

# The Beach Cruiser

## Melted rubber, burning fire, put the hurt to the rear tire!

May 8, 2009

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BAKER Drivetrain Announces "BAKER Drivetrain 2009 Burnout Drags"

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For Immediate Release:

(Sturgis, SD) BAKER, a name known for unapologetically innovating, top-end premium drivetrain components in the American Big Twin industry, wants to bring riotous FIRE and rubber-burning FURY to the 2009 Sturgis Rally with its 2nd Annual Baker Burnout Drags Competition. Everyone knows burnouts are already primal and wrathful, but pair 12 of the world's top custom bike builders in a head-to-head, no-holds-barred, tournament-style drag race competition and watch the high-octane drama unfold before your very eyes. The unbridled mayhem will be unleashed Friday, August 7th at the in the main amphitheater at the Legendary Buffalo Chip, with the support of BAKER Drivetrain, The Legendary Buffalo Chip and Spectro Oils.



After the success of the inaugural 2008 Burnout Drags Competition, BAKER and the Legendary Buffalo Chip are excited to bring the high-speed, adrenaline-pumping action back to the 2009 rally. Attendees can watch the fearless builders pair off and race head to head, each vying to steal the Burnout Drags Champion title from 2008 winner Bill Dodge of Bling's Cycles. The rules are simple – contestants will compete in one-on-one heats and the first to shift to fifth gear while burning out the rear wheel will be declared the winner of that heat. Two judges for each custom bike will count the shifts and display the score in real time. The last builder standing wins great BAKER products and will be featured in a high-profile BAKER Drivetrain advertisement.



A contest for onlookers will be held prior to the competition. Each of the twelve custom bikes in the contest will have a ballot box next to it, and from 7 pm to 10 pm the day of the contest, audience members can vote for what they believe will be the winning bike. When the BAKER Drivetrain Burnout Drags winner is determined, he will draw a name from his ballot box to see which lucky audience member will win premium BAKER merchandise. So be sure to come early and scope out the competition and see if you can calculate the winning formula. Is it the bike weight, tire size, tire tread pattern, tire age, horsepower, transmission/pulley/sprocket gearing, transmission shift pattern, rider talent, or luck? Just give us your best guess and sit back and watch the rubber burn.

For more information on the 2nd Annual Baker Burnout Drags Competition at the Legendary Buffalo Chip, visit [www.bakerdrivetrain.com/burnoutdrags](http://www.bakerdrivetrain.com/burnoutdrags) <<http://www.bakerdrivetrain.com/burnoutdrags>> , [www.buffalochip.com](http://www.buffalochip.com) <<http://www.buffalochip.com/>> , or call (877) 640-2004 and ask for Trish. More details will be available as race day nears.

Photo credit: Michael Lichter 2008