

COLLECTOR'S EDITION

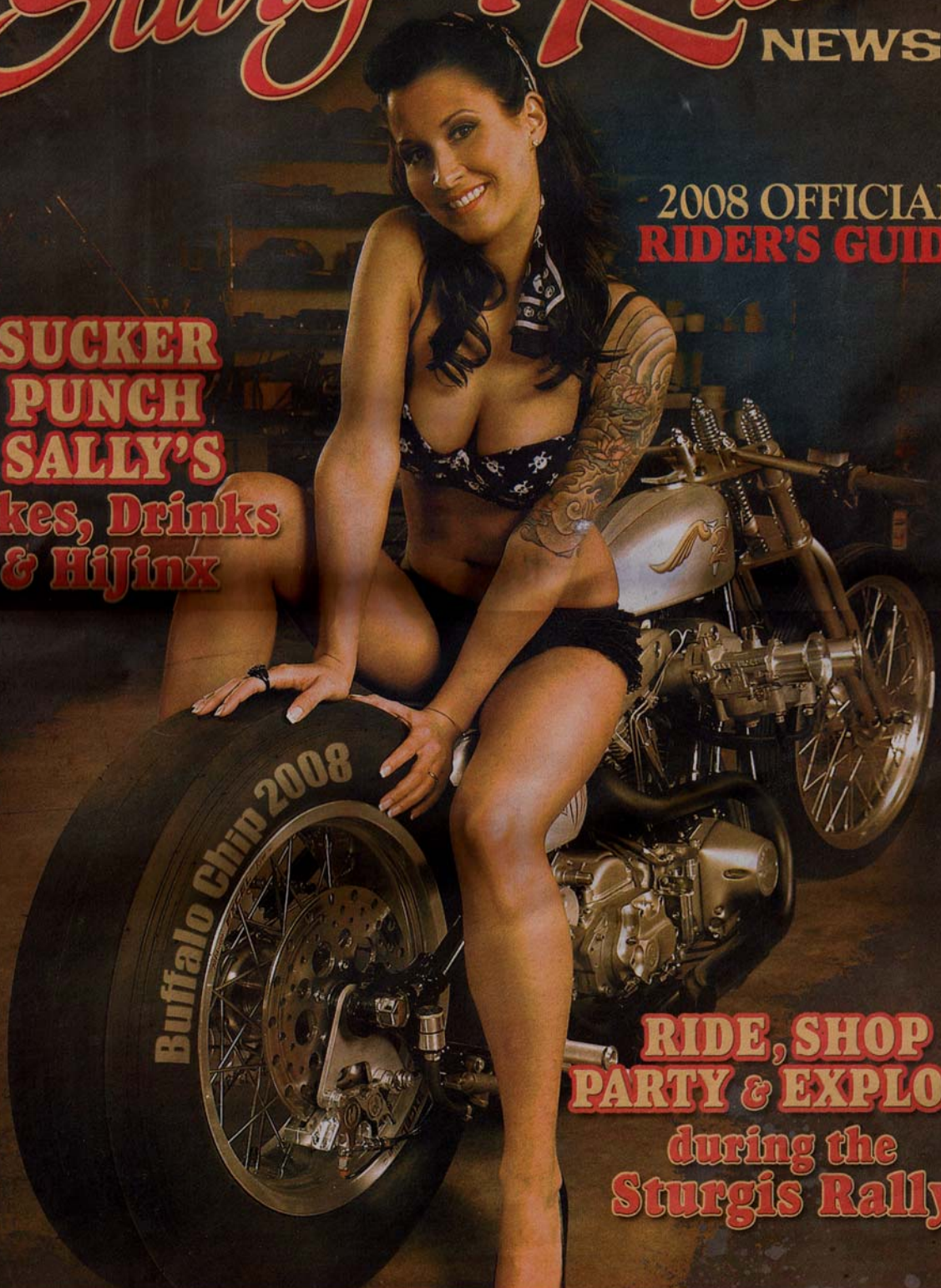
FREE

Sturgis Rider[®]

NEWS

2008 OFFICIAL
RIDER'S GUIDE

**SUCKER
PUNCH
SALLY'S**
Bikes, Drinks
& Hijinx



**RIDE, SHOP
PARTY & EXPLORE**
during the
Sturgis Rally



OLD SCHOOL CHOPPERS



SUCKER PUNCH SALLY'S OLD-SCHOOL COOL

Sucker Punch Sally's is one of those rare businesses that was destined to succeed. A name like Sucker Punch Sally's sticks in people's minds. When you add to that a product that, although simple in design, becomes iconic and sought after, it's obvious to see why they are doing well despite the woes felt by many in the motorcycle industry. Another characteristic attributed to Sucker Punch's success is their unwavering desire to produce cool motorcycles at reasonable prices, which has been their credo since their inception in 2002. They have found what Sucker Punch Sally's President Christian Clayton likes to call a recipe – and this recipe works.

Sucker Punch typically builds one type of bike. This strategy means that they are missing some of the market, but it allows them to be true to their old-school roots. They recognize that they can't be everything to everyone, so they work on developing their existing arsenal of custom and production bikes and are constantly thinking about old school in a new way. You may never see a Pro-street coming out of their shop, but you might see them roll out a vintage-looking dragster that was the predecessor to the Pro-street.

Sucker Punch honors motorcycle history by going back to its roots and rethinking bikes in a way that will maintain their integrity and stay true to Sucker Punch's old-school values. This year has been huge for Sucker Punch as they rounded out their model line with three new additions, including a widely anticipated swingarm bike. They had so many requests from customers to do a suspended bike, but they didn't want to go the traditional softail route because of the softail's handling and the fact it seemed like the easy way out.

The Swinger was a concept that transpired after thinking about an old FL-style Shovelhead and how it had a cool look and rode well. When the task was put to the R&D department, they took a traditional geometry FL-type frame and put on a wider



Sucker Punch Sally's President, Christian Clayton

swingarm so it could accommodate a 180 tire. The finished product was a bike that gives a nod to the old school while offering a modern drivetrain and the current technologies that make Sucker Punch bikes both reliable and rideable. The Slim, another new model, is the racer of the bunch. It mates a 100-inch motor to a lightweight racing bike that turns heads and snaps necks. The last addition is the Hot Rod, which combines old-school nostalgia with modern reliability. It has an S&S 93-inch shovel with kick and electric starts, provides a smooth ride with a 17-inch wheel in the back and offers increased gas capacity with the fatbob tanks.

Sucker Punch has been attending Sturgis for years, but 2008 is going to be the big one because of the new division they are launching. SPS Beverage Company has been in the works for a while, and with its launch, Sucker Punch hopes to combine their attention to detail with their drive to stay true to what they like and create a line of beverages that are sought after by both bikers and the general public. The Legendary Buffalo Chip will be host to Sucker Punch during this year's Sturgis Rally and will be the site of the Sucker Punch Original Octane Energy Drink and Sucker Punch Shine launches. To help promote their new beverages, Sucker Punch Sally's will be giving away a Sucker Punch Sally's bike. So be sure to stop by the Sucker Punch Sally's trailer at the Buffalo Chip, try the new Original Octane and register to win the Sucker Punch Sally's bike.

~ By JKC

WIN A
SUCKER
PUNCH
BIKE
AT THE
Legendary
BUFFALO
CHIP!

★
DRINK
Sucker Punch
ENERGY
Original Octane

Try a free sample
of the new
SUCKER PUNCH
Original Octane
all week long at the Chip
and register to win a free
Sucker Punch Sally's
motorcycle that will be
given away at the
Legendary Buffalo Chip
live onstage Thursday,
August 7th.