



FOR IMMEDIATE RELEASE
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Contact: Jerry W. Cole
Rally and Events Director
Ph: 605-720-0800
E-mail: jerryc@sturgisgov.com

Sturgis SD – Sturgis® Motorcycle Rally™ Names Roland Sands 2018 Grand Marshal.

Legendary custom bike builder and road racing champion, Roland Sands has been named the Grand Marshal for the 78th Sturgis® Motorcycle Rally™ scheduled to take place Friday, August 3 – Sunday, August 12, 2018.

“The City of Sturgis is excited and honored to have Roland Sands join us as we celebrate the 78th Annual Sturgis® Motorcycle Rally™,” said Sturgis Mayor Mark Carstensen. Mr. Sands has been a part of the Sturgis® Motorcycle Rally™ for many years. His first trip to Sturgis was a family affair at the early age of 15. At that time, he was working for his dad Perry Sands, the founder of Performance Machine, a custom parts fabrication business. A few years later, in 1993, Mr. Sands began his road racing career. Victories and track records soon followed, highlighted by the 1998 AMA 250 GP Championship. Following his retirement from racing, he went to work full-time with his dad at Performance Machine. Through the years, Roland honed his fabricating skills and developed an expert eye for design. He soon found his passion in creating custom motorcycles. Following the sale of Performance Machine, Roland decided the time was right to establish his own identity and Roland Sands Design was born. His products include after-market parts for Harley-Davidson, BMW, Indian, Triumph and flat-track bikes. He also features a large selection of riding gear on his website RolandSands.com. Merchandise is available through Dennis Kirk and J&P Cycles. Most recently, Roland and his team have helped lead the resurgence of Hooligan racing across the country and the world.

While he’s had a fruitful career, one constant in his life is his love for the Sturgis® Motorcycle Rally™. “I’ve been going to Sturgis my entire life, so to be able to be a real part of the show as Grand Marshal, that’s an honor,” he said.”

Roland Sands will be leading the Mayor’s Ride along with Mayor Carstensen. The annual Sturgis® Rally Mayor’s Ride is on Monday, August 6, 2018, and is a fund-raiser for the Sturgis Volunteer Fire Department. You can join Roland Sands, Sturgis Mayor Mark Carstensen, state and local legislators, industry professionals, celebrities and legends on a motorcycle ride through the beautiful Black Hills of South Dakota. Space is limited. To join the Mayor’s ride, visit sturgismotorcyclerrally.com and get registered today.

For additional information about the Grand Marshal, contact the Sturgis Rally and Events Department at 605-720-0800 or visit sturgismotorcyclerrally.com.