

THE HISTORY

AHDRA



AHDRA celebrated its 34th year of drag racing in 2011 with a season that contained some of the most exciting championship title contests in the history of the sanction. AHDRA anticipates that the 2012 season will excel with even more of the excitement, energy, and adrenaline that can come only from this extreme sport. With 16 different classes ranging from 230-mph Top Fuel bikes to the highly competitive ET class, racers have a wide range of competition available to them at AHDRA.

AHDRA began as a club racing organization in the late seventies and continued over the years under many different names. All Harley Drag Racing Association/AHDRA became the official licensed name for the sanction in 1991. AHDRA has seen phenomenal growth over the years, with racer participation that is up 300-400%. Motorcycle drag racing attendance continues to grow.

This remarkable sport is considered one of the most exceptional in today's motorsports marketplace. Each event ticket gives fans direct access to the pits for an up-close look at the motorcycles in competition as well as time to observe and meet the race teams. AHDRA racers and their crews are always willing to spend time with their fans to answer questions or sign autographs.

Our dedication to professionalism and safety has fueled the sanction's growth throughout the years. The positive response has resulted in valuable relationships with loyal sponsors such as AHDRA series sponsor Screamin' Eagle Performance Parts. Thanks largely to the support of our many sponsors, AHDRA has the largest payout in the history of Harley drag racing at well over one million dollars in cash and product.

We invite you to visit our website at www.ahdra.com to take a look at the sponsors who make it all possible. Find out how you, too, can be part of the AHDRA action in 2012.



THE EVENTS

AHDRA promotes a national series of 10 drag races in major markets all across the country for Harley®-based motorcycles. This is the most unique organization in motorsports, attracting a diverse fan base from all walks of life.



- | | |
|--|---|
| <p>1 Screamin' Eagle Performance Parts Florida Nitro Nationals
Presented by Gainesville Harley-Davidson
April 21,22 • Gainesville Raceway—Gainesville, Florida</p> | <p>6 Screamin' Eagle Performance Parts Thunder in the Valley Nationals
Presented by 95.9 The Hog & 93.9 FM94
August 3,4 • Bristol Dragway—Bristol, Tennessee</p> |
| <p>2 Screamin' Eagle Performance Parts Carolina Spring Nitro Nationals
Presented by Carolina Harley-Davidson Dealers Association
May 5,6 • Rockingham Dragway—Rockingham, North Carolina</p> | <p>7 Screamin' Eagle Performance Parts Northwest Nitro Nationals
August 25,26 • Woodburn Dragstrip—Woodburn, Oregon</p> |
| <p>3 Screamin' Eagle Performance Parts Northeast Nitro Nationals
May 19,20 • Atco Raceway—Atco, New Jersey</p> | <p>8 Screamin' Eagle Performance Parts Liberty Nitro Nationals
Presented by Vreeland's Harley-Davidson
September 8,9 • Numidia Dragway—Catawissa, Pennsylvania</p> |
| <p>4 Screamin' Eagle Performance Parts Ohio Bike Week Nationals
Presented by The Northern Ohio Harley-Davidson Dealers
June 9,10 • Summit Racing Equipment Motorsports Park—Norwalk, Ohio</p> | <p>9 Screamin' Eagle Performance Parts Jim McClure Nitro Nationals
Presented by Carolina Harley-Davidson Dealers Association
October 13,14 • Rockingham Dragway—Rockingham, North Carolina</p> |
| <p>5 Screamin' Eagle Performance Parts Mid-West Nitro Nationals
Presented by Route 66 Harley-Davidson
June 30, July 1 • Tulsa Raceway Park—Tulsa, Oklahoma</p> | <p>10 Screamin' Eagle Performance Parts Cajun Nitro Nationals
October 27,28 • No Problem Raceway—Belle Rose, Louisiana</p> |



THE MACHINES

AHDRA race sanctioning body consists of 16 different classes in which racers may compete. Virtually anyone can compete. All AHDRA riders are required to have a valid AHDRA Competition License and must be capable of safely operating a motorcycle. The motorcycle must meet basic safety criteria. This applies to most street legal and mildly modified motorcycles. Faster, all out motorcycles must meet more stringent requirements as outlined in the AHDRA Rulebook.

