

OFFICIAL EVENT DIRECTORY

# CARLISLE<sup>®</sup> BIKE FEST

*Celebrating* **10 Years**



**2002-2012**

**THE MID-ATLANTICS  
PREMIER MOTORCYCLE EVENT**  
CARLISLEEVENTS.COM

JULY 20-22, 2012 | CARLISLE PA FAIRGROUNDS



OFFICIAL DIRECTORY PARTNER OF CARLISLE EVENTS

Like Us On  
facebook 



*Visit Building T for your Event Shirts at*  
**THE CARLISLE STORE**



Come see us! We are located in **BUILDING T!**

# THE CARLISLE® Store

The Official 2012 Bike Fest  
Carlisle Apparel is Here!



You can find something  
for everyone at the  
**OFFICIAL  
CARLISLE STORE!**

**July 20th - 22nd, 2012**

Store Hours vary. When Building T is open, we will be open.

E X P E R I E N C E  
**CARLISLE®**  
*Events.com*

THE CARS. THE PEOPLE. THE EXCITEMENT.

The Official  
Carlisle Store  
Operated by

**BRICKEL'S™**  
RACING COLLECTIBLES, INC

Rt. 61, 101 South Centre Ave. Leesport, PA 19533

Toll Free: 1-877-678-3883

email: [info@carlisleeventsstore.com](mailto:info@carlisleeventsstore.com)

You can also visit us on any of the following websites:

[www.CarlisleEventsStore.com](http://www.CarlisleEventsStore.com)

[www.BrickelsRacing.com](http://www.BrickelsRacing.com)

[www.MOPARFanStore.com](http://www.MOPARFanStore.com)

[www.VetteCollectibles.com](http://www.VetteCollectibles.com)

[www.GMFanStore.com](http://www.GMFanStore.com)

[www.FordFanStore.com](http://www.FordFanStore.com)

[www.BRCPromotions.com](http://www.BRCPromotions.com)



**ED SCHOLLY, EVENT MANAGER**

**W**elcome to the 10th anniversary of the Carlisle Bike Fest. It's hard to believe that we are hitting a decade since two wheels overtook our Summer Carlisle Cool Car Cruise In like a tsunami!

The 2012 Carlisle Bike Fest means monsters, mid-gets, devils and machines as we present motocross, sport bikes, V-Twins, manufacturer demo rides, custom builders and burnout wielders! If motorcycles are your passion, you should find like minds in nearly every motorcycle niche. If you prefer four wheels over two, you are sure to be entertained and perhaps find a new passion or rekindle an old one.

The weekend offers an array of music, with Saturday featuring the Charm City Devils from Baltimore, MD. Charm City Devils toured with Crue Fest in 2011. Many more great bands and hometown favorites will cross the stage this weekend.

Stunt shows are always a part of the Carlisle Bike Fest. We look forward to the Monster Energy Freestylemx.com Worldwide Tour getting big air this weekend. The Half Pint Brawlers will ad to the fun of the weekend. This group was recently featured on Spike TV and in the "Jackass" film series. And the StarBoy celebrate their 10th anniversary entertaining the Carlisle Bike Fest with Shinko Smoke Bomb Tires.

Of course it is our shared passion for two-wheeled machines that makes us gather here at Carlisle. One of the best features of the Carlisle Bike Fest is the opportunity to demo a new motorcycle. You will find four manufacturers on site and available for you to demo their machines. Shop our midway and vendor aisles for the latest gear and accessories. Upgrade your old ride with new wheels and tires or get it tuned by on-site vendors. Great food and cold drinks should round out your visit just fine.

Enjoy your ride!

**I**t seems like motorcycles have always been a part of my life. I started out the hard way, with a 1960s Ducati 250 single that I dreaded trying to start.

I lived on a hill, so when I got tired of trying to kick-start it, I had about a 10-block stretch to try to bump-start it. One out of five times it would start; the other four times it was a long, slow push back to my garage.

That was followed by more reasonable bikes, mostly Honda dual-sports as I raised my family. In fact, our current off-road stable includes four Honda CRF230s and a pair of Yamaha TT-R125s. When my daughter Alex turned 16, we went through motorcycle school together, and she has had a 250 Ninja for a couple of years now.



**KEITH MARTIN, AMERICAN CAR COLLECTOR PUBLISHER**

I was lucky enough to own a Moto Guzzi Daytona 1000 last year, and if only my arms had been 6 inches longer, it would have been a perfect fit. So now it's back to the naked Suzuki SV650 that makes up in reliability what it is lacking in its exotic nature.

There's nothing that gives a sense of freedom like a motorcycle, and imparts such a direct feeling of the road.

Carlisle Bike Fest is a celebration of all the ways you can get around on two or three wheels. From the smallest 50-cc scooter to the largest touring machine, you'll find everything you can imagine, and more, at Bike Fest.

This is our first year publishing the directory for Bike Fest, but in our magazines, American Car Collector and Sports Car Market, you'll always find coverage of what is happening in the bike market today.

And I confess, what I like the very most about motorcycles is just how many of them I can fit in the garage at one time. Why have one collector car when in the same space you can have 10 motorcycles!

## Contents

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# CARLISLE BIKE FEST HIGHLIGHTS

**FREE PARKING FOR  
MOTORCYCLES ON THE  
CARLISLE FAIRGROUNDS!**

**ADMISSION:**  
3-DAY PASS – \$15 PER ADULT  
DAILY – \$8 PER ADULT  
CHILDREN 8 & UNDER – FREE

**PARKING:**  
MOTORCYCLES – FREE  
CARS/TRUCKS – \$10 DAILY

**HOURS:**  
ACTIVITIES & ENTERTAINMENT  
9 AM–9 PM FRIDAY  
9 AM–9 PM SATURDAY  
9 AM–3 PM SUNDAY

**MONSTER ENERGY**  
FREESTYLEMX.COM  
WORLDWIDE TOUR

FEATURING  
**TOP  
X-GAMES  
RIDERS  
OF  
FREESTYLE  
MOTOCROSS**

X-GAMES RIDER  
BEAU BAMBING

Riders subject to change

PRESENTED BY  
**SMP** GENERAL TIRE FOX  
UNI FOX RACING SHOES  
P.J. BEARDS TACKER FREE FRED  
e times

FRIDAY: 1 PM, 4 PM, 7:30 PM • SATURDAY: 11 AM, 2:30 PM, 5 PM  
SUNDAY: 11 AM, 12:30 PM, 3 PM

## JUDGED BIKE SHOWS! (REGISTER UPON ARRIVAL)



**CUSTOM FIGHTERS**  
streetfighter motorcycle forum #1000

PUT YOUR STREETFIGHTER IN  
THE RING ON SATURDAY!



### RIDE-IN SHOW SATURDAY

PUT YOUR BIKE UP AGAINST SOME OF THE BEST PRIVATELY  
OWNED BIKES IN THE REGION. AT LEAST 25 CLASSES  
FOR V-TWINS, METRICS AND SPORT BIKES



FRIDAY: 3 PM, 6 PM • SATURDAY: NOON, 4:30 PM  
SUNDAY: 1 PM



FRIDAY: 12:30, 2:45 & 5:15 PM • SATURDAY: 11:30 AM,  
3 & 6:30 PM • SUNDAY: 11:45 AM, 2 & 3:15 PM

## REGISTER TO WIN THESE FOUR GIVEAWAYS!

(REGISTER EITHER ONLINE OR AT GUEST SERVICES DURING THE EVENT. YOU DO NOT NEED TO BE PRESENT TO WIN.)



