



PRESS RELEASE

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FOR IMMEDIATE RELEASE
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Industry Leaders Team with WDT to Build Chip's Legends Ride Bike

The Legendary Buffalo Chip announced Wednesday that the third Legends Ride Bike will be the result of a team effort with Prugh Design, Western Dakota Tech's Welding Manufacturing students and Black Hills Harley Davidson. The completed "2K10 Challenge" bike will be auctioned at the Chip at the ride's conclusion on Monday, Aug. 9th.

Buffalo Chip owner Rod Woodruff said, "We're so proud the Buffalo Chip's Legends Ride will now be able to offer a unique learning experience with one of the top builders in the motorcycle industry, while promoting the motorcycle industry's growth."

The bike build will be an in-classroom project pairing elite motorcycle builder, Prugh Design owner, Michael Prugh, with WDT students and faculty. Black Hills Harley Davidson is providing more than \$15,000 in parts for the Prugh-designed bike. Prugh will direct the build and WDT lead Welding Manufacturing instructor Luke Steinmetz will supervise the students' classroom work.

"The 2K10 Challenge is a way for us to give the students a competitive edge by providing parts from the top manufacturers in the industry," said Terry Reimer, Black Hills Harley Davidson's general manager.

Prugh said the motorcycle "will have its own personality because it will be built by 25 future technicians. I hope to inspire a new generation of talent."

Steinmetz said the project would test the first- and second-year students' machining, welding and fabrication skills. Students will benefit from real world, real work

atmosphere without the costs associated in building a world-class motorcycle. “This rare combination of people coming together on this scale provides something truly special for our students,” Steinmetz said.

The 2K10 Challenge finale is set for WDT graduation day, May 15, 2010, where students will debut the motorcycle. The bike will be showcased again on the largest stage in motorcycling at the Legendary Buffalo Chip.

The public may follow the build online at www.buffalochip.com. More information about WDT and its more than 20 program is at www.wdt.edu. Michael Prugh’s previous builds are showcased at www.prughdesign.com. Learn more about Black Hills Harley Davidson at www.blackhillshd.com.

