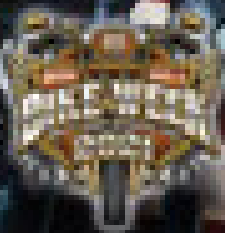




DAYTONA BEACH

MARCH 5-14, 2021



Daytona Beach
FLORIDA



Get Your Shift Together

AMSOIL resists viscosity breakdown
6X better than Harley-Davidson* SYN3*
for improved protection against compensator and
transmission gear wear.¹

That means **smooth, confident shifts**
when you need it most.



Order now at
amsoil.com/vtwin

Fast, Free Delivery

Exclusions apply.

See amsoil.com/freeshipping for details.

¹Based on testing of AMSOIL 20W-50 Synthetic V-Twin Motorcycle Oil purchased on 3/19/19 and Harley-Davidson Screamin' Eagle SYN3 purchased on 3/19/19 in the CEC L45-KRL, ASTM D445 test. *All trademarked names and images are the property of their respective owners and may be registered marks in some countries. No affiliation or endorsement claim, express or implied, is made by their use.

80TH BIKE WEEK

RHETT ROTTEN BIKE SHOWS LIVE MUSIC TOP VENDORS

H-D® DEMO RIDES



H.O.G. PIN STOP

Jackyl

FREE
CONVERT!



LIVE



SATURDAY, MARCH 13, 2021

BRUCE ROSSMYER'S

DAYTONA

HARLEY — DAVIDSON



BRUCE ROSSMYER'S OF THE OFFICIAL
DAYTONA BIKE WEEK HARLEY-DAVIDSON



CHUCKY
HARLEY-DAVIDSON

BRUCEROSSMYER.COM



WELCOME RIDERS

On behalf of our Bike Week Festival Task Force members, local community and businesses, we are excited to welcome you to the 50th Anniversary of Bike Week. We understand it's been a long and winding road for all those we had gathered together, but please know we are working hard to help you enjoy the "World's Largest Motorcycle Event" in the safest way possible.

Our local merchants and the community at large have shifted gears over the last year to put in place many CDC recommended safety precautions. Now we are traffic and parking plans on our famous Main Street to help ensure greater distancing while still enjoying the many outdoor activities. Also, for the entire event, Main Street will be motorcycle traffic only! A map included in this Official Pocket Guide will help you find your way.

We also ask that you take personal responsibility for your safety and the safety of those around you by following the three basic CDC guidelines of regular hand washing, maintaining six feet of distance and wearing a mask when distancing isn't possible.

It is our pleasure to welcome you to the greater Daytona Beach area for Bike Week. Enjoy your stay and have fun exploring the many interesting places to go and things to do while you're here.

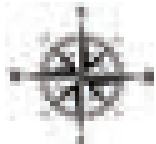
Last but certainly not least, a huge thank you to the Official Sponsors of Bike Week who have endured many of the same challenges we have all faced, yet chosen to support the event. After 50 years, the world-famous Daytona Beach Bike Week tradition continues!

Sincerely,

Philip Manning
Bike Week Festival Task Force/Chairman

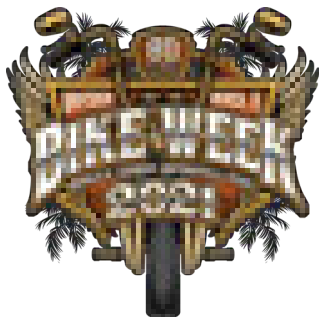


DAYTONA BEACH MAIN STREET TRAFFIC PLAN



New for the 80th Anniversary:

- Main Street will be motorcycles only from March 5-14, 2021.
- Curbside parking will be limited in space to allow for social distancing on sidewalk.
- Overflow parking is available at designated Ocean Center lots by following signs. Indoor parking available at Ocean Center on weekends (Friday & Saturday)
- Please note, some merchant's interior capacity is at 60%. Please be patient when waiting to enter.
- Mask use and social distancing necessary for your safety.
- Merchants are following CDC safety guidelines so your support and participation in these efforts is important for everyone's safety.



MAKE IT OFFICIAL!

SUPPORT THOSE WHO SUPPORT THE EVENT.

Look for the official Bike Week logo on merchandise, marketing and products which support the annual Bike Week Festival. These companies invest in the event to make it happen so we can all get out and ride while continuing the tradition of this historic event. Your support of these products has helped us for 80 years and it is very much appreciated.

Official Event Dates: March 5-14, 2021

Official Information: OfficialBikeWeek.com / Daytona Regional Chamber, 126 E. Orange Ave., Daytona Beach
386-255-0981

Official Pocket Guide: Includes areawide events, locations, sponsors, AMSOIL® Treasure Hunt and an area map.

Official Poster: Beautiful artwork and the 7th in the series by famed artist Mathew Hintz. Available at a variety of locations areawide or at the Official Bike Week Welcome Center.



Your key **TO PARADISE**



New homes from the low \$200s

Escape to the place where fun and relaxation meet.
Escape to island-inspired living as you grow older, but not up.
Escape to Latitude Margaritaville.

- Paradise Pool with Beach Entry and Tiki Huts
- Latitude Town Square with Live Music Bandshell
- Latitude Bar & Chill Restaurant
- Changes in Attitude Bar
- Fins Up! Fitness Center
- Tennis and Pickleball Courts
- Barkaritaville Dog Park
- Private Beach Club
- Walking Trails and Multi-Use Sport Court
- Best of all, No CDD Fees!