**2012 KAWASAKI NINJA**  
WINNER ANNOUNCED SATURDAY 8:30 PM



**MotorVation**

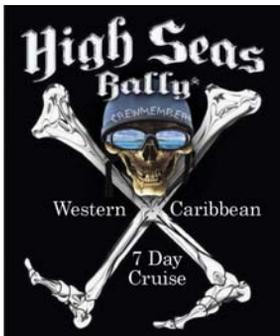


**APPLE iPad2**

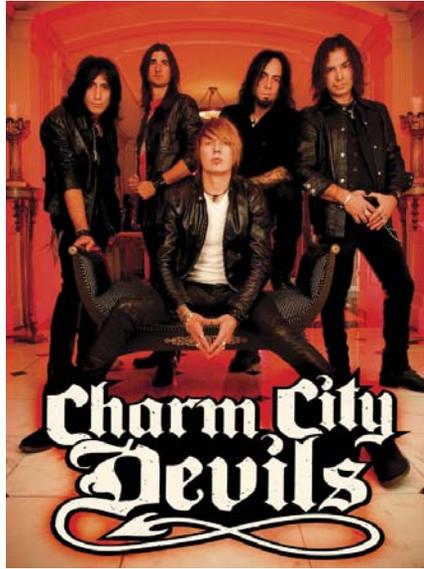
WINNER ANNOUNCED SUNDAY 3:30 PM



**2011 HARLEY-DAVIDSON**  
WINNER ANNOUNCED SUNDAY 3:30 PM



**CARIBBEAN BIKER CRUISE**  
WINNER ANNOUNCED SUNDAY 3:30 PM



**CHARM CITY DEVILS**  
SATURDAY 7 PM



**GREEN EGGS**  
SATURDAY



**DRYMILL ROAD**  
SUNDAY



**KB BLUEZ**  
SATURDAY

**JAG MASTER MIKE**  
SATURDAY



**NATE MYERS & THE ACES**  
SUNDAY

**TEST RIDE  
A NEW  
BIKE!**

PROPER RIDING  
APPAREL REQUIRED.  
SIGN UP EARLY TO  
RESERVE YOUR RIDE.



**SUZUKI**

**YAMAHA**



**KAWASAKI**

FRIDAY: 9 AM-5 PM  
SATURDAY: 9 AM-5 PM  
SUNDAY: 9 AM-3 PM



SUNDAY: 9 AM-2 PM

## LIVE MUSIC!



**BUSHMASTER GARY BROWN**  
FRIDAY & SATURDAY



**DEEZLE CHURCH**  
FRIDAY



**BLACKWATER JAM**  
FRIDAY

# HOURS & HIGHLIGHTS

BUILDING HOURS	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Vendor Services Office (Outside Gate 3)	8 AM–7 PM	8 AM–6 PM	7 AM–6 PM	8 AM–3 PM
Guest Services: INFORMATION / GIVEAWAY REGISTRATION		9 AM–7 PM	8 AM–7 PM	9 AM–3 PM
Building Z (Grandstand)		9 AM–7 PM	8 AM–7 PM	9 AM–3 PM
Building T (including Carlisle Store)		10 AM–6 PM	9 AM–6 PM	9 AM–3 PM
Orrstown Bank (inside Building T)		10 AM–4 PM	9 AM–4 PM	10 AM–2 PM

## MONSTER ENERGY FREESTYLE MX

Join the fun with the Monster Energy FreestyleMx.com Worldwide Tour Motocross riders as they perform the best tricks and whips of the sport of Freestyle Motocross. Featuring names and stars of the X-Games, Gravity Games and Dew Tour.



## KIDS ACTIVITIES

Welcome, young enthusiasts! **THE KIDS ACTIVITY CENTER AT BUILDING R (on Row IB)** features crafts, games, a playset and a bounce house. It's the perfect pit stop for those who need some down time. Attention, parents, please be advised that the Kids Activity Center is not a child-care service. Adult supervision is required.



## HALF PINT BRAWLERS

They fight, they entertain and they are small! Push your personal excitement meter into the red with the Half Pint Brawlers (midnet wrestling) throughout the weekend. These dudes are seen on SpikeTV and were featured in the most recent installment of the Jackass film series.



## WHEELIE RIDES

You can experience doing a wheelie on this simulator — which is a real motorcycle! Try it out near Guest Services. Fee applies. Visit [iWheelie.com](http://iWheelie.com) for more information.



## THE STARBOYZ

The legendary sport bike stunt team is back to wow the crowd with their stoppies, wheelies, burnouts and more. Read more about the Starboyz on **PAGE 26**.



## MIDWAY & SWAP MEET

The Midway is the place to be! Visit manufacturers, dealers and builders. You will also find Renegade Wheels installing Avon Tyres along with regional dealerships such as Motor-Vation and Koup's Cycle Shop.

Everything from air cleaners for your bike to zippers for your leathers can be found from our vendors. They are listed on **PAGES 16-17**.



## DEMO RIDES

Test ride a new Star, Yamaha, Suzuki, Kawasaki or Victory bike this weekend. Riders must have a valid motorcycle license and proper riding gear including a helmet, eye protection, closed-toe shoes and shirt with sleeves and long pants. Agreement and waivers will be required. See individual demo staffers for up-to-date demo ride information, rules and regulations. Limited number of rides, so sign up early.



## HARLEY-DAVIDSON MALL

The Appalachian Harley-Davidson Mall is more than just gear and apparel — they have a **HUGE SELECTION OF PRE-OWNED BIKES**. Staff is on hand to assist you in choosing your next bike.



**IF SOMEONE IS LOST** If you are unable to contact a member of your party, wait for them near the **GUEST SERVICES BUILDING**. We do not page individuals. Notify any staff member when a child is lost.



# FRIDAY SCHEDULE

FRIDAY		
8 AM–6 PM	Bike & Rider Judged Show: <i>Registration</i>	Vendor Services Office
	Fighter Fest: <i>Registration</i>	
9 AM–7 PM	<b>GIVEAWAY REGISTRATION</b> <i>You must register for your chance to win. (See page 10)</i>	Guest Services
9 AM–5 PM	Demo Rides — <i>Test Ride a New Motorcycle!</i>	See Map in Centerfold
9 AM - 6 PM	Wheelie Rides ( <i>Fee applies</i> )	See Map in Centerfold
10 AM–6 PM	Appalachian Harley-Davidson Mall	Building T
10:30 & 11:30 AM	LIVE BAND: Bushmaster Gary Brown	92.1 WTPA Stage
12:30 PM	Starboyz Stunt Show	Front of Grandstand
1 PM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
2 PM	LIVE BAND: Blackwater Jam	92.1 WTPA Stage
2:45 PM	Starboyz Stunt Show	Front of Grandstand
3 PM	Half Pint Brawlers Midget Wrestling	Front of Grandstand
4 PM	LIVE BAND: Blackwater Jam	92.1 WTPA Stage
	Monster Energy Freestyle Motocross Show	See Map in Centerfold
5:15 PM	Starboyz Stunt Show	Front of Grandstand
5:30 PM	LIVE BAND: Deeze Church	92.1 WTPA Stage
6 PM	Half Pint Brawlers Midget Wrestling	Front of Grandstand
7 PM	LIVE BAND: Deeze Church	92.1 WTPA Stage
7:30 PM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
8 PM	LIVE BAND: Deeze Church	92.1 WTPA Stage

## BUSHMASTER GARY BROWN.....

Gary Brown is a D.C. area native with more than 30 years of playing experience. Brown began playing at age 12 and has never stopped. See Gary on the 92.1 WTPA Stage on Friday and Saturday.



few years back with the idea of writing original Southern rock-based music for the Central Pennsylvania area, they realized that there is a large population of music fans hungry for some good ol'-fashioned, ass-kicking southern rock and country. Deeze Church brings that and so much more to the 92.1 WTPA Main Stage on Friday. Be part of the fun and enjoy a group that has opened for David Allan Coe, Randy Houser and Colt Ford just to name a few.

