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**Chester’s Harley-Davidson Motorcycle Playground Gets a Lift**

**Renovation Unveiled at Day-Long Block Party and Bike Show**

**PHOENIX (Feb. 20, 2013) - Chester’s Harley-Davidson has completed the third phase of its multi-faceted renovation and welcomes the public to view all that it has to offer to Phoenix residents and visitors to the area. The unveiling of the third phase of the newly renovated motorcycle playground will take place on Saturday, March 2, 2013. Events planned for the day include the official starting point for the inaugural Pat Tillman Ride from 8:00am – 10:00am and t**he Chester’s Harley-Davidson Checkered Flag Run Block Party and Bike Showfrom 1:00 p.m. to 5:00 p.m.

Tours of the dealership will highlight features of the renovation and showcase the two-acre Rider’s Edge training site, a 20,000 canopy visitor parking area the Cook Shack outdoor grill area, a customer lounge with a pool table and flat screen TVs, and much more.

“This is the third phase of a multi-phase renovation. We want to create an environment where there is a personal feeling about doing a good job, where you feel good about coming to work, and people feel good, valued and appreciated coming in to the dealership,” states E.B. Chester of Chester’s Harley-Davidson.

The first annual motorcycle ride in honor of Pat Tillman, service members, law enforcement and firefighters who have sacrificed so much to keep us safe. Chester’s Harley-Davidson will host the official starting point with registration, coffee and donuts from 8:00am – 10:00am. Proceeds of this fundraiser will be donated to Military Assistance Mission and the Pat Tillman Foundation.

“Chester’s Harley-Davidson VIP Media Experience” is an hour-long motorcycle boot camp from noon to 1:00 p.m. **featuring** The Harley-Davidson® JUMPSTART™ Rider Experience that combines a Harley-Davidson motorcycle and a specially-designed, stationary support stand.

The Chester’s Harley-Davidson Checkered Flag Run Block Party and Bike Show will be attended by hundreds of motorcyclists and enthusiasts from Arizona and surrounding states. To help extend the welcome, scheduled events include a bike show with “best of” prizes from 1:00 p.m. - 2:00 p.m., music, vendors, a free bike wash and more

About - **The Chester’s dealerships are distinguished by a personal family-run approach to delivering superior value and service with integrity. Chester’s welcomes customers from all walks of life into their extended family of riders who share a passion for the road, with each other, and their communities. The Chester Family of dealerships are winners of the Harley-Davidson® Gold Bar and Shield Award, Silver Bar and Shield Award and Bronze Bar and Shield Award**. Other Chester’s dealership locations include **Twin Falls, ID, Idaho Falls, ID, Pocatello, ID, and Reno, NV, and general merchandise and apparel stores in Jackson Hole, WY and Reno, NV.**

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**To sign up for Chester’s Harley-Davidson VIP Media Experience, schedule of events, or further information, please contact Charisse Browner at (323) 424-0423 or Lynn Austin at** (480) 894-0404**.**