LATITUDE MARGARITAVILLE DAYTONA BEACH
(386) 260-2768

13 Model Homes Open Daily



Visit online for more information
[LatitudeMargaritaville.com](https://www.LatitudeMargaritaville.com)



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officialbikeweek.com | 7

Official Bike Week Bike: Customized with the 80th Anniversary Bike Week logo. Ticket sale proceeds support the Daytona Beach Community Foundation that supports Bike Week. Tickets available on Officialbikeweek.com or at our Bike Week Bike Official partner location - Bruce Rossmeier's Daytona Harley-Davidson® at Destination Daytona.

Official Merchandise: Look for the Official Bike Week logo on the only real official merchandise of the event. Our partners Print Art, Mid-Florida Marketing, Commemorative Firearms and Daytona Pin & Patch have items available for you. Look for their vendor and retail locations with the Official logo throughout the event.

Official Welcome Center: At ONE DAYTONA across from the Daytona International Speedway. Meet our helpful Ambassadors, take selfies with the Official Logo, gather local information and event updates. Last stop on the AMSOIL® Treasure Hunt for that limited-edition 80th Bike Week commemorative coin.



EASTLAND PROMOTIONS PRESENTS at the Eastland

2021 BURNING BIKE

COME BE A PART OF BIKE WEEK HISTORY!

CELEBRATE THE BIKE!

March 5th-12th • 9-5

LIVE MUSIC

on Burners Night!

FOOD, BEER & MUSIC

MARCH 12TH

PARTY STARTS AT 5PM

Don't Miss

Special
Guests
Performing
Live!

The Night of
Burning Bikes

MOTORCYCLE SWAPMEET

March 5th-12th
9-5

March 5th-12th
9-5

FRI. 3/5 - SUN. 3/14

CAMPsites • BIKE EVENTS

VENDOR AREA & MORE!

YOLISKA CO. FAIRGROUNDS

March 5th-12th
9-5

March 5th-12th
9-5

March 5th-12th
9-5

March 5th-12th
9-5

9AM - 5PM

RAIN OR SHINE

Special
Guests
Performing
Live!



VISIT: EASTLANDCAMPGROUND.COM • CALL (304) 867-5878

OFFICIAL SPONSORS

Please thank and frequent our special sponsors below who contribute their time, talent, and treasure to help bring you this World-Famous event.

AMSOIL® , INC. Official Oil of Bike Week

We love motorcycle rallies – and we put our money where our mouth is by serving as the Official Oil of this event and others across the nation. With several riders among our ranks, we are thrilled to help. In fact, this marks our 13th year supporting Daytona Bike Week. AMSOIL® Synthetic Motorcycle Oil has earned the trust of countless bikers over the years because it works. AMSOIL® Synthetic Motorcycle Oil withstands intense heat and friction from stop-and-go summer riding that can sideline bikes using inferior oils. That's why we say, Ride Hard, Run Cool.® Stop by the Official Welcome Center at ONE DAYTONA for the AMSOIL® Treasure Hunt to earn that limited edition AMSOIL® Treasure

Hunt Bike Week coin. Visit Destination Daytona to find out how AMSOIL® synthetic lubricants, fuel additives and other products can maximize the life and performance of your bike. Riders who want to change oil to AMSOIL® Synthetic Motorcycle Oil while here can visit Xtreme Bikes, Daytona International Speedway. Visit amsoil.com or call 1-800-777-8491 for AMSOIL® product information.

Bruce Rossmeyer's DAYTONA HARLEY- DAVIDSON® & DESTINATION DAYTONA® Official Bike Week Bike Partner

The Daytona Beach Community Foundation is delighted to partner with the Rossmeyer Family to help us select and customize the Official Bike Week Harley-Davidson Motorcycle® for the 80th Anniversary. The Rossmeyer's have lent their motorcycling knowledge and experience

BIKE WEEK

ROCKING BANDS
NIGHTLY



JASMINE CAIN

FIRST WEEKEND



**WET T-SHIRT
CONTESTS DAILY**

WITH COWBOY

2:00, 3:30, 5:00 AND 6:30PM

Dirty Harry's

705 MAIN ST

DIRTYHARRYSBOYTOWN.COM



in customizing a one-of-a-kind, amazing motorcycle for some lucky winner to own fresh off the showroom floor. This brand new 2021 Harley-Davidson® FLHCS Heritage Classic 114 is a showstopper and can be seen at Bruce Rossmeyer's Daytona Harley-Davidson® located at Destination Daytona throughout Bike Week. Tickets can be purchased there or at OfficialBikeWeek.com and for every two tickets purchased you get the third one free.

BUDWEISER® **Official Beer of Bike Week**

For over 30 years the Budweiser® brand has supported the activities and efforts of Bike Week to ensure the success of the event. To add to the celebration of the 80th Anniversary of Bike Week, Budweiser® has partnered with Harley-Davidson to give away a custom Budweiser designed Harley-Davidson motorcycle. Look for information on how to enter at your favorite local retailers and Bike Week establishments. While

taking in all the festivities be sure to support this exceptional official sponsor by having an ice-cold Budweiser. Remember to Drink Responsibly. Cheers! budweiser.com

DAYTONA BEACH AREA CVB **Official Destination Marketing Partner of Bike Week**

Who better than our experts on everything local at the Daytona Beach Area CVB to spread the word about one of America's top motorcycle rallies? If you love our cycle scene, they encourage you to visit responsibly and start planning now for Biketoberfest® 2021 (October 14-17) by downloading the official Biketoberfest® App. Available for Apple and Android, the app features rally news and information, things to see and do and dining suggestions. Whether it is on two wheels or four, contact the Daytona Beach Area CVB to plan your next vacation! 386-255-0415 or DaytonaBeach.com.