## DEEZE CHURCH .....

As noted on the Facebook page of Deeze Church, they are a band that's finally starting to find its niche. Having been initially put together a



## BLACKWATER JAM.....

Blackwater Jam is the ultimate, no holds-barred Southern rock and blues band from South Central PA. They love to hear the crowd sing along with Southern rock jams from Lynyrd Skynyrd, The Outlaws, The Allman Brothers, ZZ Top and others. Check them out on Friday as they jump-start the Carlisle Bike Fest.



## LOST & FOUND

If you've found something or are trying to find something you lost, check with our security staff under the north side of the stage.

# SATURDAY SCHEDULE

SATURDAY		
8 AM–7 PM	<b>GIVEAWAY REGISTRATION</b> <i>You must register for your chance to win. (See page 10)</i>	Guest Services
9 AM–5 PM	Demo Rides — <i>Test Ride a New Motorcycle!</i>	See Map in Centerfold
9 AM–5 PM	Kids' Activities	Building R
9 AM–6 PM	Appalachian Harley-Davidson Mall	Building T
9 AM–4:15 PM	Ride-In Bike Show: <i>Registration 9–11 AM; Judging 11 AM–3:45 PM; Awards Presentation at 4:15 PM</i>	Pavilion
9 AM–4:30 PM	Fighter Fest: <i>Registration 9–11 AM; Judging 11 AM–4 PM; Awards Presentation at 4:30 PM</i>	Fighter Fest Tent on Midway
9 AM - 6 PM	Wheelie Rides ( <i>Fee applies</i> )	See Map in Centerfold
10 & 11 AM	LIVE BAND: Bushmaster Gary Brown	92.1 WTPA Stage
10 AM–1 PM	LIVE BAND: KB Bluez	Pavilion
10 AM–2 PM	105.7 The X: The People's Bike Show	Duke's Blvd.
11 AM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
11:30 AM	Starboyz Stunt Show	Front of Grandstand
Noon	Half Pint Brawlers Midget Wrestling	Front of Grandstand
Noon–1 PM 1 PM	Field Games: <i>Registration Competitions (awards presented upon completion)</i>	Duke's Blvd.
1–4 PM	LIVE BAND: Jag Master Mike	Pavilion
1:15 & 2:15 PM	LIVE BAND: Green Eggs	92.1 WTPA Stage
2:30 PM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
3 PM	Starboyz Stunt Show	Front of Grandstand
3:30 PM	LIVE BAND: Green Eggs	92.1 WTPA Stage
4:30 PM	Half Pint Brawlers Midget Wrestling	Front of Grandstand
5 PM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
5:30 PM	Ms. Carlisle Contest ( <i>Sign up at Guest Services by 5</i> )	92.1 WTPA Stage
5:45 PM	Burnout Contest ( <i>Sign up at Guest Services by 5</i> )	Front of Grandstand
6:30 PM	Starboyz Stunt Show	Front of Grandstand
7 PM	LIVE BAND: Charm City Devils	92.1 WTPA Stage
8:30 PM	Giveaway Winner Announced: <i>Kawasaki (must have registered at Guest Services before 6 PM)</i>	92.1 WTPA Stage

**FIRST AID** Emergency Medical Staff is on hand and located under the north side of the stage.

**HAULING PARTS** To get items you've purchased to your vehicle, your options are rent a heavy-duty hand cart or request hauling at Guest Services; call 717-385-0000 for haul-

ing, or obtain a temporary entry pass at Gates 1, 2 or 3 in the late afternoon. Fees are donation only.

**RECEIVING** Any items sent to Carlisle Events should be addressed to: 504 Cavalry Road, Carlisle, PA 17013. The packages are stored in our new receiving building outside of Gate 5.

**SHIPPING** To ship your purchases, visit Antrim Way Shippers near Gate 3 or call them at 717-414-2512.

## PHONE NUMBERS

Carlisle Events .....717-243-7855  
Security .....717-243-2756  
Scooter Rental .....330-546-5820  
Orrstown Bank .....717-245-0682

# SATURDAY HIGHLIGHTS

## GIVEAWAYS YOU MUST REGISTER TO WIN

Register online or at Guest Services.

You do not need to be present to win.

Read more on **PAGE 10** about the Kawasaki, Harley-Davidson, Caribbean Cruise and iPad.

### GREEN EGGS .....

Green Eggs is a high energy, eclectic cover/party band out of Harrisburg, Pa. The band has been together for 16 years and performed almost 2,600 shows. Their philosophy is to keep the crowd guessing as they swap from genre to genre, while putting the passion for live music into the show. A typical set includes all members of the group swapping instruments and each member taking a turn as the front man!



### CHARM CITY DEVILS .....

The Charm City Devils have been shining brighter than ever before due in part to the release of their recent album *SINS*. The release features a hard-edged cover of *Man of Constant Sorrow*, a bluegrass song made popular by the Soggy Bottom Boys as part of the soundtrack to 2000's "O Brother Where Art Thou." CCD have been on the road throughout the summer promoting the *SINS* release, including stops in nearly 20 different states and three time zones.



### FIGHTER FEST .....

The passion for aggressively customized sport bikes is as strong as ever. Those following European and Australian styling and performance trends, referred to as streetfighters, have made us their home for the past three years. Customfighters.com brings it back for another round!



### 105.7 THE X: THE PEOPLE'S BIKE SHOW .....

The five finalists for the "People's Bike" award are hoping for your vote at 105.7 the X's display on Duke's Blvd. Stop by to say hello to the People's Morning DJ, Jen Shade.



### RIDE-IN BIKE SHOW .....

The Ride-In Bike Show pits some of the best privately-owned bikes in the region head-to-head in over 25 classes for V-twins, metrics and sport bikes.



### FIELD GAMES .....

Go for the gold in the field game competitions. Events include the Slow Race, Plank Ride, Barrel Push and the ever-popular, always-entertaining Weenie Bite. Enjoy the show or be a part of it. Medals will be awarded.



### BURNOUT CONTEST .....

SPONSORED BY KOUP'S

Impress the crowd with your best burnout and you could win one of **three cash prizes**, sponsored by Koup's Cycle Shop! Limited to 10 motorcycles, 3 minutes each. Must show proof of insurance and sign up at Guest Services.