PRO CLASSES

TOP FUEL (TF)

Reserved for nitro burning, unlimited dragsters. Built specifically for all out drag racing.

PRO FUEL (PF)

Reserved for nitro burning, unlimited dragsters. Built specifically for all out drag racing. This class can run either carburetor or fuel injection, high gear 151 c.i. engines.

PRO STOCK (PS)

Reserved for stock appearing, carbureted, Buell®, XL, VR and FX based motorcycles with frame and tire restrictions. 160 c.i. limit. Minimum weight at conclusion of run: 550 pounds including rider.

PRO DRAG (PD)

Reserved for nitro burning, carbureted, high gear dragsters with engines up to 121 c.i. engine. Built specifically for all out drag racing.

PRO GAS (PG)

Reserved for alcohol, gas burning high gear dragsters. Built specifically for all out drag racing.

PRO MODIFIED (PM)

Reserved for legal and street legal based Buell, XL and FX model motorcycles.

STREET PRO (SP)

Reserved for street legal Sportster®, Buell, Big Twin and aftermarket based motorcycles. Must have valid registration and license tag (no dealer tags). A bike and rider weight ratio of 5.5 lbs. per cubic inch will be the rule. Minimum weight at conclusion of run (including rider).

SPORTSMAN CLASSES

V-ROD® DESTROYER (VRD)

Reserved for Harley-Davidson V-Rod, 60 degree, overhead cam, water-cooled, V-Twin cylinder configuration motorcycle models produced as a purpose built vehicle (VRXSE) Screamin' Eagle V-Rod Destroyer. Outward, visual appearance of the motorcycle must remain strictly true to the production model. All sheet metal and body parts must remain as supplied by the OEM. This is a heads up, .400-second, Pro-free class. Combined weight of bike and rider must be a minimum of 715 pounds at the conclusion of all runs.

DRAGGIN' BAGGER (DB)

Reserved for 1999 or later Harley-Davidson Touring model motorcycles bearing a valid Harley-Davidson VIN number. Road King models are not allowed. Motorcycle must be ridden under its own power to staging, starting line and back to the pit area after completion of the run (no towing allowed except for verified breakage after the conclusion of a run).

HOT STREET (HS)

Reserved for street legal Sportster, Buell, Big Twin and aftermarket based motorcycles. Must have a valid registration and license tag (no dealer tags). A bike and rider weight ratio of 8 lbs. per cubic inch will be the rule and a maximum of 98 cubic inches. Minimum weight at conclusion of run (including rider).

V-ROD® (VR)

Reserved for 60 degree, overhead cam, water-cooled, V-Twin cylinder configuration motorcycles.

SUPER GAS (SG)

Reserved for street legal or non-street legal V-Twin motorcycles with any frame configurations. All entries must have a 9.70 E.T. dial-in index.

SUPER SPORT (SS)

Reserved for street legal or non-street legal V-Twin motorcycles with any frame configurations. All entries must have a 10.30 E.T. dial-in index.

SUPER ELIMINATOR (SE)

Reserved for street legal or non-street legal V-Twin motorcycles with any frame configurations. All entries must have a 10.90 E.T. dial-in index.

SCREAMIN' EAGLE PERFORMANCE® (SEP)

Reserved for street legal or non-street legal Harley-Davidson® and Buell® V-Twin motorcycles with VIN# on frame or engine. All entries must have 11.50 E.T. dial-in index. Must use some Screamin' Eagle Performance Parts® and display Screamin' Eagle Performance Parts decals. No aftermarket bikes.

ET CLASS

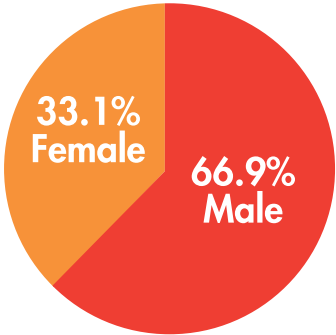
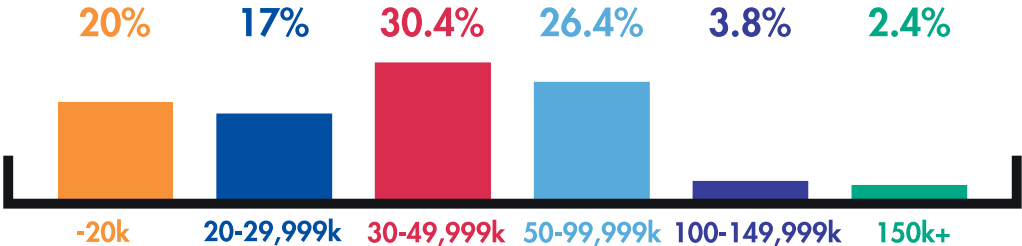
ELAPSED TIME (ET)

