



FOR IMMEDIATE RELEASE

## **- Motorcycle *SUPERSHOW* / Team Arrow Streamliner heads to Bonneville Salt Flats in an attempt to break 50-year-old Land Speed Record**

TORONTO, August 2009 – Bob Williams and his Team Arrow racing crew, including this year's new pilot, Dave Lloyd of Komoka, Ontario are on their way to Utah for the BUB International Motorcycle Speed Trials on the Bonneville Salt Flats to break a 50-year standing World Land Speed Record. Sponsored by the North American International Motorcycle *SUPERSHOW*, the streamliner is going for the 500cc record, which has stood since 1956 when it was set by an NSU Motorcycle at 339 km/h (211mph)

Last year's attempt at the same record, with *SUPERSHOW* Producer, Bar Hodgson piloting, at the age of 71, ended in a spectacular 185 mph (297 km/h) crash during Bonneville Speed week in August 2008. That crash ended the Team's efforts for the record in 2008 but the streamliner (a turbo-charged Honda-engine based 500cc enclosed motorcycle built by Bob Williams of Windsor, Ontario) was repaired and rebuilt with the intention of going after the record again during the 2009 BUB Meet, taking place next week, August 29 through September 3<sup>rd</sup>.

An episode of the television show *Off Limits* was filmed during last year's run and will air this fall on RUSH HD, including footage of Hodgson's crash as well as the numerous time trials and licensing runs leading up to the actual record attempt.

This year's pilot, Dave Lloyd, is a respected Canadian motorcycle racer, having been involved with motorcycles and racing throughout his career. He currently sits on the Board of the Canadian Motorcycle Heritage Museum and Hall of Fame. He was also a member of last year's streamliner crew at Bonneville.

Following this year's record attempt, this amazing vehicle, the team that created it and the rider who plans to make history in it will be on display during the North American International Motorcycle *SUPERSHOW* in January 2010 at the Toronto International Centre.

Established in 1976, the *SUPERSHOW* is North America's largest consumer motorcycle show. Produced by Bar Hodgson Productions Ltd. and Richard Kehoe Productions Ltd., the *SUPERSHOW* is dedicated to presenting the finest the motorcycle industry has to offer for every type of motorcycle enthusiast, in Seven Halls of the International Centre. Dates for the 2010 *SUPERSHOW* are January 15, 16, 17.

Show Dates: Friday, January 15th - Sunday, January 17th, 2010

Location: Toronto International Centre, 6900 Airport Road, Mississauga

Hours: Friday & Saturday - 10am - 10pm  
Sunday - 10am - 6pm

Admission: Adults \$18.00; Youths (6 to 12) \$5.00; Children (5 and under) free

Parking: Free parking for more than 7,000 vehicles

General Info: (905) 655-5403 or [info@supershowevents.com](mailto:info@supershowevents.com)

Website: [www.supershowevents.com](http://www.supershowevents.com)

Photos available upon request.

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