrepreneur and star of the Speed Channel's former “Texas Hardtails” series, Rick Fairless, will again bring a badlands version of Stokers Dallas to the Thunderdome. Combine ice-cold beer, a full bar, hotter-than-hot babes, and a bunch of customs from the world's top master builders, including Kim Suter and Eddie Trotta, Russell Mitchell and Russell Marlowe, and you have one of the coolest joints in Sturgis.

“We’ve worked hard to make sure Thunder Road is a stop on everyone’s Sturgis schedule,” said Gary Lippold, owner of Thunder Road. “With six days of bike shows and incredible events, we will surely prove our reputation as the Custom Capital of Sturgis.”

#### About Thunder Road

Located 3 miles east of Sturgis on Highway 34, Thunder Road is hard to miss. With six acres of paved vending space full of high-end, custom, aftermarket vendors and the nearly 40,000 square foot Thunderdome, Thunder Road is the “Custom Capital of Sturgis Bike Week.” During the course of the week, Thunder Road is host to the most custom-bike themed events in Sturgis. In conjunction with all the events, Thunder Road will have the best attractions around, including Miss Sturgis and the Girls of Sturgis Bike Week who will be autographing free calendars, and even more great entertainment. Thunder Road is a part of the Glencoe Nation and is located directly in front of the Glencoe CampResort, the host of Rock’n the Rally. There’s something for everyone at Thunder Road. And, of course, there’s plenty of free parking!