Reserved for street legal or non-street legal single or twin cylinder motorcycles with any frame configurations

THE MARKET

At AHDRA, our race to perform for our sponsors never ends. We understand that they look for performance in the marketplace. That's why for 34 years, sponsors have counted on AHDRA to showcase their products and services from coast to coast. We support our sponsors, giving them maximum exposure by displaying their logos in our advertising, on our web site, at the races and on the bikes. We welcome the opportunity to have you and your brand join our team.

Avid AHDRA Fan Income

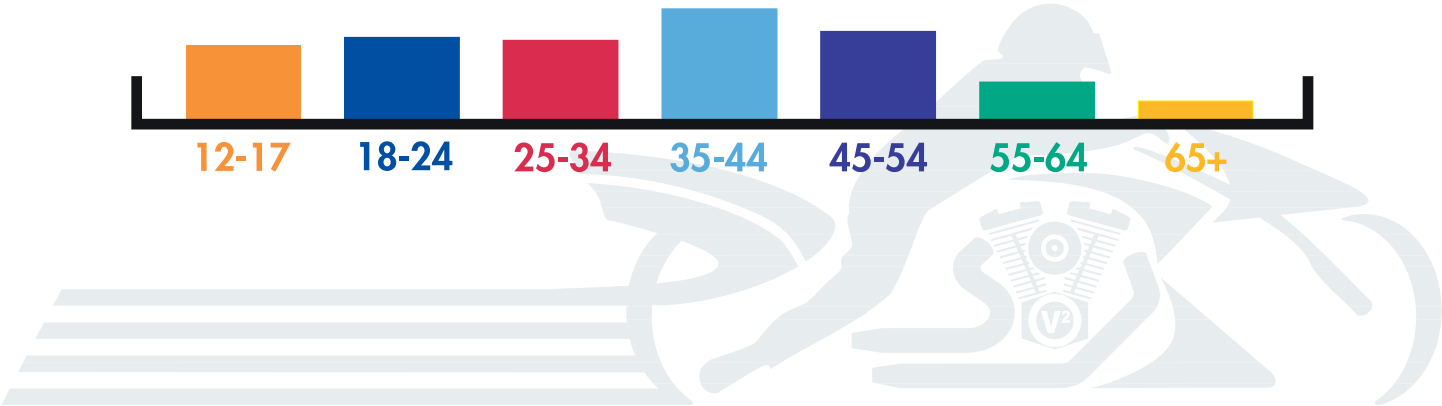
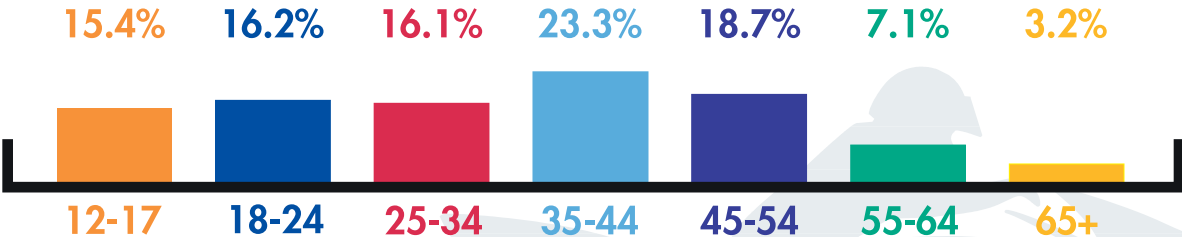


Avid AHDRA Fan Gender

Over 25 million or 9% of Americans are avid fans of drag racing.

70% of AHDRA fans are likely to use a sponsor product seen in advertisement.

