



For Immediate Release

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**Avon Motorcycle Tyres North America Sponsors Sisters' Centennial Motorcycle Ride
100 Years, 100 Women**

Diamond Bar, Calif. - (March 1, 2016) – Avon Tyres North America has joined the Sisters' Centennial Motorcycle Ride team as a 2016 sponsor.

"We are very proud to welcome Avon Tyres as a sponsor," said event organizer, Alisa Clickenger. "The quality of Avon tires is exceptional, and the company's commitment to the motorcycling community and support of female riders is impressive."

"As a company with more than 100 years of heritage, we are proud to support this incredible centennial event, and to support women as a growing group of enthusiasts," said Ken Warner, Vice President of Marketing for Avon Motorcycle Tyres North America. "Avon touring and cruiser tires are perfect for demanding long-distance events like this, and we are pleased to make a contribution."

Scheduled July 3-24, 2016, the AMA-sanctioned event is a cross-country motorcycle ride for women commemorating the 100th anniversary of Adeline and Augusta Van Buren's historic ride across the United States from New York to San Francisco.

The Van Buren sisters set out in 1916 to prove that women could dispatch riders in the U.S. Army, and took a pair of motorcycles on a transcontinental journey.

"This was a phenomenal accomplishment by two courageous women at a time when few roads were paved, Victorian attitudes were in full flare and women did not yet have the right to vote," said Clickenger. "This ride is intended to honor their achievement and promote the growth of today's female motorcyclists and the motorcycling community."

The event will conclude with a group ride through San Francisco on July 23, 2016 where festivities will celebrate the event completion and riders' accomplishments. Women have several options for participation, including a fully supported tour, as well as self-guided tours of the entire route or individual segments. Registration is open on the event website at www.SistersMotorcycleRide.com. For photos of the Van Buren Sisters and their history, see www.sistersmotorcyclerride.com/womens-motorcycle-ride-inspiration.

About Avon Motorcycle Tyres North America

*Avon Motorcycle Tyres North America, based in Stow, Ohio, markets and sells Avon brand motorcycle tires in the United States and Canada. Avon tires are designed and manufactured for street and racing applications, from ultra wide tires featuring snakeskin effect sidewalls to ultra high-performance sport bike tires. Avon's long history and heritage of innovation reaches back more than 100 years. Based in Melksham, England, Avon tires are built to perform and are engineered to high standards incorporating the latest in cutting-edge technology. For more information visit **AvonMoto.com**. **Media contact:** Don Sneddon, Advertising Manager, 800-624-7470 x3750, dsneddon@avonmoto.com.*