HARLEY-DAVIDSON®

Official Motorcycle of Bike Week

Celebrate this historic anniversary with Harley-Davidson® at Daytona Beach Bike Week. Located at Daytona International Speedway, Harley-Davidson's self-guided event experience is open 9:00 a.m. – 5:00 p.m. daily and includes Model Year 2021 motorcycle displays, a Bike Week historical timeline and free motorcycle parking. Harley Owners Group members are invited pick up a commemorative 80th Bike Week pin at the H.O.G. Check-In located on the 2nd floor inside the dealership at Destination Daytona in Ormond Beach. Riders are encouraged to enter Harley-Davidson's Get Out & Ride Sweepstakes for a chance to win a custom Harley-Davidson® motorcycle and other great prizes. Visit h-d.com/getoutandride to enter.

Free motorcycle demo rides will be offered here throughout the week: Bruce Rossmeyer's

Daytona Harley-Davidson®, Destination Daytona, Ormond Beach, Bruce Rossmeyer's New Smyrna Harley-Davidson®, New Smyrna Beach

Harley-Davidson® is also offering free trailer storage and additional demo rides at select area dealerships. For more information about all Bike Week activities, visit h-d.com/Daytona.

MATHEW HINTZ

STUDIOS

Official Artist of Bike Week

While we greatly miss our Official Artist, Mathew Hintz who unexpectedly passed in 2017, we are super excited and honored that his family has authorized his work to continue to be used as the Official Art of our amazing annual commemorative posters and as a cover of this Official Pocket Guide. This is the 7th edition of his creative genius. Mathew's striking images gracefully capture the beauty of motorcycles as a true form of art. Be sure to pick up your 2021 limited-edition collector artist poster

at the Official Welcome Center, at ONE DAYTONA, One Daytona Blvd., Daytona Beach. For a closer look at his amazing artwork visit HintzStudios.com

RUSS BROWN MOTORCYCLE ATTORNEYS Official Motorcycle Attorneys of Bike Week

Our Special thanks to the team at Russ Brown Motorcycle Attorneys who help sponsor this popular Bike Week Pocket Guide and on-line Calendar of Events - Visit russbrown.com or facebook.com/BrownMotorcycleAttorneys for giveaways and look for the Russ Brown Team at locations throughout the area including Bruce

Rossmeyer's Daytona Harley-Davidson, Broken Spoke, Iron Horse Saloon and others!

THE HOG (WHOG 95.7 FM) Official Radio Station of Bike Week

Daytona's rock station features music from AC/DC, Motley Crue, Guns N Roses, and more. Meet the WHOG crew live at various locations throughout Bike Week for a chance to win HOG collectibles. Listen in for on-the-spot prizes and contests during our Daily Giveaway, and to stay up to date on all Bike Week happenings on 95.7 FM, dial 386-255-9300, or visit 957whog.com.



POPULAR BIKE WEEK LOCATIONS

While in the Daytona Region enjoy these popular Bike Week locations:

Barney's Leather - Come join the fun and celebrate 40+ years in business!! We will have t-shirts, leather, food, and more. 438 North Beach St, Daytona Beach 386-252-7770

Boot Hill Saloon - Plenty of food, drinks, music, bikes, and fun! You haven't been to Bike Week until you see the Legendary Boot Hill Saloon - 310 Main St, Daytona Beach 386-258-9506

Boot Hill Outpost - Home to Salute our Heroes Display, Install Alley, Official Merchandise, Live Music, Free Parking, 35 plus vendors, Full Bar. -1081 U.S. HWY 1, Ormond Beach

Bruce Rossmeyer's Destination Daytona® - Hosts of the 80th Daytona Bike Week at the largest Bike Week venue in the Daytona Beach area featuring: Daily Stunt Shows Inside The Pavilion by Rhett Rotten's

Wall Of Death; daily Police MC Skills Demonstrations; daily live bands at Saints & Sinners Pub; the industry's top vendors; four unique Bike shows and The Inaugural Bike Week Builders Breakfast and Charity Auction Inside The Pavilion; Harley-Davidson® 2021 Factory Model Demo Rides; H.O.G. Pin Stop; a Free Concert featuring Jackyl and much more. Destination Daytona® is home to Bruce Rossmeyer's Daytona Harley-Davidson® - a two-story 109,000 sq ft showroom and the area's premier source for new Genuine Harley-Davidson® motorcycles, motorclothes, parts, accessories, authorized service and EagleRider rentals. 386-671-7100 BruceRossmeyer.com

Daytona International Speedway - Welcomes riders to its legendary facility offering numerous activities during Bike Week. Free demo rides on the newest motorcycles are scheduled to take place by various manufacturers (with valid motorcycle driver's license and DOT approved helmet).

BROKEN SPOKE

LIVE MUSIC AROUND TOWN



WEDNESDAY
7PM
SUNDAY

STEVE & JOE
LIVE MUSIC

HAIRBALL

STONE ISLAND - FOUR SEASONS

WEDNESDAY
6TH

BAD APPLE
HASH

WEDNESDAY
7TH

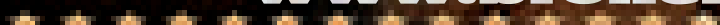
WASH STATE
TRUE GRIT

WEDNESDAY
9th

CIRCLE SOUND
CUSTOM
BIKE SHOW



1151 US 1 North - Orm
www.broken



THE DAYTONA

ON THE CLOCK FEATURING



saliva

BROKEY SPOKE
Saloon

BOOZY MISS - FRIDAYS SATURDAY



PEREWITZ
PAINT SHOW

10TH



PEREWITZ'S
GARAGE
BUILT SHOW

12TH



THE BEST
BARTENDERS
ON THE PLANET

WIT
LONG

Daytona Beach Florida
brokyspoke.com



IRON HORSE SALOON

Ormond Beach, Florida
www.ironhorsebar.com

Everyday at 4PM **DAVID ALLAN COE** sings your favorites!
Hang out & Enjoy **FREE Draft Beer** in Your Iron Horse Mug
daily between 4pm and 5pm during Bike Week

FREE CONCERTS!



