

BRAG® HOMECOMING
AMA Races at Road America
Elkhart Lake, WI
June 4 -5, 2005

Dear Event Participant:

Thank you for joining us on the BRAG Homecoming. The Homecoming offers you the chance to visit the birthplace of your Buell®: Wisconsin. This adventure offers everything you love about this annual event: plant tours, lunch with the Buell employees; BattleTrax and some of Wisconsin's most scenic and challenging back roads. Then on Saturday and Sunday, you will travel to Road America to watch the 81st running of the AMA races. We're enclosing some information to make this an event you'll never forget.

Resources

The resource list can help you maximize your event experiences on this Wisconsin adventure.

Event Package Information

Your event package, which includes an event pin and sticker, commemorative souvenir, T-shirt, 2 day AMA race ticket and adventure guide, will be available for pick-up during the below registration/check-in hours each day.

Hotel Information

Clairemont Inn
2520 W. Washington Street
West Bend, WI 53095

Contact Mega Housing for reservations. See the Homecoming Resources for contact information.

Check In and On-site Registration Hours:

Thur/June 2	9:00 a.m. – 3:00 p.m.	Buell Motorcycle Company
Thur/June 2	5:30 p.m. – 6:30 p.m.	Clairemont Inn & Meeting Center
Fri/June 3	9:00 a.m. – 3:00 p.m.	West Bend Buell

AMA Races

Tickets and maps will be available for pick-up during the above registration/check-in hours each day. See the enclosed map for the location of the hospitality area and Buell Demo Truck. Parking is available adjacent to the Demo truck. Catered snacks and beverages will be available.

Hospitality Hours:

Sat/June 5 & Sun/June 6	9:00 a.m. – 5:00 p.m.	Road America, Elkhart Lake
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Pack

Cold weather gear	Flashlight	Sunglasses	Camera & film
Warm weather gear	Tool kit	Sunscreen	Spare Key
Buell Adventure Atlas	Rain gear	Tire gauge	Water bottle

Bike Ready to Go?

Do an extensive check of your motorcycle now, so that you can address any issues and make sure it's in tip-top shape come June. Take it to your Buell dealer for its scheduled maintenance intervals, as recommended in the owner's manual.

Safe Riding Tips

Safety: Safety is the responsibility of each individual rider.

Group riding: Ride in a staggered formation. Do not pass the group or leave to take pictures. If you would like to take a photo, ride out ahead of the group, pick your photo location, and rejoin the group after they've passed. If you feel uncomfortable riding in a group, do not join in.

Riding: Use a buddy system. In the event of an emergency, no one will be stranded. Never ride beyond your capabilities.

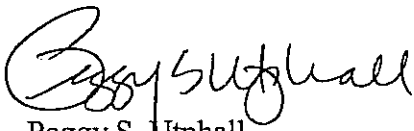
Helmets: The use of helmets is encouraged. It is important to know the various helmet laws for each state that the ride will pass through. Plan ahead so that you are wearing a helmet when you reach a state line. As you cross state borders, don't pull off to the side of the road to put on or remove helmets. Refer to your BRAG Adventure Atlas for helmet laws by state.

Cancellation

If you are unable to attend the event, a written cancellation request containing your signature and BRAG member number must be received by the BRAG office no later than May 6, 2005. **No refunds will be given for cancellations after that date.**

If you have any questions, please contact our office at 888-432-BRAG, 8:00 a.m. – 4:30 p.m., CST, or check the BRAG page of www.buell.com for additional updates.

We can't wait to welcome you home!

