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Bikes AT THE BEACH

Africa Bike Week is another world first for Harley-Davidson, and it's all happening in Margate from 30th April to 3rd May 2009. This event is set to attract more than 3000 Harley-Davidson and other riders from all over the world and will include a line-up of attractions and activities to entertain both bikers and their families.



The fun is not limited to Harley-Davidson riders (HOG – Harley Owners Group) but to all bikers in search of a South African adventure. Riders can expect a jam-packed line-up of happenings which will include the Harley-Davidson Village and Exhibition area, Demo's and outrides, markets offering delicious food and drinks to suit everyone's appetite, traders and after-market vendors and even a sand castle competition for the kids.

The weekend's entertainment will be led by none other than The Rokit Scientist and Leon Economides with the live entertainment programme featuring rock bands such as Ghapi and Joe F, South Africa's premier country rock band, Clint & Co, and Cape Town based band, One Day Remains. Non-stop street parties, VIP lounges and bars will get guests rocking until the early hours of the morning. Riders will be able to participate in the Harley-Davidson Custom Bike Show where there will be fantastic trophies

for Best in Show and People's Choice categories.

Another highlight of the Africa Bike Week will be a mass bike ride from the Margate airport scheduled to start on 2nd May at 10am where the streets will come alive with the sounds of Harley-Davidson motorcycles. There will be excellent vantage points including highway bridges in Margate. There will be major prizes throughout the event for entrants and spectators and Harley-Davidson merchandise will also be available for purchase throughout the weekend.

"Margate has shown with the hosting, over the past four years, of the prestigious Creative Industry Awards, that it can successfully host up to 5 000 delegates in comfort, and we are therefore extremely excited to host the Harley Davidson Africa Bike Week event in the paradise of the Zulu kingdom," says Michael Bertram, CEO of South Coast Tourism.

Africa Bike Week will also allow people of all ages to get



up close and personal with the Harley-Davidson motorbikes that have always captured world interest. The rally provides an opportunity for HOG members to meet and interact with riders from all over the world, as well as local celebrities and dignitaries who will join riders at different times and locations during the event.

Riders are encouraged to share their road safety expertise with the South African public in a strategic awareness campaign. Africa Bike Week will also raise awareness and funds to support the local charity, the Muscular Dystrophy Foundation of South Africa.

The event will begin a few days earlier with riders touring up from the magnificent Western, Northern and Eastern Cape, Namibia, Free State, Mpumalanga and Gauteng. Riders will also have the option of touring up to Margate, directly. Family members wishing to meet at the destination can either drive to Margate or fly into Durban airport.

Entry to this event is free and no bookings are required. Accommodation can be booked through the centralised accommodation service GoMargate on www.gomargate.co.za. For more information on Margate contact the Margate Tourism Office on +27 39 31 22322. For online bookings and further event information please visit www.africabikeweek.com