### MS. CARLISLE CONTEST .....

Contestants for Ms. Carlisle compete for **three cash prizes** on Saturday evening on the 92.1 WTPA Stage. Official rules and registration at Guest Services.



Repair Service, John's Mobile .....717-245-0076  
Towing Service, Jerry's .....717-258-1517  
Taxi Service (Gate 1, 2 or 3) .....717-243-4343  
Greyhound Bus .....717-240-0055

Unsecured connection. You are responsible for the security of your information and equipment. Carlisle Events assumes no responsibility and shall not be liable for any damages to your equipment.

**PETS** Pets are strongly discouraged for health and safety reasons. If you

cannot make other arrangements for boarding, your pet must be on a leash and policing after it is required. Your pet must be under your control at all times, and you are fully responsible for its actions. Any offensive or unsafe action by your pet may result in expulsion without refund.

**WI-FI CARLISLE EVENTS HOT SPOT** is the public wireless Internet network available **in front of the grandstand**. No password required.

# SUNDAY SCHEDULE & HIGHLIGHTS

SUNDAY		
9 AM–2 PM	<b>GIVEAWAY REGISTRATION</b> <i>You must register for your chance to win. (See page 10)</i>	Guest Services
9 AM–3 PM	Demo Rides - <i>Test Ride a New Motorcycle!</i>	See Map in Centerfold
9 AM–3 PM	Appalachian Harley-Davidson Mall	Building T
9 AM–3 PM	Wheelie Rides ( <i>Fee applies</i> )	See Map in Centerfold
9 AM	Worship Service ( <i>non-denominational, by The Salvation Army</i> )	Grandstand
9–11:30 AM 11:30 AM–1:45 PM 2 PM	Rat Rod Revival: <i>Registration</i> <i>Judging</i> <i>Awards Presentation</i>	Pavilion
11 AM–2 PM	LIVE BAND: Dry Mill Road	Pavilion
11 AM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
11 AM	LIVE BAND: Nate Myers & the Aces	92.1 WTPA Stage
11:45 AM	Starboyz Stunt Show	Front of Grandstand
12:15 PM	LIVE BAND: Nate Myers & the Aces	92.1 WTPA Stage
12:30 PM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
1 PM	Half Pint Brawlers Midget Wrestling	Front of Grandstand
2 PM	Starboyz Stunt Show	Front of Grandstand
2:30 PM	LIVE BAND: Nate Myers & the Aces	92.1 WTPA Stage
3 PM	Monster Energy Freestyle Motocross Show	See Map in Centerfold
3:15 PM	Starboyz Stunt Show	Front of Grandstand
3:30 PM	Giveaway Winners Announced: <i>Harley-Davidson, Biker Cruise &amp; iPad</i> <b>(must have registered at Guest Services before 2 PM)</b>	92.1 WTPA Stage

## RAT ROD REVIVAL.....

Your gate admission and Rat Rod make you eligible for the Rat Rod Revival. Rat Rods are meant-to-be-driven, bare-bones restorations of bikes or cars, using whatever tools and materials the builder can find. We throw in a little bit of bluegrass from Drymill Road for atmosphere. No additional fees to participate.



## DRYMILL ROAD.....

Formed in 2008, Drymill Road specializes in Americana Bluegrass. Leading up to this weekend, they played a stretch of shows in Virginia and West Virginia before coming north just for you.



## NATE MYERS AND THE ACES.....

Nate Myers and The Aces has served as the opening act for Kenny Wayne Shepherd, Lil' Ed & The Blues Imperials, G. Love & Special Sauce, Kansas and E.G. Kight.

In addition, they've released a handful of CDs and have played festivals from the mid-state to the Big Easy. In between, they've been on stage as part of the Briggs Farm and Billtown Blues Festivals.



## SCOOTER RENTAL.....

Disabled guests are welcome to enter with their own wheelchairs and three- or four-wheeled electric convenience vehicles (ECVs). Disabled individuals with appropriate credentials may rent an electric convenience vehicle or wheelchair from our authorized vendor inside Gate 3. ECV rentals are limited, and disabled individuals are encouraged to arrive early to ensure availability of a rental unit. Operators of ECVs are required to possess appropriate credentials while on grounds. Exceptions to this policy will be considered on a case-by-case basis.

## CONDITIONS.....

Dangerous conditions can exist on the Fairgrounds. Due to exposure to the weather, areas may become slippery or soft. Due to the nature of the goods displayed, heavy and sometimes dangerous equipment and moving vehicles are frequently present. Carlisle Productions cannot be responsible for the conduct of vendors and patrons entering these premises. Those who enter the Fairgrounds do so at their own risk.

# Why Wait?

Visit our branch in the T-Building  
for On-Site Loan Approvals!

Drive Your Dream  
Bike Home **Today**



**ORRSTOWN BANK**  
*A Tradition of Excellence*

- Great rates and flexible terms\*
- Visa®, MasterCard®, Discover® cash advances



- ATM available in the T-Building

\*Loans subject to credit approval.



## FOUR GIVEAWAYS!



### 1 • KAWASAKI NINJA

Ride home on a 2012 Ninja 250R Sport presented by Motor-Vation and Koup's Cycle Shop. This bike has been Kawasaki's best-selling sport bike since its debut in 1983 and has long been a favorite for beginners as well as experienced riders. See it on the 92.1 WTPA Stage.

**Motor-Vation**



### 2 • HARLEY-DAVIDSON

Riding a Harley — no matter the style — is always something special, and this weekend you could ride off on a new 2011 Harley-Davidson Sportster Nightster XL1200N. This bike has a unique Dark Custom style and a vintage look. This bike comes with a custom Lepera Solo Seat, 12-inch black Harley-Davidson mini apes bars with black diamond braided cables and brake lines added by our partner, Appalachian Harley-Davidson. See it on the 92.1 WTPA Stage.



### 3 • CARIBBEAN BIKER CRUISE

You could win a trip for two aboard the world's only biker rally on a cruise ship. Winners will board a Royal Caribbean cruise ship in Port Canaveral, FL, and cruise from October 28 to November 4. Along the way, you'll stop at ports in Haiti, Jamaica, Mexico and the Cayman Islands. Giveaway does not include transportation to Florida. Visit High Seas Rally on the Midway.



### 4 • iPad

Carlisle Events recognizes that today's technician plays with today's technology. Because of that, you could win an Apple iPad2 on Sunday. This prize will serve as a great accessory for travel, shop work, web browsing, gaming or whatever you want to do with it.

