

Nick Lee and The World Burnout Tour Named as Ambassadors of Milwaukee Harley-Davidson's Fly-Buy-Ride Program

The new Harley-Davidson buying experience will be promoted at upcoming motorcycle rallies and events across the country.

MILWAUKEE, WI: Milwaukee Harley-Davidson, the only Harley dealership that can call Milwaukee home, has named Nick Lee and The World Burnout Tour as ambassadors of their new Fly • Buy • Ride program. Mr. Lee will promote a new Harley-Davidson buying experience at major motorcycle rallies and events during the 2011-2012 season.

The Milwaukee Harley-Davidson Fly • Buy • Ride program includes:

- air transportation to Milwaukee, Wisconsin
- chauffeured limousine transportation by Big Ass Limo
- AAA Four Diamond rated accommodations at the stylish Iron Horse Hotel, the only hotel in the United States designed especially for motorcycle enthusiasts
- a exclusive, private tour of the Harley-Davidson Museum featuring over 450 motorcycles and thousands of artifacts
- a “Steel Boot” tour of the Harley-Davidson manufacturing facility offering up-close-and personal views of production
- delivery of the new motorcycle in the replica of the original Harley-Davidson wooden factory shed
- a guided ride on the nationally famous Holy Hill 50 mile route
- celebration dinner at the historic Tally Ho Restaurant and Tavern
- and a Harley-Davidson Hometown Gift Box with a collection of locally produced items

Nick Lee and The World Burnout Tour will promote the Fly-Buy-Ride program on the road with special appearances by Harley Angels at select events, promotional materials, buying experience video and handouts to interested buyers.

Milwaukee Harley-Davidson is one of Milwaukee's original Harley-Davidson dealers. The company's 36,000-square-foot facility features new and used bikes, general merchandise, parts and accessories, service department, and sales and finance. The company is one of the most active dealers in the country, bringing in more than 10,000 people to its dealership every year through general sales and events.

Nick Lee and the World Burnout Tour entertain thousands at motorcycle rallies and events nationwide. He travels year round with his \$2 million museum-quality collection of motorcycles, high octane barstools and equipment. He brings the essence of freedom to excited crowds at major motorcycle rallies and events from coast to coast. Nick Lee has gained notoriety as a champion in the burnout pits around the US. His high energy free-standing and powerhouse burnouts have earned him trophies and the undisputed nickname “The Burnout King.”

For more information on the Milwaukee Harley-Davidson Fly • Buy • Ride program,
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