



PRESS RELEASE

PARTS CANADA SUPERBIKE SERIES – ROUNDS SIX AND SEVEN ***Ruthless Racing Inc. Makes Second in K&N Filters Sport Twins National Championships***

SHUBENACADIE, Nova Scotia (Tuesday, July 27, 2010) – Atlantic Motorsport Park

Sponsored by Deeley Harley-Davidson® Canada, Dave Estok and Olivier Spilborghs represented the Ruthless Racing Inc. team in the final two rounds of the Parts Canada Superbike Series held from August 5 to 8. While Darren James competed in the 2010 British Superbike Championship on a Harley-Davidson® XR1200® race bike provided by Warr's Harley-Davidson®, Estok and Spilborghs both fought well in their respective classes in nearly perfect weather conditions in Nova Scotia.

Dave Estok came into the final two rounds in fourth place on the Ruthless Racing Inc. Buell™ 1125R™ bike in the Pro Sport Bike standings – a mere one point behind rookie sensation Cody Matechuk (Suzuki GSXR 600). The veteran and long-time Ruthless Racing Inc. team member stated third place as his goal for the weekend. "I've gotta beat Cody this weekend," he commented shortly before his qualifying on Friday. "It's really that simple and I know I can do it. Our times are really close and there are places here where the Buell™ [bike] is a little better than his bike; well maybe not after that crash." Estok was referring to a crash he experienced in practice. Ruthless Racing Inc. crew members Rod Matechuk and Dave Oakley rose to the occasion, preparing the Buell™ 1125R™ motorcycle quickly for Estok's qualifying effort. Estok repaid them in turn with a fast lap of 1:10.576, which compared very favourably with his main rival Matechuk's best time, 1:10.574.

In his first race of the weekend, Estok placed eighth, a disappointment for him, although he did improve his personal pace to a 1:10.381. Matechuk, hailing from Cochrane, Alberta, extended his points advantage by placing third, earning him the HJC Helmets Rookie of the Year Award. "I'm not happy at all," Estok said post race. "I got a really bad start, and [at] this place it's so hard to pass. We'll try again tomorrow."

Try he did, and he improved. Estok got the start he needed in race two and ran a very strong race, lowering his lap times to 1:09.735 and charging the Buell™ 1125R™ motorcycle into sixth place. He was right behind Matechuk at race end, placing fourth in the National Sport Bike Championships for 2010.

"I'd like to say I'm happy," said Estok as the team was packing up, "but fourth place isn't what I came here for. I mean, hats off to Cody, he had a great year and unfortunately for me he had a great weekend. I kinda feel like I let the team down. I mean, Dave and Rod worked their butts off for me and I didn't get the results we wanted. I really like riding for the Deeley Harley-Davidson® [Canada] team and I'd really like to thank them, and Darren of course, and hope I'm back next year," he said, smiling.

In the K&N Filters Sport Twins Class, Olivier Spilborghs was the only rider with a mathematical chance of catching the runaway points leader, Rob Busby, on the Buell™ XB12R bike. Spilborghs closed in by one point in his qualifying ride, taking pole position for the National Championships by recording a sizzling 1:12.899 on the Ruthless Racing Inc. Buell™ XB9R motorcycle. He was the only rider to record a time below 1:13.000.

"We still have a fighting chance," Spilborghs enthused. "Rod made some changes to the suspension that really worked; I took over a second off my best time."



Busby quickly quashed that fighting chance in the first race on Saturday by taking the race win, and consequently captured the class National Championship. Meanwhile, Spilborghs had experienced several close calls causing him to slow his pace and came home a distant third. "I just about crashed twice, and [I] figured I'm better in third than on my backside. Rob's already got the championship, and that's good for [the] Buell™ if he beats me in the race, so there's no point in crashing trying to prove a point," he explained.

Busby was again victorious in the second race on Sunday, and this time Spilborghs was unable to challenge him, retiring from the fray on lap three with undiagnosed problems. His points total at year end was enough for second place in the National Championships.

Darren James finished with a fifth place points-standing on the Harley-Davidson® XR1200® bike in the 2010 British Superbike Championship at the British SuperBike Brands Hatch GP in London, England, this past weekend.

All in all, the Ruthless Racing Inc. team has enjoyed a successful racing season, validating the Harley-Davidson® XR1200® motorcycle on the circuits in Canada as well as in the U.K, with several podium finishes for the Buell™ XB9R model.

About Deeley Harley-Davidson® Canada

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

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