BOBBY FRISS

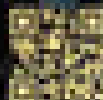
Saturday, March 6th 8:00 - 10:00

Sunday, March 7th 8:00 - 10:00



CREED FISHER

Wednesday, March 8th 10:00 - Midnight



1068 A US 1, Ormond Beach, FL

386-677-1550

BIKE WEEK

**MARCH 5th-14th
2021**

World famous food from the
Best Vendors at Bike Week...

Dragon's Breath Spicy
1st Fork Diner • Big Papa BBQ
Hot & Luscious Hot Burgers
plus Many More!

EVERY SINGLE NIGHT!



HIGHWAY TO HELL

Thursday, March 11th 10:00 - Midnight

Friday, March 12th 10:00 - Midnight



Why Jennings

Friday, March 5th 8:00 - 10:00

Saturday, March 6th 8:00 - 10:00

Check Our Events Page for Up to Date Details!





TREASURE HUNT

Take this passport to the various locations and have the correlating coin stamped.
Pick up your treasure from each location, then bring your completed passport
back to the Official Bike Week Welcome Center at ONE DAYTONA to receive
your 80th Anniversary commemorative limited-edition coin.

**Quantities limited*



AMSOIL®

**Official Welcome Center Tent
One Daytona • Daytona Beach**

Stamp location is at the AMSOIL® table
in the Welcome Center. Giveaway provided.

**An Official Bike Week Sponsor*

BUDWEISER®

Bruce Rossmeyer's

Daytona Harley-Davidson®

1637 N. U.S. Highway 1 • Ormond Beach

Stamp located at downstairs front desk
inside main entrance

**An Official Bike Week Sponsor*



**DAYTONA BEACH RACING
& CARD CLUB**

960 S. Williamson Blvd.

Daytona Beach

Stamp Located at
Guest Services Desk:
9:30am-9:30pm
Giveaway Provided.





LANDSHARK BAR & GRILL
471 S Atlantic Ave
Daytona Beach

Stamp located at Host Stand
Giveaway provided.



FASTLANE MOTORCYCLE SWAP MEET
Home of the Burning Bike
Volusia County Fairgrounds
3100 E. New York Ave. • DeLand

Hours: 9:00 a.m. - 5:00 p.m.

Stamp is located at the front gate of the
Swap Meet and After-Hours
Campground 6:00 p.m. - 10:00 p.m.

Giveaway provided.



RUSS BROWN
MOTORCYCLE ATTORNEYS
Destination Daytona
Ormond Beach

FREE Russ Brown Bandana
provided . . . so come say hi!

**An Official Bike Week Sponsor*

CRABBY'S OCEANSIDE
451 S Atlantic Ave
Daytona Beach

Stamp located at Host Stand
Giveaway provided.





MARCO'S PIZZA
1173 W International
Speedway Blvd, Suite 10
Daytona Beach

Stamp located at register
Giveaway provided.



GARY YEOMANS FORD
1420 N Tomoka Farms Rd
Daytona Beach

Stamp location is at the Customer
Service desk. Giveaway provided.



THUNDER IN THE PAVILION
5501 S Williamson Blvd
Port Orange

Stamp located at beer stand
Giveaway provided.

DONNIE'S DONUTS
200 E Granada Blvd. • Ormond Beach

Stamp located at counter, see donut artist
on duty. Giveaway provided



VINTAGE DONUTS. MODERN CHARM.



SPEEDWAY INDOOR KARTING
2455 W Intl Speedway Blvd
Daytona Beach FL

Stamp located at point of sale desk
in main lobby. Giveaway provided



Daytona International Speedway - *continued*

Visit custom builders and manufacturers in the display areas. There is something for everyone at Harley-Davidson® Thunder Alley at Daytona! Live music, drink specials and more. It's the perfect place to spend the day with family and friends. Guests can also enjoy GEICO® Camping at Daytona International Speedway. There will be no tent camping in 2021. The Speedway is located at 1801 West International Speedway Blvd., Daytona Beach. All events at Daytona International Speedway are conducted in accordance with enhanced safety protocols and procedures to provide a safe environment for guests, competitors, employees and the local community. All guests will be screened before entering the facility and will be required to wear face coverings while maintaining six feet social distancing throughout their visit. All vendors on property will abide by Covid-19 protocols as well. Call 1-800-PITSHOP or visit daytonainternational Speedway.com for more information. Schedule of events is subject to change.

Daytona 200 MC - Founded in May 1943, we are one of Florida's oldest continually operating motorcycle clubs. The Daytona 200 Motorcycle Club is a non-profit AMA chartered riding club. "We don't care what you ride, we care that you ride". Visit us at 3602 International Speedway Blvd., Daytona Beach

Daytona Flea & Farmers Market - Featuring the 43rd Annual Swap Meet - The largest motorcycle swap meet, parts, and biker goodies, bike shows, motorcycle stunt shows daily! Good food, cold beer, and great times. Open 10 days. Something for everyone!!! Camping info 386-253-3330 free parking & admission - 1425 Tomoka Farms Rd., Daytona Beach - 386-206-5276 jam-onproductions.com

Dirty Harry's Pub - Don't miss Cowboy's Wet-T contests every afternoon. Nightly live music performances including Jasmine Cain the first weekend, while Central Florida favorites Rockit Fly and Crashrocket make appearances during the second weekend. Inside Dirty Harry's our DJ keeps the party

bumping 'til close every night. Open 9:00 a.m. - 2:45 a.m., No Cover, 21 and up. - 705 Main St, Daytona Beach. 386- 252-9877 DirtyHarrysDaytona.com

Euro Cycles of Daytona -

Motorcycle Demo Rides, new and used motorcycle sales, various vendors, food, clothing, motorcycle parts and accessories, daily events, and pricing specials. 118 East Fairview Ave, Daytona Beach

