



INSIDE THE INDUSTRY

Hard Rock and Roll



The Seminole Hard Rock Roadhouse and its rolling fleet of customs was proud to participate in New Orleans' first annual Bike Week, held May 6-10, 2009. The Roadhouse was open daily and showcased the latest work from some of today's hottest custom bike builders, including Athena "Chickie" Ransom of Vagabond Choppers, Bill Dodge of Bling's Cycles, Paul Wideman of Bare Knuckle Choppers and Paul Yaffee of Paul Yaffee Originals. The builders kicked off the inaugural event at the New Orleans Harley-Davidson Biker Bash with a traditional rock 'n' roll Hard Rock Guitar Smash helping to get New Orleans Bike Week off to a great start. "New Orleans Bike Week was a great event, and we were happy to be part of it," said Carrie Repp, producer of the Hard Rock Roadhouse and owner of R&R promotions. "The city of New Orleans and the bike week organizers were extremely welcoming, and we're confident New Orleans is on its way to becoming a major destination on the motorcycle rally circuit." www.hroadhouse.com.

