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HARLEY-DAVIDSON OF GLENDALE'S LOVE RIDE 29 WITH JAY LENO ATTRACTS THOUSANDS OF MOTORCYCLISTS TO BENEFIT THE USO

GEORGE THOROGOOD & THE DESTROYERS, CANNED HEAT AND THE STRAWBERRY ALARM CLOCK PERFORM IN THE LONGEST-RUNNING MOTORCYCLE FUNDRAISING EVENT IN THE WORLD

IN 29 YEARS, THE LOVE RIDE HAS RAISED OVER \$24 MILLION FOR CHARITY

(Glendale, CA –October 21, 2012) Jay Leno returned as Grand Marshal of the 29th annual Harley-Davidson Love Ride on Sunday, October 21 and was joined by thousands of motorcyclists who rode and partied together to benefit the USO. The Love Ride is the longest-running motorcycle fundraising event in the world and this year's event is being heralded as one of the finest in recent years.

"Love Ride 29 was an exciting climax to our third decade," said Oliver Shokouh, the owner of Harley-Davidson of Glendale who founded the Love Ride in 1984, "and the overwhelmingly positive response will certainly propel us full force into our fourth decade next year."

With festivities at Harley Davidson of Glendale and Castaic Lake, the Love Ride attracted over 4,000 motorcycle enthusiasts and raised over \$440,000, bringing the event's 29-year fundraising total to over \$24 million. This was the Love Ride's first year to benefit the USO and the critical support and morale boosting programs and services they provide for our troops and military families.

Bikes started arriving at Harley-Davidson of Glendale at 5:30am and by 7:30am, the crowd of bodies and bikes filled the entire expanse of San Fernando Road for as far as the eye could see.

The Strawberry Alarm Clock took the stage at 7:45 and performed an hour of their classic songs from the late sixties, including "Incense and Peppermints" and "Tomorrow." The band's lineup included original 1967 members George Bunnell, Randy Seol, Mark Weitz, Gene Gunnels, and Steve Bartek, and they were joined by 1987 addition Howie Anderson on guitar. At the Celebrity Press Conference with Jay Leno at 8:45am, L.A. City Councilmember Tom LaBonge honored the Strawberry Alarm Clock on the occasion of the 45th Anniversary of "Incense and Peppermints" being the #1 song in the United States in the fall of 1967.

Special guests joining Leno on stage were Glendale Mayor Frank Quintero and Orange County Supervisor Tom Spitzer. Celebrities greeting the crowd included Robert Patrick, Antonio Sabato Jr., Willie G. Davidson and his wife Nancy, Karen Davidson, Perry King, George Barris, Keith Emerson of Emerson, Lake and Palmer, Ron Moss (The Bad and the Beautiful), and several cast members from The Sons of Anarchy: Mo McRae (Tyler), Emilio Rivera (Marcus Alvarez), and Kurt Yeager (Greg the Peg). Lorenzo Lamas closed the Glendale stage show with the national anthem. Tom "Disco" Loveland, the enduring emcee from numerous previous Love Rides, returned to host this year's festivities.

Gates at Castaic Lake opened at 10am and offered a totally new interactive layout that kept the crowd moving. The rolling hillsides were dotted with over a dozen food trucks offering everything from Mexican to Chinese food. A motorcycle trade show, bike show, and vendor fair overlooked the stage at the top of the hill.

The Love Ride concert kicked off at 10:30am with Ken O'Malley and the Twilights Lords featuring top session guitarist Cory Parker performing an hour of hard-rocking Irish and rock classics and many O'Malley originals. Jay Leno joined O'Malley onstage and introduced Rebecca Lopez, U.S. Navy Logistics Specialist, Second Class, to sing the National Anthem.

Canned Heat played a tight 90-minute set of new and classic blues with its original 1969 Woodstock lineup: Harvey Mandel, Larry Taylor, Fito de la Para, and Dale Spalding. The band has been together for over 45 years and first made their mark at the Monterey Pop Festival in 1967.

Robert Patrick and other celebrities who made the ride from the Glendale press conference to Castaic Lake greeted the crowd on stage as Oliver Shokouh announced the top ten fundraisers: Mark Alex Cheely (\$10,100), Eric Schmoranzler (\$7,295), Jim Carnes (\$5,311), Judi Flournoy (\$4,271), Gerard McKenzie (\$3,491), Kent Vest (\$2,930), Melanie Postell (\$1,500), J. Michael Popovich (\$1,070), Lonnie Hood (\$1,030), and Diana Donaldson (\$1,025).

The winners of the Peter Fonda Ride-In Bike Show were then announced in seven categories: Alfred Barajas' 2004 Road Glide (Touring); John Kuhn's 1993 Heritage Softail (Softail, FX); Lenny Meyer's 2012 Big Boy Chopper (Custom Built); Mike Lee's 1998 Sportster (XL); Edna Clingerman's 2003 Softail Springer (Lady Ridden/Owned), and Steve Margeson's 1949 Harley-Davidson (Antique). The People's Choice award went to Mike Bilek's Custom Boss Hoss.

With the hillside in front of the stage filled to capacity, George Thorogood and the Destroyers ripped into a 90-minute set of greatest hits, including his anthem "Bad to the Bone," and selections from his new album, "2120 South Michigan Ave."

After George's encore, Oliver Shokouh was joined by Bob Kurkjian of the USO to draw the winning tickets for the Love Ride's seven opportunity prizes. Everyone received one

free opportunity ticket with each admission and additional tickets were \$10 each. The winner of the grand prize 2013 Harley-Davidson FLS Softail Slim in Black Denim was Melissa Corea. The runner-up prize, a Milwaukee Trip for two with a tour of the Harley-Davidson Museum and Factory and roundtrip airfare and hotel, went to Falcon Belmontez. The third, fourth, fifth, and sixth prize winners each received Sons of Anarchy autographed helmets and a Love Ride/Victornox Swiss Tool. The winners were Jim Carnes, Todd Gleason, Bob Gregson, and Amy Silvia. The seventh prize, a Squire Telecaster guitar autographed by guitarist John 5, went to Matt Borlenghi.

Love Ride 29 was supported by the 22 dealerships in the Southern California Harley-Davidson Dealers Association. The crowd got to meet Rich Quaid from Quaid Temecula, Bill and Merle Bartels from Bartels Harley-Davidson, Scott Kellerman of Lancaster Harley-Davidson, and Doug McGuire of Old Road Harley-Davidson.

The official sponsors of Love Ride 29 were Russ Brown Motorcycle Attorneys (represented on stage by Russ Brown and Chuck Koro); Geico Motorcycle, Paul Mitchell (represented by Lynn Olds); Coast to Coast Computer Products (represented by Matt Schmelze); Panoptx (represented by Marcel Schiro); plus the Burbank Airport Marriott; 95.5 KLOS; The LA Weekly; City National Bank; Budweiser; Yellow Pages Dot Com; Coca-Cola; Hustler Casino; and special contributions from Pink's Hot Dogs and K-EARTH 101.

The 30th Anniversary of the Love Ride is scheduled for Sunday, October 20, 2013, with a continuation of morning festivities at Harley-Davidson of Glendale followed by 10am gates at the Castaic Lake Recreation Area.

Love Ride 29 photo galleries are available at www.LoveRide.org and in showroom displays at Harley-Davidson of Glendale at 3717 San Fernando Road in Glendale, California. For Love Ride details by telephone, call 818-246-5618.

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