## GIVEAWAY REGISTRATION

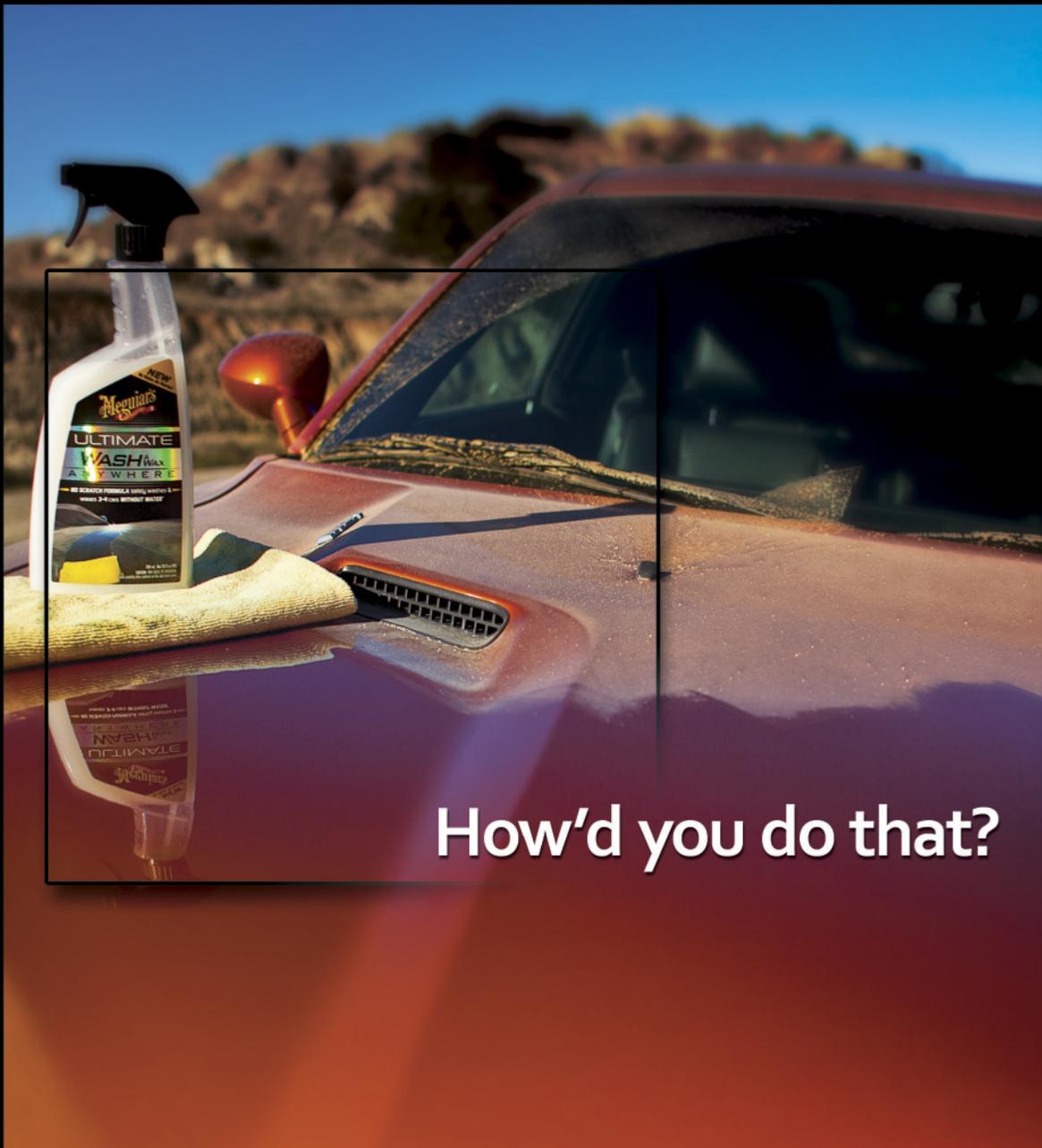
**OFFICIAL RULES AND REGULATIONS:** See eligibility requirements on our website: [CarlisleEvents.com](http://CarlisleEvents.com) or at Guest Services.

**GUESTS:** Enter the giveaway contest in the Guest Services Building next to the Grandstand. One entry per person. You may also enter online for any giveaway by the deadlines noted in the schedule.

**VENDORS:** Vendors do nothing — **you are already en-**

**tered.** The owner of record of every vending space is automatically entered to win. This includes vendors who purchased recycled vending spaces as well as car corral vending spaces.

**TO WIN:** Winners' names will be announced as noted in the schedule. You do not need to be present to win. Winner will be notified according to the contact information we have on file (for vendors and showfield) or that was provided during registration.



How'd you do that?

**Ask a real car guy...They'll tell you.**

Don't think you can wash your car because you don't have a hose? Think again! Try our new Ultimate Wash & Wax Anywhere. Meguiar's unique technology washes your car and leaves behind wax protection.



For free personal car care advice, go to [Meguiars.com](http://Meguiars.com) or call **800 347-5700** Mon-Sat, 7:00 am to 3:00pm Pacific Time

