

## **“Ray Price Award” to Crown Best Engine Builder at 75th Daytona Bike Week**

*The best engine builder at this year's Daytona Bike Week will receive the "Ray Price Award" at The Masters III custom bike show, presented by Misfit Industries and GEICO Motorcycle.*

RALEIGH, N.C. ([PRWEB](#)) March 03, 2016 -- Ray Price was famous for his innovations in motorcycle engine performance. During this week's 75th Daytona Bike Week, his mechanical prowess will be immortalized with the Ray Price Award going to the best engine builder at “The Masters III” custom bike show, presented by Misfit Industries and GEICO Motorcycle. Known as the [world's largest motorcycle event](#), Daytona Bike Week runs from March 4 to 13, 2016.

The Masters III [custom bike show](#) will take place on Wednesday, March 10, from 11 a.m. to 3 p.m. at Riverfront Park in Daytona, Fla. Elite professional builders from across the country will compete for \$25,000 in prizes, including the Ray Price Award for “baddest motor.” The team at Ray Price, Inc. has custom designed and fabricated the trophy to be presented that day.

“It’s a tremendous honor to have Ray’s impact on the custom bike building community recognized with an award in his name,” said Mark Hendrix, general manager, Ray Price, Inc. “The 75th annual Daytona Bike Week is a special event, and The Masters III custom bike show with Misfit Industries and GEICO Motorcycle has become one of the year’s very [elite builder competitions](#).”

Ray Price passed away in December 2015 after living his life with the throttle wide open, earning worldwide fame as a motorcycle drag racer and “Father of the Funnybike.” Price won 46 national events and set 51 speed records, including the IHRA nitro-fuel record of 6.36 seconds at 224.21 mph. He is an inducted member of six motorcycle racing halls of fame and was distinguished for his innovations in the racing garage as well as his generosity and community service.

“Ray was a sought after expert in high-performance engines. His wisdom and willingness to help other race teams and engine builders is legendary,” said Chris Eder of Misfit Industries. “It’s only appropriate that the top power plant in our show receives the Ray Price Award for baddest engine.”

About Ray Price, Inc.

For more than 30 years, Ray Price Harley-Davidson and Ray Price Triumph have made Raleigh, N.C. a top motorcycle destination. The knowledgeable staff has decades of riding experience to provide award-winning customer service and education programs for beginners-to-expert riders. Founded by motorcycle racing legend Ray Price, the dealership actively supports nonprofits and also hosts one of the nation’s largest downtown [motorcycle festivals](#), Capital City Bikefest. Last year, the N.C. Retail Merchants Association named Ray Price “Retailer of the Year.”

About [Misfit Industries](#)

Founded in 2007, Misfit Industries is a leader and innovator in the design and fabrication of custom motorcycles and aftermarket parts. Misfit Industries custom bikes have won numerous awards and shows across America, and have been featured on television as well as in an upcoming motion picture. Misfit Industries holds patents on many aftermarket parts due to their unique, inventive and utilitarian natures. Simply put, a motorcycle made by Misfit Industries doesn’t fit in, it stands out. Using Misfit Industries innovative parts, custom bike builders across the country create bikes that are not only beautiful in appearance, but also great to



ride. Please visit <http://www.misfitmademotorcycles.com>.

#### About GEICO Motorcycle

GEICO (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and the second-largest private passenger auto [insurance company](#) in the United States. GEICO, which was founded in 1936, provides millions of auto insurance quotes to U.S. drivers annually. The company is pleased to serve more than 14 million private passenger customers, insuring more than 23 million vehicles (auto & cycle). GEICO also provides insurance quotes on motorcycles, all-terrain vehicles (ATVs), boats, travel trailers and motorhomes (RVs). [www.geico.com](http://www.geico.com)

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