

**LEGENDARY BUFFALO CHIP • AUGUST 1 - 7, 2009 • STURGIS, SD**

**REBEL ROUSERS**  
 MOTORCYCLE  
**ICONS**  
 that inspire us to ride  
**BUFFALO CHIP**  
 2009 STURGIS, SD

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**10AM-10PM**  
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**W**hile the word "icon" has come to mean "someone or something widely and universally admired," and to have gained recognition for "iconic," "iconic" or "legend" in our celebrity-driven culture, this exhibition will attempt to recapture some of the original sense of the word "icon" as it refers to symbols and spiritual images.

On display will be motorcycles from the Captain America and Billy Bike to Don's Mean Green, and memorable images like Belle's Fun Farm from the 60s, as well as posters and ads from *Wild One*, *On Any Given Day* and *Easy Rider*. All of the images in the show have in some way become sacred to bikers. They have inspired, and will continue to inspire, the devotion of enthusiasts. In addition to looking back, the exhibit will look at contemporary images and bikes that may be considered iconic to future generations of bikers, such as films like *The Motorcycle Diaries* or *The World's Fastest Indian*, and motorcycles like John Deere's "Carnal Bike" and Indian Larry's "Wild Child" BFG bike.

**THE LEGENDARY BUFFALO CHIP**  
**INTERSTATE BATTERIES**  
**METZELER**  
**PROGRESSIVE**  
**SPECTRO**  
**ETERNAL FUELED PRIDE**  
**BAKER DRIVETRAIN**

**Michael Lichter's 9th Annual Motorcycles as Art**

It's that time of year again and Sturgis is right around the corner! Some buzz about events includes Michael Lichter's 9th Annual Motorcycles as Art reception in its new home at the Legendary Buffalo Chip. This year's exhibit and reception have moved to its permanent 6500 square foot facility, the Lichter Exhibition Hall, located at the East gate entrance of the Buffalo Chip.

Sponsors of the event include The Legendary Buffalo Chip, Interstate Batteries, Progressive Insurance, Metzeler, Baker Drivetrain, Spectro Oil and the Renewable Fuels Association.

The Legendary Buffalo Chip Announces Theme of 9th Annual Motorcycles as Art Exhibition presented by Michael Lichter  
 The theme of Michael Lichter's 9th annual Motorcycles as Art Exhibition during the Sturgis Rally this year will focus on history and motorcycle icons. The exhibit will be presented at the new Lichter Exhibition Hall on the grounds of The Legendary Buffalo Chip. Although there are many "iconic" symbols that have defined motorcycle culture, this year's exhibition entitled "Rebel Rousers - Motorcycle Icons that Inspired Us to Ride" will remind Sturgis rally-goers what motorcycle icons may have fueled their passion for ride through a stunning review of world-class motorcycles, art and movie memorabilia.

Other information sources include:

- Michael Lichter Official Blog
- Buffalo Chip News
- Cyril Huze Official Blog