# TAKE A KAWASAKI DEMO RIDE

**JULY 20-22, 2012**

# AT CARLISLE SUMMER BIKE FEST

## **DEMO OUR FULL LINE-UP OF MOTORCYCLES**

**Includes: Ninja® 650, Z1000,  
Ninja® 1000, Ninja® ZX™-10R,  
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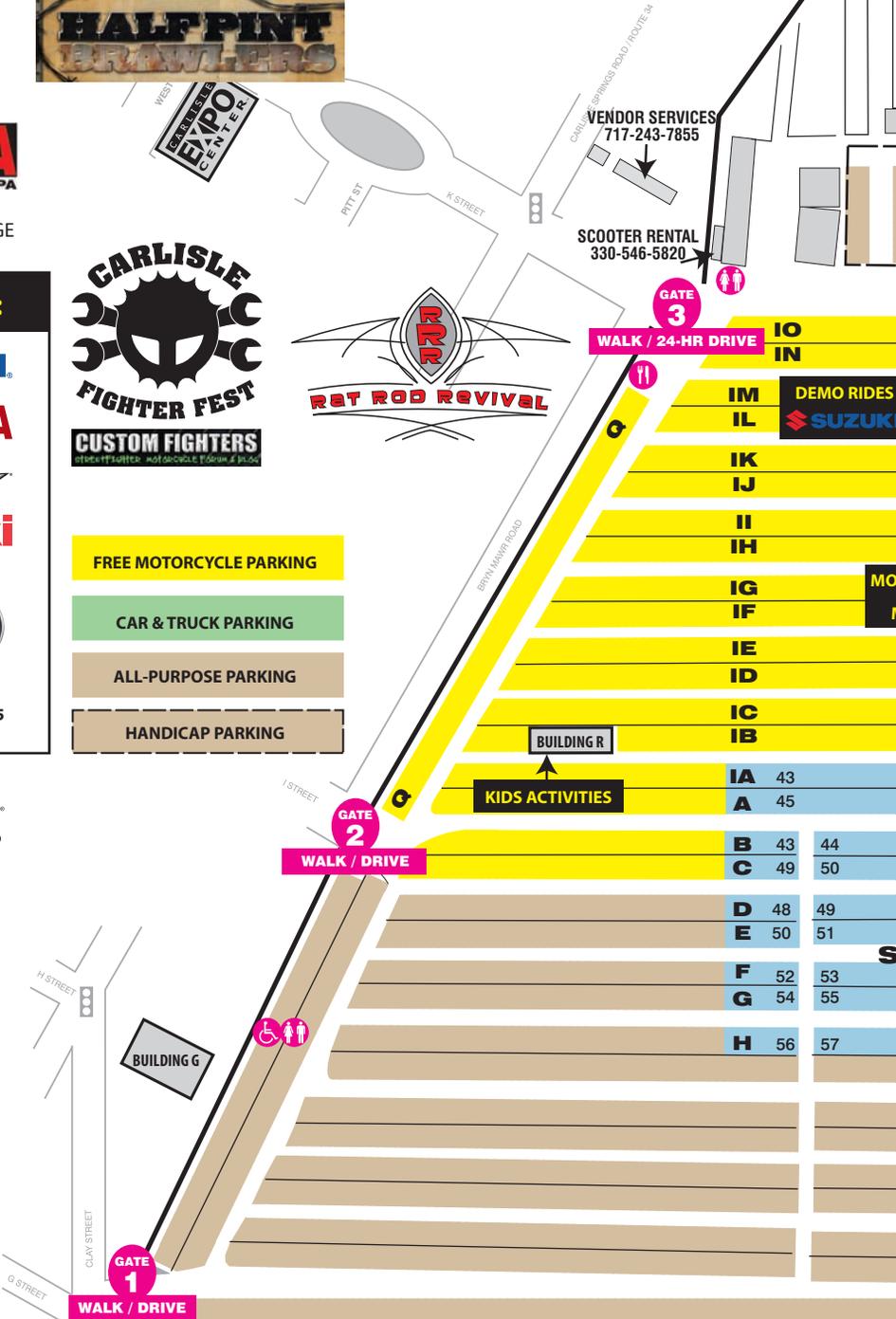
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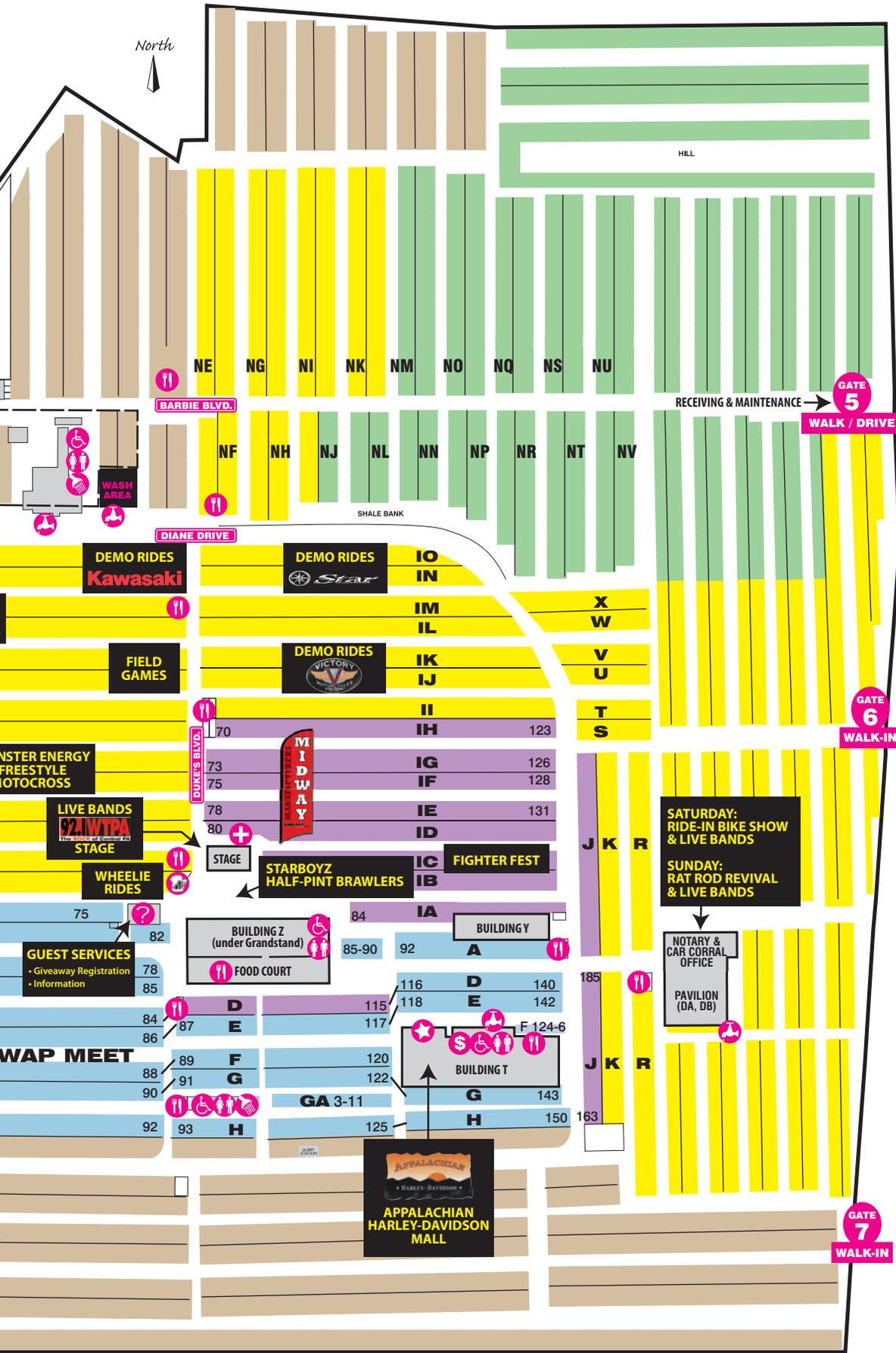
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# VENDOR SPOTLIGHT: DROP OF INK TATTOOS

BY MIKE GARLAND

Riding a bike and having a tattoo generally go hand in hand. Whether you are a weekend rider or consider yourself a full-fledged biker, the odds favor work on some part of your body. Studies show that nearly 40% of Americans between the ages of 26–50 have a tattoo, and with 313,588,000 people nationwide, that's a lot of ink.

At Carlisle you can either get work done or scope the work of a couple of vendors, and this weekend as part of Bike Fest, your tattoo fix can be handled by Drop of Ink Tattoo. Owner Frank Drisbow has been coming to Carlisle since day one of Bike Fest in 2002 and has been attending events on grounds as an enthusiast since 1992, when he moved to the area at age 15.

The Drop of Ink operation works hard to keep its customers satisfied, healthy and happy. That is why Frank's vendor space is located under the main grandstand (Building Z).

"I am happy to pay the extra cost of an indoor vending space at Carlisle because I want to be sure that everyone who gets work done does so in a clean environment," Frank said. "It'd be easy to set up shop on the grounds, but then you have dust and sunlight hindering the work. Being under the grandstands really helps not only our artists, but the clients because it's clean. We work hard to keep a sterile environment, and the lighting is such that we can clearly see what we are doing."

Getting a permanent reminder of a temporary feeling is actually very simple at Carlisle because Frank makes sure that his booth is fully staffed and his artists can do the work via submitted design, sketch a thought or work off pre-existing photos from a book. In any case, getting a tattoo is simple.

And while getting the work itself might be simple, learning the trade isn't as easy. "I want everyone to know that the person working on them is trained and ready for the gig," Frank said. "I have aspiring artists

that 'get it' and others that must learn it, but either way, the expectation is that they'll serve as an apprentice for at least a year before they can go solo on a person. Getting a tattoo is generally a forever type of deal, and I want to be sure it's done right the first time."

How did Frank get involved with tattooing, you might ask? "Seventeen years ago, a buddy of mine had a shop and asked if I wanted to see what it was all about. I went in and I was hooked. After doing my apprenticeship for one year, I worked for a local shop for six years, before venturing out on my own and opening my own shop in 2002.