Avid AHDRA Fan Age



SERIES SPONSOR

Screamin' Eagle Performance Parts is proud to be the 2012 AHDR Championship Series sponsor. Also, the Nitro Harley Top Fuel, V-Rod Destroyer, V-Rod, and the new Draggin' Bagger Class. Screamin' Eagle is also continuing its sponsorship of the S.E.P. (Screamin' Eagle Performance Parts) Class. Screamin' Eagle Performance Parts are built in the spirit of the raw adrenaline and power of motorcycle racing, offering both race-grade and street-legal performance options for the Harley-Davidson owner. Screamin' Eagle Performance Parts are designed to give Harleys added horsepower, monster torque or a combination of both. For exceptional value and performance, look to Harley-Davidson for Screamin' Eagle Performance Parts.



AHORA SERIES SPONSOR

2012



SERIES

OFFICIAL SPONSORS

AHORA official sponsorships are a great way to build brand recognition and sell product. They are an exceptional value and enable you to reward racers who use your product. AHORA racers and fans are very loyal to the companies whose products support the sport and indicate that they would buy and use those products over a similar product from a non-sponsoring company.



CLASS SPONSORS

In 2012, AHDRA consists of 16 different classes from the SYN3 ET Class to the all-out Nitro Burning 220+ M.P.H. Screamin' Eagle Performance Parts Top Fuel Class.



Screamin' Eagle Performance Parts is proud to be the sponsor of the Nitro Harley Top Fuel, V-Rod Destroyer, V-Rod, and the new Draggin' Bagger Class. Screamin' Eagle is also continuing its sponsorship of the S.E.P. (Screamin' Eagle Performance Parts) Class. Screamin' Eagle Performance Parts are built in the spirit of the raw adrenaline and power of motorcycle racing, offering both race-grade and street-legal performance options for the Harley-Davidson owner. Screamin' Eagle Performance Parts are designed to give Harleys added horsepower, monster torque or a combination of both. For exceptional value and performance, look to Harley-Davidson for Screamin' Eagle Performance Parts.



Rush Racing is the sponsor for the AHDRA Pro Fuel, Pro Gas and Super Eliminator Classes. For performance, quality and sound there is nothing else like Rush Performance Exhaust. Rush exhaust and mufflers have been engineered through thousands of hours of development, dyno testing, and real world applications in order to guarantee you the best performance and sound in the market today. Rush Racing Products deliver "100% pure adrenalin".



This Class is available for sponsorship, please call AHDRA at 336-924-2095

Johnny Vickers and his team are experts at building Nitro Harley Drag Racing Motorcycles that WIN. Our in house machine shop manufactures parts such as nitro carburetors, slipper clutches, injected nitro systems, our own line of Derringer Racing and Street engines, drive train components, belt drive systems, starter carts and turn-key drag racing motorcycles. Hawaya Racing is an approved DYNOJET Tuning Center and performs performance upgrades on Street Harleys, as well as Top Fuel, Pro Fuel, and Pro Dragster drag bikes. Hawaya Racing moved to the heart of NASCAR country for a very good reason, and that reason is to bring new technology into our sport of motorcycle Drag Racing.



Vreeland's Harley-Davidson is Central PA's finest retailer of Harley-Davidson motorcycles and licensed accessories. We are a full service location featuring a full line of motorcycle accessories and Harley-Davidson apparel. Our technicians in our service department can help your bike reach its full potential. Vreeland's Harley-Davidson has long supported many racers in several AHDRA classes and they have a history of producing lots of horsepower and championship racers. Bill Purvis, and his PMS Racing Team, have supported AHDRA Sportsman Racers for several years including the Pro Drag and Hot Street Classes. Bill has been racing for several years in the Hawaya Racing Pro Drag Class, but got his start racing heads up street legal bikes.



This Class is available for sponsorship, please call AHDRA at 336-924-2095



At RightQuick, we have one goal ... to represent your company's image in the highest quality possible. After all there is truth in the saying, "Image is everything! Our attention to detail, vast experience in sign, exhibit and marketing industries and dedication to deadlines have led to satisfied and loyal customers who continue to rely upon RightQuick for a multitude of advertising opportunities.

CLASS SPONSORS

In 2012, AHDR consists of 16 different classes from the SYN3® ET Class to the all-out Nitro Burning 220+ M.P.H. Screamin' Eagle Performance Parts® Top Fuel Class.



