



FOR IMMEDIATE RELEASE
June 29, 2018

Contact: Jerry W. Cole
Rally and Events Director
Phone: 605-720-0800
Email: jerryc@sturgisgov.com

Sturgis SD – Sturgis® Motorcycle Rally™ Names Progressive as Title Sponsor.

The City of Sturgis is proud to announce a four-year agreement naming Progressive Casualty Insurance Company as the Title Sponsor of the Sturgis® Motorcycle Rally™.

Sturgis City Manager, Daniel Ainslie, states “The City of Sturgis is very excited to partner with Progressive. Progressive has a long history of truly understanding the lifestyle and needs of riders.”

“We are passionate about hitting the road to connect with motorcycle enthusiasts and show them what Progressive is all about,” said Eric Doubler, Progressive’s Recreational Vehicle Business Leader. “This title sponsorship pairs the most iconic motorcycle rally in the nation with America’s #1 motorcycle insurer, and visitors will not be disappointed. Progressive will be bringing a full-throttle, can’t be missed experience that can only be found at Sturgis.”

On August 3, 2018, Progressive will be riding into Sturgis to deliver this deeply-rooted experience in motorcycle culture. Located on Main Street, in the heart of Sturgis, Flo’s Chop Shop is the place to go to get cleaned up and Rally ready! Progressive will be offering free personal tune-ups, such as beard trims, line-ups, boot shines, and airbrush tattoos, for all riders. Riders can grab a cup of Joe at Flo’s coffee grinder or take a load off in the lounge after a long ride.

Progressive was established in 1937 and is headquartered in Mayfield Village, Ohio. Progressive offers insurance policies for auto, home/renters, motorcycles/ATV, boats/PWC, RVs, business vehicles and more. They can also assist with pet, umbrella, life, ID theft, electronics insurance and more!

The 78th Annual Sturgis® Motorcycle Rally™ takes place August 3–12. For event related news and schedules, visit SturgisMotorcycleRally.com or join us on Facebook.