We have two locations now, one in Mechanicsburg and one in Shippensburg. I've built up a great customer base and a great staff"

The talents at Drop of Ink show long after the sessions in the shop. Frank's company has won 13 different tattoo-related awards and has been featured in multiple industry magazines. Their state-of-the-art technology, hy-

gienic approach and good name keep people coming back for more.

"I have my shop regulars but believe I have Carlisle regulars too," Frank said. "We have a family in West Virginia that has never been to either of our shops, but make a point to book time and get work done each year at Bike Fest."

So we know that Frank worked hard to get good at what he does, but why does he keep coming to Carlisle?

"Since we are local, we like to be involved with local activities... It helps the locals and helps us as a small business. I don't believe there is a reason to drive far to do what we do. The satisfaction of people getting our great artwork that aren't from the area is another reason why we come back. It's very cool to know that an out-of-town visitor is proudly displaying something of ours. We have an eager client base willing to talk up the company, and I think that I would not be where I am today without that."





✓Yes



✓Yes



✓Yes



✓Yes



✓Yes



xNo



✓Yes



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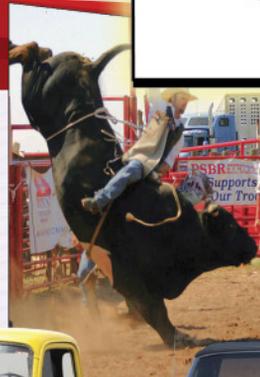
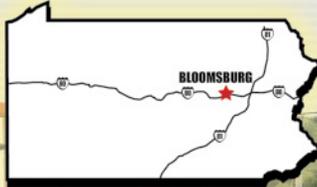
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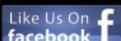
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# THE STARBOYZ

BY CHRISTINE HARRIGAN-McILHENNY

The motors roar. The smoke flies. The wheels are spinning and the Grandstand is packed. It can only mean the StarBoyz are back for another run of fun and chaos as they let it rip at Carlisle Bike Fest. This time around, it's their 10th anniversary, and they are prepared to celebrate.

"Ten years of chaos, can you believe it?" Scott yells into the phone with the excitement of guy who was just surprised with a truckload of Shinkos and Klotz. When Kevin Marino and Scott Caraboolad bring their extreme, heart-pounding, stunt riding show of precision skills to Carlisle Bike Fest, the crowd is ready for a good time and a show they always return for.

StarBoyz are known worldwide for their amazing stunt riding skills and speed. As always, they'll be straddling the handle bars in V-Seat position at breakneck speed, and standing on the back of their bikes for fly-by wheelies and challenging each other to spin-offs and burnouts.

Scott, Kevin and crew maintain complete composure even while racing across the front of the Grandstand on their front tires and coming to a dead stop, "Stoppie," with the back tire in midair. Their unique skills matched with their showmanship and connection with the audience makes them genuine crowd-pleasers.

## "WE FEEL LIKE WE'RE IN OUR HOMETOWN!"

Scott discusses what makes Carlisle Bike Fest their favorite show: "This show is our favorite, our staple. It's not like any other! Carlisle is like our hometown. People even have us over to their houses when we're here, so it means that much more that we're back to celebrate 10 years of chaos and fun!

"Some larger shows are too big and impersonal. There's a coziness and feeling of being part of a family here. It's not so big that you get lost in the shuffle."

You read right. These tough-as-nails riders like it a little "cozy," and Carlisle knows just how to deliver.

"The Carlisle Events staff knows how to take care of their people and audience. That helps us to take care of our people."

The past few years have been tougher than some for the team. "We had 10 years of constant success with shows, videos sales, Wheelie School, and sponsorship. We went from that extreme high to losing about 90% of our business."

The shift in the economy meant not as many venues could afford to book the StarBoyz. Sponsors had to pull their support as well. "It was the week before Christmas when we got the news." *Scott describes their calls:* "Sorry we just can't do anything right now."

"From eight bikes, thousands of dollars in bikes, equipment and supplies to nothing — overnight!"

Scott says this is where staple shows played a large role in keeping their business in gear. "People ask us all the time for the best place to catch our show, and we always recommend Carlisle. It has everything to do with the Carlisle Events staff and audience.

"We have a lot of respect for Carlisle. There's a real, emotional vibe with each performance."

*Scott describes, with a familial pride, one of their newest riders, Brandon Nutter, who was a fan since the tender age of 4:*

"He was still in diapers when he first saw us. He even attended Wheelie School." Now in his 20s, Nutter is an official StarBoyz rider, and will be performing in the 10th anniversary show.

## WHEELIE SCHOOL

After every imaginable variation of back-wheel antics is demonstrated, a classroom introduction gets up to six students ready to ride per session. Students learn everything they ever wanted to know about motorcycles and riding wheelies. Confident in their techniques, Kevin and Scott offer a full refund to any student not completely satisfied by the experience.

Equipment that adjusts in length is attached to keep the student from rolling over or flipping backward. As the student improves, the bars are adjusted until the rider is capable of performing the skills without the aid of the bar.

"We just had our first session of the year in May," Scott said. "It was awesome!"

For more information about the StarBoyz and their Wheelie School, or becoming an official sponsor, visit [www.StarBoyz.com](http://www.StarBoyz.com) or call 330-310-9336.

Asked if they'll have any surprises in store this year, an enthusiastic Scott says, "Oh yes! There will be surprises, especially for Saturday's last show. That isn't our last show of the event, but it's definitely our biggest." He laughs and says, "You'll be able to see it for 30 miles!"

Happy 10th anniversary, StarBoyz!



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**2012 EVENT SCHEDULE**

	Average Annual Attendance 2007-11	Total Distribution*
<b>Ford Nationals:</b> June 1-3	45,000	28,000
<b>GM Nationals:</b> June 22-24	27,000	29,000
<b>Chrysler Nationals:</b> July 6-8	47,000	24,000
<b>Bike Fest:</b> July 20-22	32,000	10,000
<b>Truck Nationals:</b> August 3-5	38,000	20,000
<b>Corvettes at Carlisle:</b> August 24-26	53,000	35,000
<b>Fall Carlisle:</b> October 3-7	82,000	45,000
<b>Advertise in complete Carlisle 2012 season</b>	<b>462,000</b>	<b>281,000</b>

\* Distribution includes: Handout at event for all participants, polybagged with American Car Collector and Sports Car Market magazines, newsstand (includes Pep Boys, 7-Eleven, Barnes & Noble), plus digital edition online.

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RockAuto ships thousands of auto parts from over 200 manufacturers to customers on every continent except Antarctica — including APO/FPO addresses. The RockAuto catalog is updated daily with mechanical parts such as brake pads and shock absorbers, body parts such as bumpers and mirrors, interior trim such as door handles and carpets, and major assemblies such as steering gears, CV axles, engine long blocks, and complete transmissions. There are no mechanics on staff (RockAuto is a store, not a repair shop), but service manuals are available to help customers learn how to perform a repair. The RockAuto catalog is expanding constantly. Someday, it may be possible to build an entire car using parts from RockAuto!

