

CAO Announces Custom Bike Tour & Giveaway - Press Release

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CAO is partnering with renowned custom bike builder SuckerPunch Sallys to create a truly one-of-a-kind custom CAO -inspired bike that will tour the United States-and the best part is that the bike will ultimately be given away to one lucky CAO fan!

SuckerPunch has garnered a reputation for their old school, no-nonsense style of stripped-down bobbers and choppers, having received industry awards for their “66 Bobber” and “The Traditional” bikes. Inspired by the CAO America brand, the bobber-style swinger bike will be dubbed “Lady Liberty” and will be adorned with the mantra, “Free To Ride-Free To Smoke.”

CAO “Lady Liberty” will tour the United States, visiting 100 retail tobacconists and various bike rallies in the coming year. The custom bike will be given away to a randomly selected winner during a party and ceremony at CAO Headquarters in Spring 2010. Stay tuned to CAO All-Access for details on how to register to win-COMING SOON!

In the meantime, check out episode 1 of the documentary, “The Making of CAO ‘Lady Liberty’ by SuckerPunch Sallys”