

# Africa Bike Week 2014 a success

Africa Bike Week 2014, the largest annual free motorcycle rally in South Africa, took place from 1-4 May 2014 in Margate, KwaZulu Natal. Thousands of motorcycle riders and enthusiasts attended to enjoy an array of exciting activities and entertainment for the whole family.



"We bring a commitment of exceptional customer experiences to everything we do and have seen a great growth in the event attendance this year. It is always a powerful experience to see the excitement and camaraderie between all the Harley-Davidson owners, other motorcycle riders and motorcycle enthusiasts at Africa Bike Week. Our purpose and passion is to fulfil dreams of personal freedom and we are already looking forward to next year's event," says Michael Carney, Marketing Manager of Harley-Davidson Africa.

Louis Boshoff from the Information Centre at Shelly Centre confirmed that occupancy levels were up by 70% in the Shelly Beach area. Visitors also extended their stay prior to the event due to many holidays giving the local economy a boost. Local Margate businesses reported a 30% increase in trade and the toll road was 27% busier than 2013.

"From a tourism and hospitality perspective, Africa Bike Week 2014 was a resounding success with letting agents reporting marked increases in booking volumes and restaurants and pubs experiencing big spikes in their revenues. Africa Bike Week has become the pinnacle 'rainbow' event for the Greater South Coast and Margate," says Justin Mckrory, CEO of UGU South Coast Tourism comments."

One of the highlights of this year's event was again the Mass Ride that took place on Sunday morning where thousands of motorcycles participated in a 34km mass parade. Spectators lined the route to cheer and support the riders. The Mass Ride was lead by Mark-Hans Richer, senior vice president and chief marketing officer of Harley-Davidson Motor Company in Milwaukee and Madam Mayor Mqwebu from Hibiscus Coast municipality.

Harley-Davidson merchandise, accessories and motorcycles were sold in the Harley-Davidson Village at Harley-Davidson dealership tents and the Harley-Davidson main Exhibition Tent. The Exhibition tent showcased Harley-Davidson's latest models, custom models as well as a preview of the new Street 750 that will be launched in South Africa early 2015.

#### Various activities

Non-stop entertainment rocked the crowd late into the night every day on two different stages. The entertainment included Dozi, DJ Fistaz, Nova Rise, Drive, Nicky & The Nice Guys as well as Freckled Elvis to name a few. A Fashion Show gave visitors the first sneak peak of Harley-Davidson's Spring 2014 Collection.

Other activities included the Harley-Davidson Jumpstart, an innovative demo tool combining a Harley-Davidson motorcycle and a specially-designed stationary support stand that safely puts you in the saddle of a running Harley-Davidson motorcycle to experience the thrill of the throttle that only comes with riding a Harley-Davidson motorcycle. Harley-Davidson's Riding Academy was there in full force for those who wanted to learn how to ride and free demo rides were on offer for riders who wanted to try out a variety of Harley-Davidson's newest models. Riders also showcased their finest customised motorcycles at the Ride In Bike Show on Sunday afternoon. The customized motorcycles included Freestyle Customs, Café Customs, Sportsters and Big Twins.

A wide array of aftermarket products and food vendors were available in the Aftermarket Village and the locals sold their handmade products in the Cultural Village.

"As somebody who attends a lot of events every year, from music events to car shows, I have got to say that Africa Bike week was one of the best organised events I have ever been to. Being in one place with so many people from all walks of life who are united by a common thread, their love for motorcycles, was an experience second to none," says Angie Khumalo, Radio DJ and Ambassador for Harley-Davidson Africa.

Harley-Davidson partners at Africa Bike Week 2014 included Hibiscus Coast Municipality, UGU Municipality, South Coast Tourism and sponsors Jack Daniels, Carling Black Label, Jeep and Shelly Centre.

For more, go to [www.africabikeWeek.com](http://www.africabikeWeek.com)

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