Froggy's Saloon - A Main Street favorite! Music day and night, food, souvenirs, drink specials. Promotions all ten days. DJ's, dancers, promotional models. Open 7:00 am- 3:00 am with our Frog Garden open from 11:00 am - 3:00 am outside. Visit our souvenir stand to get a signature Froggy's t-shirt. 800 Main St., Daytona Beach - 386-254 8808

Full Moon Saloon - Howl with us all throughout Bike Week! Bloody Mary specials every morning, while live music kicks off every afternoon on our outdoor stage. Our Bike Week 2021

music line-up features Hayfire both weekends, Jasmine Cain on March 7, and more great local rock bands. Don't miss Carnivore's Corner featuring an awesome selection of Porky's BBQ! Open from 9:00 a.m. to 2:45 a.m. No Cover, 21 and up. - 700 Main Street, Daytona Beach. - 386-253-1944 FullMoonDaytona.com

Indian Motorcycle Daytona Beach -

Indian & Polaris Demo Rides at 9:00 am - 4:30 pm free demo ride on the 2021 Indian lineup. Ride the all-new 2022 Indian FTR featuring a 1.4-inch lower seat height, enhanced throttle, touch-screen controls, ride modes, stability control, and a class-leading 87 ft-lbs. of torque and 120 horsepower. Also, try the Indian Challenger - boasting 122HP and an astonishing 128ft-lbs of torque. Be sure to also try the Polaris Slingshot, the most fun you can have on three wheels; Indian Motorcycle Daytona Beach 290 N Beach Street Daytona Beach 386-275-1660 indianmotorcycle daytonabeach.com

Iron Horse Saloon - Food, Vendors, Wall of Death, Burn-out Pit, Live Entertainment, famous t-shirts for you and your friends. 1068 N US HWY 1, Ormond Beach
386-677-1550
ironhorsesaloon.com

Main Street Station - Join us at the authentic garage bar and music destination located in the heart of Main Street! Enjoy plenty of food and beverages while shopping our custom jewelry, leathers and more. - 316 Main Street, Daytona Beach - 386-214-1389. mainstreetlive.com

Second Avenue Plaza on the Boulevard - This is a hot spot for Bike Week special events! Food, retail, LED lights, custom tailor, and music - 560 Dr. Mary McLeod Bethune Blvd., Daytona Beach.

Volusia County Fairgrounds - Location of the Fastlane Promotions & Campground - RV with full hookups, primitive tent camping, hot showers, restrooms, free Wi-Fi, food, vendors & bands playing each night at the Fastlane Bar & Grill. All campers will have free entry to Fastlane's Motorcycle Swap Meet & Burning Bike. 3150 E New York Ave, Deland



Daytona Beach Area CVB

EVENT LISTINGS

Presented by our friends at



March 5-7

Vintage Motorcycle Alliance Swap Meet and Bike Show -

Collectors, builders, restorers, shoppers come early and stay late while walking the entire grounds. Vendors are expected from Maine to Colorado. That rare long sought-after part might be in the next vendor's space. FastLane Campground, 3150 E New York Ave, Deland 386-801-1810
fastlanecampground.com

March 7

Saints & Sinner's Pub

- Live music at 11:00 am -
Midnight Bruce Rossmeier's
Harley-Davidson® 1637
N US Highway 1, Ormond
Beach, 866-642-3464
brucrossmeier.com—
bikeweek

March 5-14

Thunder in the Pavilion

Live Music Daily - 5501
S Williamson Blvd, Port
Orange 386-882-7520
thunderinthepavilion.com

March 5-14

Fastlane's Motorcycle Swap Meet

- 16th Annual
Bike Week Motorcycle Swap
Meet Extravaganza & Bike
Show. 10 Big days 9:00 am
to 5:00 pm. Buy-Sell-Trade!
Acres of vendors from all over
the country on display and
ready to make deals on frames
to fenders, leather, boots,
goggles, patches, jewelry, and
even have those hard-to-find
vintage parts and accessories.
Daily Bike Shows. Food-Beer
Tent-Live Music, Admission
\$5.00 Free parking. Sign,
and pose for pictures in front
of Fastlane's Giant Wooden
Motorcycle Sculpture
(Burning Bike) located in front
of the Swap Meet until the
night we burn it down March

12th. Vendor Spots Available.
Fastlane's Motorcycle Swap
Meet & Burning Bike. 3150 E
New York Ave, Deland,
386-801-1810
fastlanecampground.com

March 6 _____

**Full Throttle Bike Week
Kick-Off Bike Show** - Inside
the Pavilion. Registration
11:00 am - 3:00 pm; \$20 Per
Class; Awards at 4pm. \$100
Cash Prize for Best-In-Show.
Bike Show Classes: Bagger;
HD Non-Bagger; Trike; Street
Stock; Metric; Ladies; Custom/
Pro; Paint; Antique; Anything
Goes. All Times Subject to
Change. Bruce Rossmeyer's
Harley-Davidson®, 1637
N US Highway 1, Ormond
Beach 866-642-3464
brucerossmeyer.com—
bikeweek

March 6 _____

**51st Annual Daytona
Supercross** - Featuring
one of the longest and most
grueling courses on the
circuit, designed by five-
time DAYTONA Supercross
Champion Ricky Carmichael.
The event offers high-flying
excitement and side-by-side
intensity. Featuring marquee
names prepared to bang
bars at the gate drop, the

DAYTONA Supercross is
an electric event, featuring
a unique layout and three
types of dirt, including the
signature beach sand section
that tests the skill and physical
endurance of every rider. From
the world-class pyrotechnics
and dazzling lights show of
rider introductions to the post-
race champion celebration,
it's an atmosphere like
nowhere else. Tickets can
be purchased by calling
1-800-PITSHOP
daytonainternational
speedway.com

