



EVENT FAST FACTS

BUILTTORIDETOUR.com

SEPT 3 – 7 // 2019

WHAT: HOT BIKE TOUR® RETURNS as GEICO MOTORCYCLE BUILT TO RIDE TOUR®

Take part and ride on this remarkable journey with motorcycle enthusiasts, editors, pro builders, and industry leaders to celebrate the open road as *CYCLE WORLD*, *MOTORCYCLIST* and *CRUISER* motorcycle media brands comes to life. This rolling rally will feature epic rides covering 5 days. This year's tour kickoffs on Tue., Sept. 3th in Nashville, TN, heads to Birmingham, AL on Wed., Sept. 4th with a stop hosted at Barber Motorsports Museum with a track lap, then on to Chattanooga, TN Thurs., Sept 5th, all ending with a two-day grand finale held downtown in **Johnson City, Tennessee**, on September 6 & 7, 2019.

All makes and models of motorcycles welcome. Sign up as a Law Tigers LongRider to join the BTR TOUR. Ride a day or ride them all – just RIDE! Full Details at www.builttoridetour.com.

WHEN & WHERE: As a registered “LongRider” you can join us on all the planned rides. Step 1: Register. Step 2: Book Hotels and join us along a tour stop. Step 3: Meet us in **Johnson City, Tennessee**, to celebrate our passion for motorcycles. Full details and times will be posted on www.builttoridetour.com.

<p>STOP #1 – TUES., SEPT. 3 NASHVILLE / MADISON, TN</p> <p>Hosted by: Boswell's Harley-Davidson (Ring of Fire) 2200 Gallatin Pike N Madison, TN 37115</p> <p>Packet Pick-Up Noon to 6 PM 6 PM RIDE TO DRAGS Music City Raceway</p> 	<p>STOP #2 – WED., SEPT. 4 BIRMINGHAM / LEEDS, AL</p> <p>Hosted by: Barber Vintage Motorsports Museum 6030 Barber Motorsports Parkway Leeds, AL 35094</p> <p>Museum Tours and Track Laps</p> 	<p>STOP #3 – THURS., SEPT. 5 CHATTANOOGA, TN</p> <p>Hosted by: Chattanooga Choo-Choo / Station Street 1400 Market St / Station St Chattanooga, TN 37402</p> <p>Station St. Thursday Night Party</p> 
<p>Or Create Your Own - Plan your own route or meet up with friends. Either way, meet us in Johnson City, TN.</p>		

STOP #4 & #5 - FINAL TWO-DAY RALLY POINT -- MAIN STREET, DOWNTOWN JOHNSON CITY, TN

JOIN US FOR A TWO-DAY CELEBRATION – PLANNED RIDES EACH DAY FOR LONGRIDERS

Friday, September 6, 2019.....5 p.m. – 9 p.m. (Free for Spectators / Public Event)

Saturday, September 7, 2019.....Noon – 9 p.m. (Free for Spectators / Public Event)

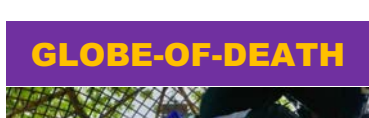
(Plus, Law Tigers LongRiders Ceremony, Pro-Builder Champ Crowned)



KEY FEATURES:

PRO BUILDER BUILD-OFF • STUNT SHOW GLOBE OF STEEL • RIDE IN-BIKE SHOW • TATTOO & BEARD CONTEST • AWARDS • GIVEAWAYS • VENDORS • GREAT LIVE MUSIC • PLANNED RIDES EACH DAY (including rides of Southern Dozen) • AND MORE!

Meet the staff from top national moto brands: **CYCLE WORLD** *Motorcyclist* **CRUISER** **HOTBIKE** **DIRT RIDER** **CYCLE VOLTA**



REGISTER & INFO: BUILTTORIDETOUR.com

Open to any year, make or model of motorcycle! Pre-register for \$55 plus \$3.50 handling fee or on-site for \$65 (plus handling) for Law Tigers LongRiders Program. Pre-register through Friday, August 28, 2019, at builttoridetour.com or by calling toll-free (877) 413-6515. Register for a one-day-only bike pass on-site for \$25. Registration is per bike and includes bike, rider credentials for planned activities* along with rides and final rally point, a goodie bag, and your chance to pick up great prizes and experiences! *extra fees for food, drink and items not as part of package. **Hotel booking available at builttoridetour.com.**

