



For Immediate Release

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DEMO THE 2010 HARLEYS®
Harley-Davidson of St. Petersburg offers a free 2-day Demo Event

St. Petersburg, FL - (October 24-25, 2009) – Jim’s Harley-Davidson of St. Petersburg is giving St. Petersburg riders the opportunity to test ride a new model year Harley-Davidson for free. The official Harley-Davidson Demo Fleet will be at the dealership October 24 and 25 from 10a – 4p.

“This is one of the best Harley-Davidson programs we offer,” said Jeremy Coad, Marketing Manager at Jim’s. “Customers love to be able to test ride these machines before purchasing. It is always good to see people ride in on a competitor motorcycle and give us positive remarks about our American-made iron.”

Demo Days

Jim’s Harley-Davidson will be offering free demo rides from 10a – 4p October 24 & 25. Riders must have a valid motorcycle endorsement, sign a rider release form (provided), wear proper riding attire including a DOT approved helmet (provided) and please no passengers. Customers can also enter to win a \$1000 gift card. No purchase necessary.

Location

Jim’s Harley-Davidson is located on the corner of 28th Street and 54th Avenue North right off of the I-275 54th Avenue West exit in St. Petersburg.

For more information about the official Demo Days Event at Jim’s Harley-Davidson visit www.jimshd.com.

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