Screamin' Eagle Performance Parts is proud to be the sponsor of the Nitro Harley Top Fuel, V-Rod Destroyer, V-Rod, and the new Draggin' Bagger Class. Screamin' Eagle is also continuing its sponsorship of the S.E.P. (Screamin' Eagle Performance Parts) Class. Screamin' Eagle Performance Parts are built in the spirit of the raw adrenaline and power of motorcycle racing, offering both race-grade and street-legal performance options for the Harley-Davidson owner. Screamin' Eagle Performance Parts are designed to give Harleys added horsepower, monster torque or a combination of both. For exceptional value and performance, look to Harley-Davidson for Screamin' Eagle Performance Parts.



This Class is available for sponsorship, please call AHDR at 336-924-2095



Bison Racing has been an avid supporter of not only AHDR but also the Super Gas Class since 2008. In 2008, Bison Racing teamed up with Eagle Harley-Davidson to sponsor the Super Gas Class. Then in 2009 through 2011, Bison Racing and Vreeland's Harley-Davidson teamed up to sponsor the Bison Racing/Vreeland's Harley-Davidson Super Gas Class. With the excitement and high performance action that the All Harley Drag Racing Association's Screamin' Eagle Performance Parts Championship Series brings to members and fans, Bison Racing is happy to be a part of this growing sport.



This Class is available for sponsorship, please call AHDR at 336-924-2095



Rush Racing is the sponsor for the AHDR Pro Fuel, Pro Gas and Super Eliminator Classes. For performance, quality and sound there is nothing else like Rush Performance Exhaust. Rush exhaust and mufflers have been engineered through thousands of hours of development, dyno testing, and real world applications in order to guarantee you the best performance and sound in the market today. Rush Racing Products deliver "100% pure adrenaline".



Screamin' Eagle SYN3 Synthetic Motorcycle Lubricant is the proud sponsor of the ET Class. SYN3 is an excellent choice for: the engine, transmission, and the primary chain case of your motorcycle. It was developed with a proprietary, three synthetic base stock, formula. This is the first multi-purpose synthetic motorcycle lubricant specifically tested and certified by Harley-Davidson.



CONTINGENCY SPONSORS

AHRA contingency sponsorships are a great way to build brand recognition and sell product. They are an exceptional value and enable you to reward racers who use your product. AHRA racers and fans are very loyal to the companies whose products support the sport and indicate that they would buy and use those products over a similar product from a non-sponsoring company.



AHDRA SPONSORSHIP VALUE

What kind of **value** can you expect **for your** marketing **dollar** from an **AHDRA sponsorship? Who** will **your** marketing **dollars** impact?

AHDRA sponsorships offer you a powerful marketing tool and a customer entertainment vehicle that gives you great value for your marketing dollars. Our programs offer great value and give you maximum bang for your buck. AHDRA fans form a broad base: 66% male and 34% female, ranging in age from 12 to 55+, with an annual income from \$20,000 to \$100,000+.

AHDRA offers an Integrated Sponsorship Program consisting of several diverse packages.

Series Sponsorship/Entitlement is the premiere sponsorship, The AHDRA "Your Company Name" Championship Series. This program will give your company year-round presence at every event, with predominate positioning in all forms of AHDRA promotional and advertising media.

Class Sponsorship will give your company involvement with a specific class, from E.T. to Top Fuel. Your company logo will be included in all media involving that class along with year-round presence at every event.

Event Presenting Sponsorship will allow you to direct your marketing to a certain demographic area.

Associate Sponsorship will allow you to direct your marketing to a certain demographic area or give your company year-round presence at all national events. Contingency postings are optional with this sponsorship.

Contingency Sponsorship and Official Products offer a way to get your products in front of racers and fans. It also allows you to reward the racers who use your products.

In partnership with AHDRA, you will improve customer relations and achieve a competitive advantage to help build brands and to sell product. Your company's products and or services will impact the fans and racers in the following venues:

- Hospitality
- Retail Promotions/Cross Promotions
- Surveying/Sampling
- Track Presence
- Media/Public Relations

If you have any questions or would like us to develop a sponsorship proposal for you, please call Craig Tharpe at (336)924-2095, and we will be happy to assist you.