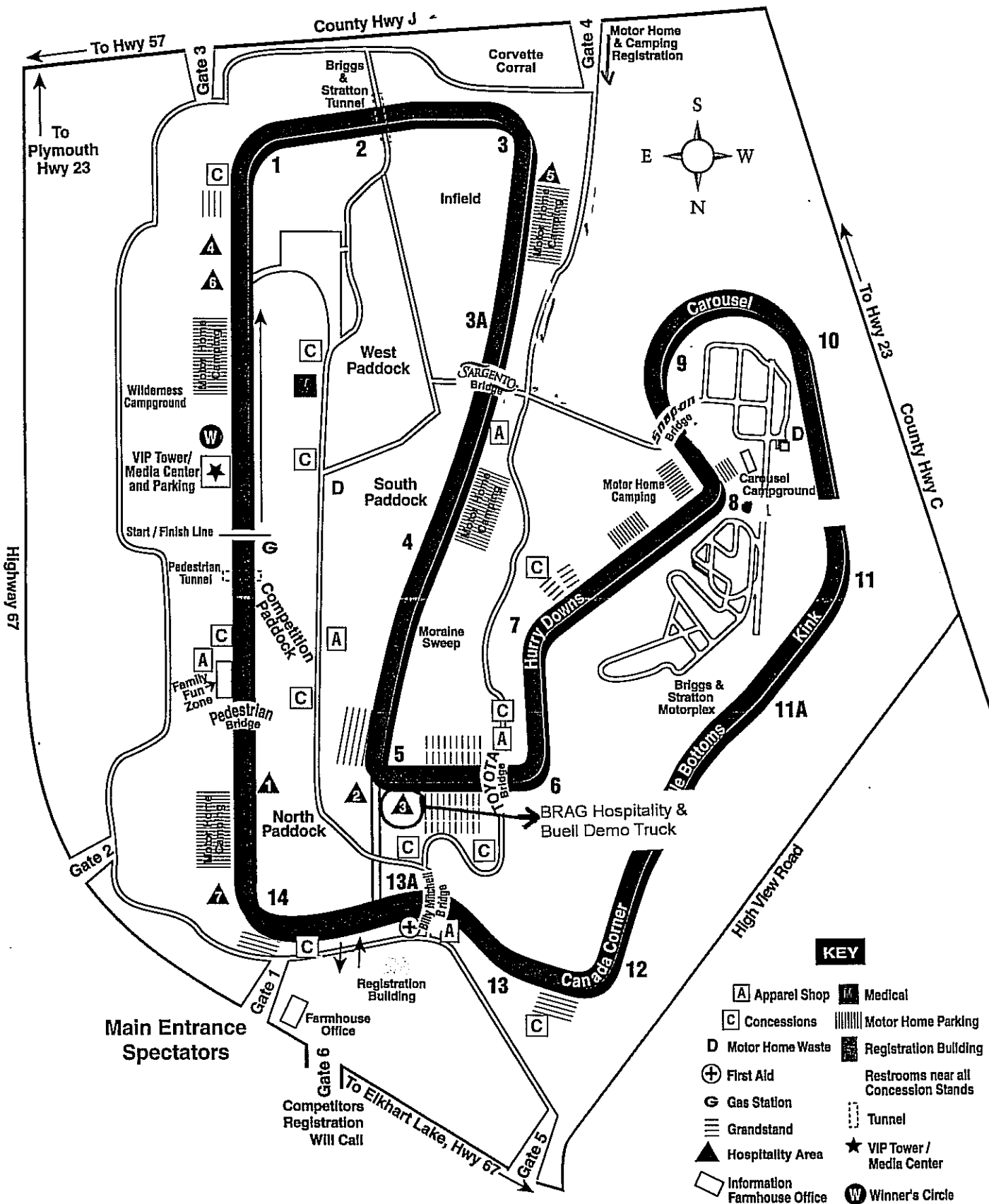


Peggy S. Utphall
Manager, Buell Riders Adventure Group



Mary Baszynski
Rider Groups Coordinator

ROAD AMERICA TRACK MAP



KEY

- [A] Apparel Shop
- [C] Concessions
- D Motor Home Waste
- ⊕ First Aid
- G Gas Station
- ≡ Grandstand
- ▲ Hospitality Area
- Information Farmhouse Office
- [M] Medical
- ||||| Motor Home Parking
- Registration Building
- Restrooms near all Concession Stands
- ⋮ Tunnel
- ★ VIP Tower / Media Center
- ⊙ Winner's Circle

BRAG[®] HOMECOMING RESOURCES

General BRAG Information

Buell Riders Adventure Group™
3700 W. Juneau Avenue
Milwaukee, WI 53208
Telephone..... 888-432-2724
Fax..... 414-343-4515
Web Site www.buell.com

Tour Accommodations

Mega Housing Management... 800-773-5069
..... 414-325-5028
Omega Travel (camping) 888-400-8041
Web Site. www.megahousing.com/events.htm

General Rally Reference

FUELL[®]
Web Site..... www.buell.com

Trip Planning

Maps & Directions.... <http://maps.yahoo.com>
Road Conditions..... www.randmcnally.com
Weather www.weather.com

Motorcycle Shipping

Federal Companies 800-747-4100, ext. 217
Web Site..... www.funtransport.com

Roadside Assistance

Road America 888-443-5896
Web Site..... www.road-america.com

CVB & Tourism Information

www.visitwashingtoncounty.com
www.milwaukee.org
www.travelwisconsin.com
www.roadamerica.com
www.elkhartlake.com
www.clairemontinn.com

Buell[®] Dealers

Web Site..... www.buell.com

Participating Dealer

West Bend Buell
2910 W. Washington St.
West Bend, WI 53095
262-338-8761
www.wbhd.com

Buell Motorcycle Company

2799 Buell Drive
East Troy, WI 53120