March 6 _____

Antique Bike Show at
3:00 pm. Volusia County
Fairgrounds. Presented by
Fastlane Motorcycle Swap
Meet and Bike Show.
3150 E New York Ave, Deland
386-801-1810
fastlanecampground.com

March 6-7 _____

GREYE - 10:00 pm - 1:00 am
- Join recording artist GREYE
for Bike Week 2021 at The
Legendary Boot Hill Saloon.
As they say, you are better off
here than across the street!!!
Boot Hill Saloon 300-310
Main Street, Daytona Beach
boothillsaloon.com

March 7

Flying Piston Bike Week Builders Breakfast and Charity Auction Benefiting All Kids Bike

Inside the Pavilion at 9:00 am - 11:30am. Meet the Builders; See & Bid on the 1st ever Irone Customs and One-Off Skate deck art; eat breakfast; support a worthwhile cause. Free Parking. Tickets \$20 advance \$25 at the door. Available now at shop.brucerossmeyer.com, Bruce Rossmeier's Harley-Davidson®, 1637 N US Highway 1, Ormond Beach 866-642-3464 brucecrossmeyer.com—bikeweek

March 7

Rat Bike Show at 3:00 pm, Volusia County Fairgrounds. Presented by Fastlane Motorcycle Swap Meet and Bike Show. 3150 E New York Ave, Deland 386-801-1810 fastlanecampground.com

March 7

Hardcore Cycles Performance Show

Inside the Pavilion at 12:00 pm. Show Classes: People's Choice; Best Performance Bagger; Best Performance FXR; Best Performance Dyna; Best Performance Sporty;

Best Performance Softail; Best Performance VROD; Best Performance Indian; Skinny Tire Bagger Build-Off. All Times Subject to Change. Bruce Rossmeier's Harley-Davidson 1637 N US Highway 1 Ormond Beach 866-642-3464 brucecrossmeyer.com—bikeweek

March 7

Leather and Lace MC Annual Bike Blessing - Start Bike Week on a positive and uplifting note at this popular Bike Week event! FREE pancake breakfast and bike blessing. Open to everyone! 574 W. Ariel Road, Edgewater 941-224-5343.

March 9

V-Twin Visionary Bike Show Daytona Performance Motorcycle Show Presented by Harley-Davidson® - Registration 9:00 am -11:00 am; 11:00 am - 3:00 pm Show; 4:00 pm Judging; 4:30 pm Awards. All times subject to change. Bruce Rossmeier's Harley-Davidson, 1637 N US Highway 1, Ormond Beach 866-642-3464 brucecrossmeyer.com—bikeweek

March 10 _____

AHRMA Plaque Unveiling -

10:30 am In support of the legendary racing venue of the beach AHRMA will unveil its own plaque for inclusion in the existing Daytona 200 Monument. Oceanfront Park. Beachside behind the Hilton Daytona Beach Resort. 200 N Atlantic Ave, Daytona Beach.

March 10 _____

Side Car & Trike Show -

3:00 pm. Presented by Fastlane Motorcycle Swap Meet and Bike Show - Volusia County Fairgrounds, 3150 E New York Ave, Deland 386-801-1810 fastlanecampground.com

March 10 _____

Revved Up Ride-in Bike Show -

3:00 pm. Presented by Fastlane Motorcycle Swap Meet and Bike Show. Volusia County Fairgrounds, 3150 E New York Ave, Deland 386-801-1810 fastlanecampground.com

March 11 _____

Ruff Ride Poker Run - 12:00 pm - 6:00 pm - Join us for this annual fundraiser to support the Halifax Humane Society. The event will be modified for

the safety of all participants. Bikers, drivers, hikers, walkers, t-shirt lovers, and animal lovers alike participate for benefit of helpless animals. Presented by Halifax Humane Society, Iron Horse, and Politis & Matovina. Ride stops to be announced. \$25.00 includes a special edition T-shirt, dinner, and drink at Iron Horse Saloon. Halifax Humane Society 2364 LPGA Blvd, Daytona Beach Contact: Alana, Events Manager- 386-274-4703 ext. 328 events@halifaxhumanesociety.org

March 11 _____

Old School Chopper Show

at 10:00 am - 4:00 pm, Revved Up Ride-in-Bike registration to begin at 10:00 am until 2:00 pm. Awards to start at 4:00 pm. For more information contact Jim Lynch, 386-690-7381 - Beaver Bar located at 1105 US-1, Ormond Beach floridafullthrottle.com

March 11 _____

Leather and Lace MC Annual Motorcycle

Rodeo - Enjoy an afternoon of fun. Have the best-looking bike? Bring it to our Bike Show. Enjoy watching or participating in true old school

biker games. Eat, shop, and win prizes. \$10/pp includes lunch. 574 W Ariel Road, Edgewater. 941-224-5343.

March 11 _____

43rd Annual Trike and Sidecar Day - 9:00 am - 5:00 pm. Rider of three-wheel motorcycles in free. Last year spectators enjoyed over 150 trikes and sidecars...we hope to beat that record this year. Jam-On Productions 1471 Tomoka Farms Rd, Daytona Beach motorcycleswapmeets.com

March 11 _____

Chopper Time Old School Chopper Show - 11:00 am - 4:00 pm. Ride in Bike Show, 20 Classes. Bands, Beer and BBQ. Proceeds go to support Veterans Support Fund. Willie's Tropical Tattoo, 825 S Yonge St., Ormond Beach - 386-672-1888.

