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The New Sturgis Harley-Davidson Dealership Makes Sturgis Rally History with Limited-Edition Motorcycle Giveaway and First-Ever Sales on Main Street

Rallygoers can Purchase or Win One of 26 Exclusive Sturgis Edition Motorcycles and Join the Sturgis Harley-Davidson Founders Club

CHARLOTTE, N.C. and STURGIS, S.D., July 22, 2025 /PRNewswire/ -- Sonic Automotive, Inc. ("Sonic" or the "Company") (NYSE: SAH), one of the nation's largest automotive and powersports retailers, is kicking off a milestone celebration for the 85th Sturgis Motorcycle Rally with a regionwide push across all five of its Harley-Davidson dealerships in the Black Hills, including the first ever and all-new store in the city of Sturgis: Sturgis Harley-Davidson. At the center of this effort is a limited-edition motorcycle giveaway: one of just 26 custom-designed Sturgis Edition Harley-Davidson motorcycles created to honor the spirit of the rally and its riders.

This commemorative 2025 Low Rider S features an all-black design with orange pinstriping and a rally-inspired paint scheme, paying tribute to the iconic 1991 FXDB Sturgis originally designed by Willie G. Davidson. Of the 26 limited-edition Sturgis motorcycles built, several have already been sold, one was just awarded to the 2025 winner of the NASCAR Cup Series race at EchoPark Speedway, and only a handful remain, including one that will be given away to a lucky winner during Rally Week in downtown Sturgis.

"There's no better place on Earth to give away a bike like this than Sturgis," said Mike Maloney, Operations and Rally Manager for Black Hills Harley-Davidson. "This rally means

something personal to riders around the world, and now they have a shot at riding home on a piece of history."

Ride To Win Challenge: Ride the Region, Win Big
To connect riders with the full Harley-Davidson network in the Black Hills, Sonic Powersports, a subsidiary of Sonic Automotive, is launching the Ride To Win Challenge, an interactive regionwide route that encourages visitors to explore all five Sonic Powersports-owned Harley-Davidson dealerships in Sturgis, Rapid City, Hill City, Deadwood, and Wall.

"We're proud to serve riders who are here for the Sturgis Rally and riding throughout the Black Hills, bringing the Harley-Davidson experience to life at every turn," said David B. Smith, Chairman and Chief Executive Officer of Sonic Automotive. "This experience is about creating unforgettable moments for people who live to ride, and for the 85th Rally, we plan to do just that."

Participants who visit each stop from August 1-10 will earn multiple entries into the limited-edition motorcycle drawing, with additional prizes available for those who complete the full route. The grand prize winner will be announced shortly following Rally Week at Sturgis Harley-Davidson.

The Founders Club: Recognizing the First 85 Buyers
To mark the 85th anniversary of the rally, Sturgis Harley-Davidson is also launching the Sturgis Founders Club, a unique program honoring the first 85 riders who purchase a New Harley-Davidson motorcycle at the dealership during Rally Week.

"The Founders Club celebrates not just the buyers, but their place in Harley-Davidson and Sturgis history," Smith added. "It's our way of saying thank you to the riders who define this rally every year."

Membership includes:

- A custom-engraved challenge coin and exclusive patch
- VIP access to the Sturgis Harley-Davidson Buyers Club at the Sturgis Rally, including private access to a cooled tent, sitting area, and food and drink throughout the Rally
- The rider's name engraved in a plaque in the Sturgis Hall of Fame

Regional Ramping: Five Dealerships, One Unified Rally Experience
As the Black Hills prepare to welcome an expected 800,000 riders and enthusiasts, Sonic Powersports is turning its entire regional Harley-Davidson footprint into a rally-long celebration.

From Deadwood to the Badlands, each dealership will feature:

- Rally exclusive commemorative merchandise, including limited-edition challenge coins
- On-site demos, meetups, and special activations
- And, of course, entry opportunities for the limited-edition bike giveaway

The participating Harley-Davidson dealerships are:

- Sturgis Harley-Davidson, 1040 Junction Ave., Sturgis, S.D. 57785
- Black Hills Harley-Davidson, 2820 Harley Dr., Rapid City, S.D. 57702

- Hill City Harley-Davidson, 261 Main St., Hill City, S.D. 57745
- Deadwood Harley-Davidson, 681 Main St., Deadwood, S.D. 57732
- Badlands Harley-Davidson, 601 Main St., Wall, S.D. 57790

For more information, visit www.sturgishd.com. A map of the experience can be found on Instagram.

About Sonic Automotive
Sonic Automotive, Inc., a Fortune 500 company based in Charlotte, North Carolina, is on a quest to become the most valuable diversified automotive retail and service brand in America. Our company culture thrives on creating, innovating, and providing industry leading guest experiences, driven by strategic investments in technology, teammates, and ideas that ultimately fulfill ownership dreams, enrich lives, and deliver happiness to our guests and teammates. As one of the largest automotive and powersports retailers in America, we are committed to delivering on this goal while pursuing expansive growth and taking progressive measures to be the leader in these categories. Our new platforms, programs, and people are set to drive the next generation of automotive and powersports experiences. More information about Sonic Automotive can be found at sonicautomotive.com and ir.sonicautomotive.com.

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