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Celebrating their 40th year as the only insurance carrier exclusive to the motorcycle community, Rider Insurance provides coverage to Indiana, Maryland, New Jersey, Ohio, Pennsylvania, West Virginia and soon Delaware! Known for their better rates, excellent coverage and hassle free service, Rider has been in the business since 1971. They insure a wide range of motorcycles, including touring bikes, sport bikes, motocross, scooters, mopeds, ATVs, enduro, road/trail, reconstructed, salvage and custom. Rider Insurance offers a variety of coverage options to suit your needs. You can choose from Liability Only to their Quality-Plus package, which includes fire, theft, comprehen-



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### **KOUP'S CYCLE SHOP.....**

Excitement and satisfaction were important parts of Larry Koup's life. In the 1960s, his motorcycle exploits excited crowds along the east coast with wins that included the Windber Road Race and the Daytona 200 Sportsman Class. Today his legacy brings satisfaction to hundreds of motorsports enthusiasts in central Pennsylvania through sales and service. Larry, with the help of his father Ralph, opened Koup's Cycle Shop in a garage behind their Oberlin, PA, home in 1957. It started as a part-time business selling the Kawasaki and BSA line of motorcycles. Today it's Koup's Cycle Shop Inc. with Kawasaki, Suzuki and Ducati motorcycles as well as Kawasaki Mules, ATV's and Teryx RUV's and Suzuki ATV's and Scooters. The legacy continues with Larry's son David and Larry's wife Zelda. The business is still family-owned and operated. Over the 53 years, Koup's Cycle Shop has seen many changes in this industry. It has expanded to include a wider number of sport-type vehicles used for transportation, recreation and work use. Apparel, accessories and service are now key elements of the motorcycle store. Koup's also have a large online presence by offering motorcycle related parts and accessories at [koups.com](http://koups.com). But most important to the Koup's growth is what hasn't changed – the owners and staff are still in love with motorcycles and still provide the friendly

customer service, excitement and satisfaction that has been the legacy of Koup's Cycle Shop. Visit Koup's at 189 N. Harrisburg St., Harrisburg, PA 17113, call (717) 939-7182 or visit them online at [koups.com](http://koups.com).

### **MOTOR-VATION.....**

Motor-Vation was established in May of 1994 by Pete Miller. Originally located at 6427 Carlisle Pike in Mechanicsburg, PA, Motor-Vation started out as a dealer for Polaris & Toro and at that time sold ATV's, Personal Watercraft, Snowmobiles, Lawn mowers, and used Harleys. Motor-Vation was purchased by Dixie Miller in August of 1995. In July of 1999, Polaris Industries introduced Victory motorcycles as the new American-made motorcycle. Thanks to their loyal customers, Motor-Vation grew at such an aggressive pace that they outgrew the building they were in. Motor-Vation moved to 7042 Wertzville Road in Mechanicsburg in 2003. 2006 brought the arrival of Piaggio and Vespa scooters and in November 2009 Motor-Vation purchased Kawasaki from Cumberland Cycle in Carlisle. Their service department is second to none. They service all makes and models. Their success has and always will be measured by the friends and families that have done business with Motor-Vation throughout the years and they thank you for your business.

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**Carlisle Truck Nationals**  
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<b>BRUSTER'S ICE CREAM &amp; NATHAN'S FAMOUS HOT DOGS</b>	Food Court	Bruster's ice cream in a dish or waffle cone, Nathan's hot dogs plain or with chili and cheese, chicken tenders, corn dogs, fries; for breakfast, try pretzel logs and hashbrowns with coffee
<b>BRICKER'S FAMOUS FRENCH FRIES</b>	Food Court	French fries, chicken wraps and chicken strips, breakfast sandwiches, and now selling Sherri's Crab Cakes
<b>DOMINO'S PIZZA</b>	Food Court	Featuring pizza, cheesy bread, cinnabread and parmesan bread bites
<b>MARCELLO'S RISTORANTE</b>	Food Court	Breakfast sandwiches, a variety of subs including Italian, tuna, chicken parmesan, meatball, California and special cheesesteaks, sausage and ham or turkey with cheese. Also, chicken fingers, french fries and mozzarella cheese sticks. Newly added pasta bar and stromboli
<b>HORNER'S CORNER FRIED CHICKEN</b>	Food Court	Belgian waffles with fruit topping or chicken and gravy for breakfast. Chicken tenders, hot wings, fried chicken meals, potato wedges, baked beans, cole slaw and cornbread
<b>ALEJANDRO'S</b>	Food Court	Steak, chicken, cheese and ham quesadillas, fajitas, tortas and ensaladas
<b>CARLISLE HIGH SCHOOL BAND BOOSTERS</b>	Food Court	Breakfast sandwiches, homefries, burgers, hot dogs, pork barbecue, french fries, and soups as well as apple dumplings and soft pretzels
<b>STOLTZFUS PA DUTCH GOODS</b>	Food Court	Ham and Swiss sandwiches (add egg for breakfast), pot pie, chicken corn soup, ham and bean soup, sticky buns and shoo fly pie
<b>SHUMAN'S CONCESSIONS</b>	Food Court & @ IM 56	Breakfast sandwiches, hot dogs, burgers, sausages, chicken cheesesteaks, pulled pork, smoothies, lemonade and iced tea
<b>DOUBLE TWIST SOFT PRETZELS</b>	Building T	Hand-rolled soft pretzels, ham and cheese pockets, elephant ears, homemade lemonade and brewed iced tea
<b>SUNRISE CONCESSIONS</b>	Pavilion at ND & Dukes Blvd.	Opening early for breakfast, lunch and staying open later for dinner during spring and fall. Breakfast platters, giant quesadillas, sweet potato fries and many other items
<b>HORNER'S CORNER BBQ</b>	A 110-113	Donut bites, pancake and sausage on a stick, and French toast sticks for breakfast. Beef brisket, pulled pork and smoked chicken barbecue sandwiches, burgers, hot dogs, sweet and hot sausage, chicken fingers, french and sweet potato fries, and fried pickles
<b>GRANDPA'S COUNTRY CATERING</b>	R 32-34	Breakfast sandwiches with hash browns, hot dogs, sweet Italian and hot Italian sausages, chicken tenders, chicken sandwiches, 6 oz. burgers, fish sandwiches, homemade ice cream, sno cones and nachos
<b>LUXIE'S SWEET TOOTH</b>	D 85, G A1, A 114	Cookies, candy, soft pretzels, fresh fruit, slushies, pastries and more
<b>SNYDER FAMILY CONCESSIONS</b>	Various locations	Pizza, funnel cakes, deep fried oreos, sausages and gyros
<b>BRICKER'S FAMOUS SEAFOOD AND FRENCH FRIES</b>		Corner of Dukes Boulevard and Diane Drive Crab cake sandwiches, platters, fish sandwiches and french fries
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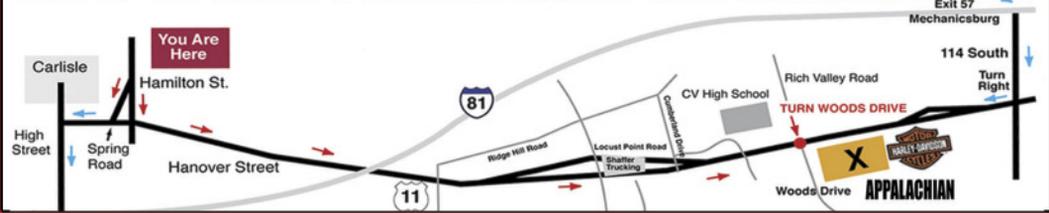


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