March 11 _____

Old School Chopper Show - 3:00 pm Presented by Fastlane Motorcycle Swap Meet and Bike Show. Volusia County Fairgrounds 3150 E New York Ave, Deland 386-801-1810 fastlanecampground.com

March 12 _____

V8 Parade KSU - 1:00 pm - Hear 100 V8 motorcycles start up at once.? Come feel the ground shake as the world's largest V8 ride kicks off in our back lot. Indian Motorcycle Daytona Beach 290 N Beach Street Daytona Beach 386-275-1660 indianmotorcycle daytonabeach.com

March 12 _____

Bikes N' Bass Friday Night Lights - Presented by Sound Bullies, Bikes on The Beach and Destination Daytona-Motorcycle Audio Competition Show and, Custom Bike Show inside the pavilion. Registration 4:00 pm -7:00 pm; sound competition registration 4:00 pm - 6:00 pm; trophy presentation 10:00 pm. All times subject to change. Bruce Rossmeier's Harley-Davidson®, 1637 N US Highway 1, Ormond Beach, 866-642-3464 brucerossmeier.com—bikeweek

March 12 _____

Burning Bike - Join us for the 6th Annual Burning Bike at 5:00 pm. Live bands, and the Miss Burning Bike Bikini contest. A Special Event to

Remember a Loved one. Write a message on the 75' wooden handmade bike before it is burned. All written messages are sent up above to the one's we love and so dearly miss. Performances by the Globe of Death, fire dancers, high wire acts, live bands, great food, drinks & vendors. Guest all week long can sign and pose for pictures beside the huge wooden sculpture before we burn it down. Admission is \$7, parking is free. The bike will be lit about 9:00 pm. Fastlane Campers get free admission to Swap Meet and Burning Bike. 3150 E New York Ave, Deland 386-801-1810
fastlanecampground.com

March 12 —————
British/European Show
at 3:00 pm, Volusia County
Fairgrounds. Presented

by Fastlane Motorcycle
Swap Meet and Bike
Show. 3150 E New York
Ave, Deland 386-801-1810
fastlanecampground.com

March 12 —————
**43rd Annual British and
European Motorcycle
Invasion Day** - at 9:00
am-5:00 pm -\$10 admission
includes a weeklong pass for
all events. Riders of British and
European Motorcycles in Free
Jam-On Productions 1471
Tomoka Farms Rd, Daytona
Beach motorcycleswapmeets.
com

March 12 —————
**3rd Annual Daytona Bike
Week BIKES and BASS**
- Free General Admission,
custom bike show and sound
bullies audio competition
where all of the best of best



Daytona Beach
Area CVB

come to compete under the big pavilion at Destination Daytona. Bruce Rossmeier's Daytona Harley-Davidson® 1637 N US Hwy 1, Ormond Beach 866-642-3464 brucecrossmeyer.com

March 12 —————

32nd Annual Daytona Beach Boardwalk Bike Show

The biggest and best bike show in Daytona Beach for Bike Week 2021. Directly on the Daytona Beach Boardwalk. Over 200 bikes typically in the show, 20 categories - up to 60 trophies \$500 best in show! Registration per bike is \$25 or 3 classes for \$50. Early registration (8:00 am till 10:00 am) is \$20 per bike or 3 classes for \$40. Winners announced at 4:00 pm. Free to attend Sponsored by Pepsi - Florida Full Throttle Magazine - The Fran Haasch Law Group - Daytona Beach Boardwalk Merchants. 727-935-4875 floridafullthrottle.com

March 12 —————

Miss Burning Bike Bikini Contest

at 8:00 pm - 1st round bikini contest \$1,000 cash, trophy, title sash and crown awarded. Contestants must register by

7:30 pm near stage. Contact Erica for more information 305-742-7979.

March 12 —————

Leather & Lace MC Annual Open House

Gates open at 12:00 pm, no cost to attend. Door prizes, raffles, 50/50 Auction, food, and music. Leather & Lace MC Inc. 574 W Ariel Rd Edgewater. 386-345-0562 leatherandlacemc.com

March 12-13 —————

American Flat Track Racing

Bringing the thunder to Volusia Speedway Park for its debut double header event featuring Rounds 1 & 2 of the 2021 racing season! Exhilarating Volusia half-mile on day 1 of this doubleheader event! Extend the rush Saturday to catch all the exciting race action for this much anticipated Volusia doubleheader. For tickets, contact AFT Events tickets@americanflattrack.com

March 13 —————

Saving Able

at 7:00 pm - Playing live at Thunder in the Pavilion 5501 S Williamson Blvd, Port Orange 386-882-7520 thunderinthepavilion.com

March 13 —————

Jackyl Live Free Concert -

Inside the Pavilion - Doors open at 6:00 pm. All times subject to change. Bruce Rossmeier's Daytona Harley-Davidson®, 1637 N US Hwy 1, Ormond Beach, 866-642-3464 brucrossmeyer.com

March 12-13 —————

Big Wheel Women - 5:00

pm - 11:45 pm Woman owned and operated business creating motorcycle events for Custom Motorcycle build enthusiast, seminars, for women riding motorcycles. Hard Rock Hotel Daytona, 918 N Atlantic Ave, Daytona Beach 386-947-7300 hardrockhotels.com/Daytona-beach

March 12-14 —————

CCS Florida Roadracing Championship Series -

11:00 am - 8:00 pm The 79th Daytona 200, America's most historic motorcycle race will be held on March 13th, 2021. 57-lap race on the 3.51-mile road course. Visit Responsibly. Tickets available at Daytona International Speedway 1801 W International Speedway Blvd, Daytona Beach 1-800-PITSHOP daytonainternational Speedway.com

March 12-13 —————

Volusia Half-Mile I and II Doubleheader -

The season launches with a Volusia Half-Mile I & II doubleheader. Daytona International Speedway 1801 W International Speedway Blvd., Daytona Beach 1-800-PITSHOP - daytonainternationalspeedway.com

