

## C.A.O. to Give Away Custom Motorcycle

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By *Andrew Nagy*

C.A.O. International Inc. has announced it's teaming up with Sucker Punch Sally's, an award-winning custom bike builder, to create and ultimately give away a C.A.O. cigar-inspired motorcycle.

"The modernized, old school aesthetic of the Sucker Punch style is a perfect fit for our approach toward making cigars," said Mike Conder, senior vice president of marketing, in a press release.

The bike will be a bobber, a style of custom motorcycle that originated in the 1950s and represents a minimalist approach, meaning any superfluous material is stripped from the frame. The rear fender is also shortened, or "bobbed."

The bike will be based on C.A.O.'s America cigar brand, a smoke that is rolled in the C.A.O. Fabrica de Tabacos S.A. factory in Honduras with two wrapper leaves, a rarity, one a golden-brown Connecticut-shade leaf and the other a chocolate-brown broadleaf.

The company plans to tour the "Lady Liberty" motorcycle around the United States, visiting retail tobacconists and bike rallies. The first tour stop is scheduled for June 4 at the Tobacco Leaf in Henderson, Nevada, south of Las Vegas.

"In the coming weeks, viewers will be able to watch a video documentary on the 'Making of Lady Liberty' and obtain updates on our schedule of tour dates," said Jon Huber, director of lifestyle marketing.

As an added bonus, in Spring 2010 the company plans to give the bike away to a randomly selected winner during a party at C.A.O. headquarters in Nashville, Tennessee.

