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Rockford Fosgate Named Official Motorcycle Audio Sponsor of the 2018 Sturgis® Motorcycle Rally™ for Fifth Consecutive Year

Rockford Fosgate Will Be Stationed at Two Key Locations in and Around the 78th Annual Event; Both Sites Will Offer Bikers the Opportunity to Purchase and Have Installed New Rockford Fosgate Audio Systems

TEMPE, Ariz. – July 23, 2018 – Rockford Fosgate (www.rockfordfosgate.com), the industry leader in high-performance audio solutions, is proud to announce for the fifth consecutive year that it will be the “Official Motorcycle Audio Sponsor” of the famed Sturgis® Motorcycle Rally™, during the 78th annual event from August 3-12, 2018. Rockford Fosgate will bring high performance motorcycle audio systems to the crowds of enthusiasts on Lazelle Street in downtown Sturgis, S.D. as well as at the Black Hills Harley-Davidson® in Rapid City, S.D. during the Rally™.

“Rockford Fosgate is fortunate to be welcomed and accepted by the motorcycle community,” said Bill Jackson, Rockford CEO and president. “We are not just happy, but proud to continue as the official audio sponsor of the Sturgis® Motorcycle Rally™ because we believe in giving back to those who have accepted us into their family.”

At its Lazelle Street location (at the corner of 1st & Lazelle Street) from Aug. 3 – 11 (9am – 6pm daily), Rockford Fosgate will be offering the usual fun and excitement it has become known for in years past, coupled with live audio demos and custom bike builds that will make their official debuts with new Rockford Fosgate motorcycle-specific audio systems.

Rockford Fosgate has partnered with their authorized dealers to perform on-site installations for bikers who will also have the opportunity to purchase Rockford Fosgate audio systems at the Lazelle street location during the event.

Because so many bikers come through Rapid City, S. D. on their way to Sturgis®, Rockford Fosgate will also be stationed at the Black Hills Harley-Davidson® from Aug. 1 – 11 (8am – 8pm daily) where bikers can purchase Rockford Fosgate audio systems and have them installed on-site, as well.

Over the past 12 months, Rockford has begun shipping bag lid audio kits designed for Harley Davidson® motorcycles model years 1998 – 2013 (TMS69BL9813). And now Rockford also offers speaker upgrades for Harley-Davidson® Boom!™ Audio bag lids.

(more)

“We will have our personnel available at both locations during the Rally™ to answer any questions and help bikers choose the perfect systems for their rides,” Jackson continued. “This will include our new 5x7 Power Series TMS57 bag lid audio speaker.”

The Rockford Fosgate TMS57 speakers are specifically designed for Harley Davidson® Boom!™ Audio Stages 1 & Stage 2. The TMS57 Element Ready, purpose-built bag lid speaker upgrade solution is designed to perform even in the often-harsh environments motorcycles are subject to out on the open road.

Since 1938, the Sturgis® Motorcycle Rally™ has grown to become the largest motorcycle rally in the world.

Rockford Fosgate will also sponsor the “16th Annual Mayor’s Ride,” held during the Rally™.

For more information on participating in the Mayor’s Ride, please visit <http://sturgismotorcyclerrally.com/annual-mayors-ride/>

For more information on Rockford Fosgate’s sponsorship of the 2018 Sturgis® Motorcycle Rally™ and Event promotions, visit <http://sturgismotorcyclerrally.com/sponsors/>

For more information on Rockford Corporation, please visit www.rockfordcorp.com

About Rockford Corporation

Setting the standard for excellence in the audio industry, the Rockford Corporation markets and distributes high-performance audio systems for the mobile, motorsport, and marine audio aftermarket and OEM market. Headquartered in Tempe, Ariz., Rockford Corporation is a publicly traded company and manufactures or distributes its products under multiple brands: Rockford Fosgate(R), Rockford Acoustic Design(TM), CrimeStopper, and Renegade. For more information, please visit: www.rockfordfosgate.com, www.rockfordacousticdesign.com, www.lightningaudio.com, www.crimestopper.com, and www.renegadecaraudio.com.

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