

AMSOIL to Give Away New EBR 1190RX in Building Legends Sweepstakes

AMSOIL announces exciting new promotion to give away a 2014 Buell EBR 1190RX Motorcycle to one lucky winner.

Superior, Wis. ([PRWEB](#)) January 04, 2014 -- For the past 30 years, one thing has remained constant in Erik Buell's life: his drive to create motorcycles on his own terms. Buell and his company, Erik Buell Racing (EBR) of East Troy, Wis., established the lofty goal of bringing to market a world-class street superbike for under \$20,000. The end result was the astonishing new EBR 1190RX, which was unveiled in October at the American International Motorcycle Exposition (AIM Expo) in Orlando, Fla.

Now through November 10, 2014, qualified contestants can enter to win their own 2014 EBR 1190RX courtesy of AMSOIL INC. The official drawing will take place December 1, 2014. People can register to win the EBR 1190RX at www.amsoilracing.com/buildinglegends, on the AMSOIL INC. Facebook page or on-site at any of the following events:

- Monster Energy Supercross
- AMSOIL Arenacross

- Loretta Lynn's Amateur National
- Daytona Bike Week
- Sturgis Rally

- Laconia Rally
- Biktobberfest

- Lone Star Rally
- GNCC

- ATV MX

- TORC

In addition to the Grand Prize EBR 1190RX, AMSOIL is giving away a Buell-autographed motorcycle helmet (First Prize, \$500 retail value) and three AMSOIL leather motorcycle jackets (\$250 retail.)

The new superbike features Buell's passion for design and detail in a street-legal, high-performance motorcycle for the masses. With a price tag around \$19,000, the 1190RX cranks out 185 horsepower and 102 foot-pounds of torque, while weighing in at 419 pounds. AMSOIL motorcycle oil is recommended in all new EBR motorcycles that leave the company's East Troy, Wis. facility. The two companies work hand-in-hand to research and develop the best motorcycle oil available for consumers, both on and off the track.

ABOUT THE BIKE

“This is the culmination of decades of dedication, innovation and teamwork,” said EBR founder Buell. “We have been working to create a pure rider’s machine and a true world brand. From the heartland and the heart of America, these are extraordinary motorcycles that discerning riders everywhere will be passionate to own.”



Buell stated that this is the first time he built his own engine, and it was important to make a real statement of innovation. “There is a package of technology in the powertrain aimed at making it a very ‘green’ superbike,” said Buell. “The results are a high-horsepower engine that also has a wide and flat powerband, with huge torque, yet very smooth and easy to ride at part throttle, gets 51 mpg on the EPA drive cycle, makes only 25 percent of permitted HC+NOx exhaust emissions and, incredibly, only 6 percent of CO emissions. These are spectacular numbers.”

THE AMSOIL/BUELL PARTNERSHIP

Just as BUELL makes great American-made motorcycles, AMSOIL synthetic motor oils are formulated, blended and packaged in the USA. Since its inception AMSOIL has partnered with EBR from a production level, including the products for the EBR 1190RX.

AMSOIL has been the recognized leader in synthetic lubrication since 1972. For more information about AMSOIL synthetic motor oils and performance products contact your nearest AMSOIL distributor, or call AMSOIL at (715) 392-7101 or 1-800-777-8491. AMSOIL INC., AMSOIL Building, Superior, WI 54880.

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HIGH-RES VERSION OF THE EBR 1190RX PHOTO AVAILABLE ON REQUEST

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