



PRESS RELEASE

BUELL MOTORCYCLE COMPANY PRESENTS: PARTS CANADA SUPERBIKE SERIES 2009 FINAL *Season Ends on a High Note*

SHANNONVILLE, Ontario (September 8, 2009) – Shannonville Motorsport Park

Hot weather and sunny skies made for perfect conditions for the spectators at the final Parts Canada race of the season but presented the racers with the challenges of a slippery and bumpy track. The Deeley Racing/Ruthless Racing Inc. – powered by Buell™ team made good use of the opportunity to battle away at the tires problems and a slippery track that would come to hinder their progress all weekend. Despite the precipitous odds, the team worked hard to make the Buell™ 1125R™ bike competitive and showed steady progress throughout the weekend.

Saturday's Pirelli Superpole qualifying saw two Buell™ motorcycles make it into the top ten for the first time ever when Steve Crevier and Dave Estok both had brilliant qualifying runs to earn a shot at Superpole. Crevier finished a healthy sixth with a lap time of 1:05.700. Estok posted a 1:05.999 to finish in ninth, earning the New Smyrnian rider his first shot at the prestigious Superpole qualifying contest. Darren James rounded off the top 14 with a 1:07.032.

In the afternoon's Pirelli Superpole session, Dave Estok took the bit in his teeth and made a run for it, qualifying in ninth for Sunday's final superbike race, followed closely by Crevier, who continued to struggle with front-end push through his hot lap to finish in tenth. Crevier had a tough weekend with crashes on both Friday and Saturday morning, but with his dogged determination, he continued to move forward in preparation for Sunday's finals.

"That was fun to do. It is totally cool to go out there and do a lap by yourself [...] I think I tried a little bit too hard. I caught a few too many bumps. I should have smoothed out a little. I'm happy; it was nice to get into the top ten and into the superbike race. It's the first superbike race I've competed in this year. I'm pleased for the team who works on my bike. They have worked so hard, both Glen and Jazzy. They wanted so bad for me to get up there," said an ecstatic Estok after the Superpole qualifying.

Emotions were running high on Sunday morning as each team member faced their own anxieties, whether it was the pressure of the day ahead or the relief of ending a difficult season. "My job today is to keep the bike upright," commented Steve Crevier. "We've been crashing way too much." Despite the pressures of the day, Crevier kept himself busy greeting fans and signing autographs, showing why he continues to be one of the fan favourites in Canadian motorcycle racing.

Sunday morning's practice revealed little as the Buell 1125R™ bikes for Deeley Racing/Ruthless Racing Inc. continued to run mid-pack with both Crevier and Estok running at about 1:06.500, one-and-a-half seconds off the pace, as the Big Twins struggled to come to grips with the tires and a very bumpy Shannonville Pro track.



First up for the day was the Pro Sportbike race, and with two Buell™ bikes on the third row and one on row four, the Buell™ team was well represented. When the start light turned green, the Buell™ motorcycles thundered off, with Crevier through into seventh, Estok in a tenuous ninth, and Darren James in a solid eleventh. As the race unfolded, Crevier battled hard to catch HJC Rookie-of-the-Year Jodi Christie. Estok was embroiled in a three-way battle with youngsters Karl Daigle and Matt McBride for ninth place. At the three-quarter mark, Crevier made good on his bid, moved up to fifth, and had his eye on fourth place when the red flag was brought out, ending the race. Victim of the race-ending incident was Darren James, who crashed heavily in corner two. The corner had been problematic and claimed several riders throughout the weekend. A tired Steve Crevier commented after the race, "Overall, fifth is pretty good. I managed to catch Nelson and he wasn't looking very comfortable. I mean, everyone is struggling on these tires, so I think had the race gone on, I might have got him. It's too bad with the red flag. Unfortunately, my teammate Darren [James] crashed and brought out the flag. I was working my way forward and getting consistent laps."

Next up was the 20-lap Pro Superbike event, the final race of the season for the Deeley Racing/Ruthless Racing Inc. – powered by Buell™ team. In a repeat of the Sportbike race, the Buell™ bikes were solidly placed mid-pack, with Crevier dropping his lap times as close to 1:05.000 as he could to finish the race in sixth. Dave Estok also enjoyed a brilliant ride to finish tenth. A battered Darren James suited up for the final, but had to withdraw after five laps because of injuries incurred in the previous race. Crevier said after the race, "Hopefully, we'll carry through with this program next year and have better results".

We would like to thank all of the fans who have shown the team their support, as well as congratulate the riders Steve Crevier, Dave Estok, and Darren James for such a strong Buell™ presence: 23 top-ten finishes and six placements in the top five throughout the racing season. All of this obviously could not have happened without the reliable efforts, hard work, and positive spirit of the team behind the riders. Additional thanks goes to sponsors such as: Vortex; Regina; Pitbull; dragon; Flexi-Glass; OGIO; Cummins Western Canada; RMR Suspensions; Joe Rocket Leather; Loaded Gun Productions; Arai Helmets and Twist Conditioning. We look forward to next year's racing season!



About Deeley Harley-Davidson® Canada

Deeley Harley-Davidson® Canada is the exclusive Canadian distributor of Harley-Davidson® and Buell™ motorcycles, Genuine Motor Parts and Accessories, and MotorClothes® apparel, which are provided through a national network of authorized Harley-Davidson® and Buell™ Retailers. Office and distribution warehouse facilities are located in Richmond, British Columbia, and Concord, Ontario.

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