March 13 —————

Shovelhead Show -

3:00 pm, Volusia County Fairgrounds. Presented by Fastlane Motorcycle Swap Meet and Bike Show 3150 E New York Ave, Deland 386-801-1810 fastlanecampground.com

March 13 —————

Rat's Hole Bike Show - 9:00

am - 5:00 pm - The oldest and most prestigious bike show in our back lot. Free to the public featuring 16 classes, including rat rods, extreme baggers, antiques and more. Enter your ride to bring home a famous rat trophy! Indian Motorcycle Daytona Beach 290 N Beach Street, Daytona Beach 386-275-1660 indianmotorcycle daytonabeach.com



Halifax Historical Society



Daytona Beach Area CVB



Daytona Beach Area CVB



ENTER TO WIN

BRAND NEW 2021 HARLEY-DAVIDSON®
FLHCS TO BE CUSTOMIZED WITH THE
50TH ANNIVERSARY OFFICIAL BIKE WEEK
LOGO, PRECISION PIN STRIPING AND
UPGRADED SADDLE BAGS.

THE OFFICIAL
MOTORCYCLE OF
BIKE WEEK 2021



See the Official Bike Week Motorcycle at Daytona Harley Davidson®,
Daytona Beach, FL until the live drawing on April 5th, 2021.



Our partners in the Official Bike Week
Motorcycle project for the Daytona Beach
Community Foundation.

Enter online at officialbikeweek.com

**\$50 per ticket. For every two tickets purchased,
you get a third ticket free!**

March 13 —
**43rd Annual Giant
Antique and Café
Racer Motorcycle
Day** - 9:00 am - 6:00 pm.
\$10 admission includes
weeklong pass for all
events. Riders of 84 and
Older Motorcycles in Free.
Jam-On Productions 1471
Tomoka Farms Rd,
Daytona Beach
motorcycleswapmeets.com

April 30 —
**Official Bike Week
Motorcycle Drawing -**
You could be the next
winner of the **Official
Motorcycle of the 2021
Bike Week!** For \$50.00
per ticket or buy two get
the third one free gets
you entered to win this

one-of-a-kind brand new
**2021 Harley-Davidson®
FLHCS Heritage Classic
114.** Considered the
quintessential American
cruiser with showstopping
vintage details and
pure rock and roll style.
Our partners at Bruce
Rossmeyer's Daytona
Harley-Davidson® and their
creative team are adding
a custom painted 80th
Bike Week logo, amazing
pinstriping, and new
saddlebags. Drawing will
take place virtually through
**FACEBOOK LIVE on April
30th at 12 NOON. Tickets
sales will last until April
29th 12 NOON.** All
proceeds from the drawing
go back into supporting
Bike Week! 386-255-0981
officialbikeweek.com

***Events and listings are subject to change .
Please check for updates.**

**Join us again for 81st Anniversary of
Bike Week March 4-13, 2022**


Daytona Regional
CHAMBER OF COMMERCE



Visit officialbikeweek.com for details

BIKE WEEK HOTSPOTS

Here's where to find all you need during Bike Week 2021 in the Daytona Beach Region.

See pages 20, 21 and 22 for AMSOIL® Treasure Hunt details.



Treasure Hunt Locations

1. AMSOIL®

Official Welcome Center
ONE DAYTONA, Daytona Beach

2. Broken Spoke

1151 N. Hwy US1, Ormond Beach

3. Bruce Rossmeier's

Daytona Harley-Davidson®

1637 N. Hwy US1, Ormond Beach

4. Budweiser® at

Bruce Rossmeier's

Daytona Harley-Davidson®

1637 N. Hwy US1, Ormond Beach

5. Crabby's Oceanside

451 S. Atlantic Ave., Daytona Beach

6. Daytona Beach Racing & Card Club

960 S. Williamson Blvd.,
Daytona Beach

7. Dirty Harry's

705 Main St., Daytona Beach



DELAND

9

8. **Donnie's Doughnuts**

200 E Granada Blvd.,
Ormond Beach

9. **Fastlane Motorcycle**

Swap Meet

Volusia County Fairgrounds
3150 E. New York Ave.,
DeLand

10. **Gary Yeomans Ford**

1420 N. Tomoka Farms Rd.,
Daytona Beach

11. **Harley-Davidson® at**

Daytona International Speedway

1801 W. International
Speedway Blvd.,
Daytona Beach

12. **Iron Horse Saloon**

1068 N. Hwy US1,
Ormond Beach

13. **Landshark Bar & Grill**

471 S. Atlantic Ave.,
Daytona Beach

14. **Latitude Margaritaville**

Daytona Beach
2400 LPGA Blvd.,
Daytona Beach

15. **Marco's Pizza**

1173 W. International
Speedway Blvd., Suite 10
Daytona Beach

16. **Russ Brown**

Motorcycle Attorneys

Bruce Rossmeyer's
Destination Daytona®
1637 N. Hwy US1,
Ormond Beach

17. **Speedway Indoor**

Karting

2455 W. International
Speedway Blvd.,
Daytona Beach

18. **Thunder in the Pavilion**

5501 S. Williamson Blvd.,
Port Orange



**Wash
up.**



**Back
up.**



**Mask
up.**

**Riders, thanks for keeping
our community safe!**

RIDE FREE RIDE SAFE

As the official motorcycle of the 80th Anniversary of Daytona Bike Week, Harley-Davidson encourages our community to ride free and ride safe. We welcome all riders to enjoy our self-guided experience at Daytona International Speedway and to visit our local dealers.

H-D.com/Daytona

DAYTONA BEACH — 2021

**UNITED WE
WILL RIDE**

