

FOR IMMEDIATE RELEASE
March 23, 2011

KTM Announces Two New KTM Adventure Rider Rallies
Mill Hall, PA and Lake Tahoe, NV

Make plans to join KTM staff and enthusiasts for the 8th Annual KTM Adventure Rider Rally offered in two locations for 2011. The first KTM Adventure Rider Rally will be held in picturesque Mill Hall, Pennsylvania on June 3-5, 2011. A second opportunity to join the fun will be given on September 16-18, 2011 when the rally moves to scenic Lake Tahoe, Nevada.

For the past seven years, KTM has hosted its rally in multiple locations switching from east to west coast events. This year in hopes of finding locations that satisfy riders nationally KTM has chosen both an east and west coast location.

These events provide riders of all skill levels an opportunity to ride with and learn from adventurers from all over the world. The KTM Adventure Rider Rally is designed for KTM 640, 690, 950 and 990 Adventure and Enduro owners but is open to all brands of street legal motorcycles.

The KTM Adventure Rider Rally is entering its eighth year as the only national festival for KTM owners and enthusiasts. This year's rally offers unbelievable adventure riding opportunities. The Mill Hall Rally will run in conjunction with the 21st Annual Dirty Dabbers KTM/AMA National Dual Sport Trail Riding Series event. Registration for the KTM Adventure Rider Rally automatically registers riders for the KTM/AMA National Dual Sport Trail Riding Series ride. The Tahoe event begins in the heart of Lake Tahoe and covers terrain around and above the beautiful lake.

Participants will learn from KTM experts as they cover a technical overview of the Adventure in between jam-packed days of dual-sport riding. In addition, KTM will host free demo rides to all participants aboard the KTM street line of motorcycles. Select meals are included throughout the three-day event. Please see the registration form for more details. Both events include appearances from KTM professional athletes as well as Saturday awards night, games and more.

Clear your schedule and pre-register to receive a reduced rate at \$125 per person and receive a free event T-shirt. This price does not include bike or lodging. KTM has reserved group rates at select hotels in the event areas. More info on the group rates and host hotels can be found on the event registration sheet.

For more information on the KTM Adventure Rider Rally please call (951) 600-8007 or click [here](#). Get your entry in now!

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The Durty Dabbers are happy to announce that our annual dual sport and adventure ride has been selected to be part of the KTM Adventure Rider Rally for 2011.

This is a 3 day event that will start on Friday and run concurrent with our dual sport and Yamaha adventure bike ride on Saturday and Sunday. This event is sponsored by KTM but is open to all makes of motorcycles. Below you will see the press release and the link for riders to get information and enter for the KTM adventure rider rally.

Also included are the sweepstakes entry forms for your chance to win prizes from KTM and Yamaha. Please fill out one entry form and include it with your Durty Dabber Pre-entry registration information.

2011 SWEEPSTAKES

Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

E-mail: _____



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AMA Member #

OFFICIAL RULES: Only registered participants in 2011 AMA KTM National Dual Sport Trail Riding Series Events are eligible to enter. Official entry forms are available exclusively at 2011 AMA KTM National Dual Sport Trail Riding Series Events. Return completed entry form to: 2011 AMA KTM National Dual Sport Trail Riding Series Sweepstakes, 13515 Yarmouth Drive, Pickerington, OH 43147. Only Official entry forms will be accepted (no duplicates or photocopies). All mail-in entries must be postmarked no later than December 31, 2011 and received no later than January 10, 2012.

No responsibility will be assumed for lost, misdirected or late mail. Eligible participants may submit one entry form per event.

Winners will be selected in a random drawing conducted by Plante & Moran, PLLC, whose decisions are final. All prizes will be awarded. The winner(s) will be selected no later than January 17, 2012, and will be announced in American Motorcyclist magazine. The Grand Prize winner will be notified by telephone. Winner(s) will be required to sign a statement of eligibility and release. Names and photographs may be used for publicity purposes without

further compensation. Local, state and federal taxes, if any, are the sole responsibility of the winner(s). No substitution of prizes is permitted. Odds of winning depend upon the number of entries received. One Grand Prize, 2011 KTM 530 EXC, approximate maximum retail value as of 3/1/2011 is \$9,498, or similar substitute model. Must be current AMA or ATVA member to claim prize.

Transportation of all prizes is at the option of the AMA and prize providers. All prizes must be claimed or redeemed by December 31, 2012.

Employees of the American Motorcyclist Association, the American Motorcycle Heritage Foundation, their respective Boards of Directors, the staff of Plante & Moran, PLLC, and members of each of their immediate families are not eligible. Void where prohibited or restricted by law. All federal, state and local taxes, laws and regulations apply.

For the names of the winners, send a stamped, self-addressed envelope to: 2011 AMA KTM National Dual Sport Trail Riding Series Sweepstakes, 13515 Yarmouth Dr., Pickerington, OH 43147.

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