



DEMO TRUCK "Experience Harley for Free"

READ MORE > PAGE 9

September 1st - 3rd, 2023 Prague Exhibition Grounds (Výstaviště Praha)

www.americanfest.cz

ALL AMERICAN FEST



MONKEY BUSINESS' MATĚJ RUPPERT

Rolls into All American Fest on a Vespa!

No matter if you cruised in on a Harley-Davidson, a Vespa, a different brand of motorcycle, hopped off the subway, strolled over, or tram-tripped your way here – whether it's with friends or family, you're in for a blast! Get set to groove with us in this epic celebration of freedom, music, good food, and the sunny season!

FUNK
FRI AT 22.00
MONKEY BUSINESS

ROCK
SAT AT 19.30
GAIA MESIAH

PUNK
SAT AT 21.00
A CLAN OF WOLVES



BE A JUDGE

TASTE, RATE, VOTE:

It's as easy as pie – taste and tag with a sticker for the top pick!


READ MORE > PAGE 7

9 POLE DANCE BATTLE

QUEST FOR THE POLE ACROBATICS TITLE

Don't Miss This Thrilling Contest

READ MORE > PAGE 9



8 CONVOY POSTAPO GROUP



Join us at our camp for drinks, tea, and a coffee that'll revive even the toughest of post-raid warriors!

SNAP  SHARE

ON SOCIAL MEDIA WITH HASHTAG

#ALLAMERICANFEST

3 BURGERFEST



Enjoy Quality Without Compromise

A CELEBRATION OF AMERICAN BURGERS!

Savor Dozens of Culinary Delights in One Place and Reach the Seventh Heaven of Taste

READ MORE > PAGE 3

4 PRAGUE HARLEY DAYS

Ride in the Parade With Us

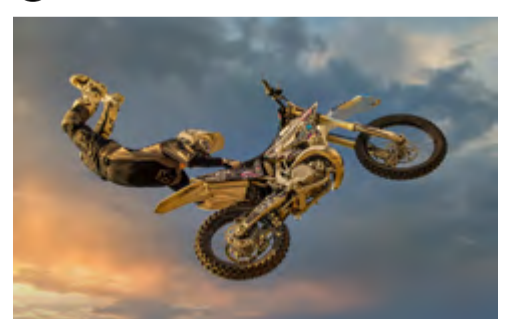
Experience One-of-a-Kind Feeling of Belonging and Enjoyment

MORE INFO > PAGE 4



The parade ride is not only for Harley riders – just like the entire event – it's open to riders of all brands.

7 FMX GLADIATOR GAMES



Catch the World's Top FMX Stars in Action!

FLYING GLADIATORS

The history of FMX began in 1997 when two key figures met...

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FOREWORD

JARDA VAVŘINA

Founder
Prague Harley Days



"Oh, of course, you two were meant to find each other, weren't you?! If it's not something from the US, the gentlemen don't seem to approve. If I were to place two matchboxes in front of you – and mind you, they're ABSOLUTELY identical – and then I told you that one of them is from the US, which one would you choose? Of course, the American one. Because, well, it's American, what else?"

The brilliant film *Cosy Dens* said it for us. And since there are more than two of us who have

a soft spot for America, here we are for the eleventh time – motorcycles, cars, food, music, sports, adrenaline, relaxation, and good vibes made not only in the USA. Well-established brands Prague Harley Days, Burgerfest, and the summer edition of FMX Gladiator Games are getting a fresh makeover this year for the very first time, and as the All American Fest, they're ready to entertain you for three days straight. Thanks for being here and enjoy the ride again, *Easy Rider!*

WOJTA VAVŘINA

Dealership Ringmaster
Harley-Davidson® Praha



Here we go. Another celebration for all the two-wheel enthusiasts out there. All those who know how to have a good time and all those who cherish our hundred-spined Prague. The ones who have a soft spot for that American way of life, BBQ sizzles, the scent of gasoline, and that feeling of ultimate freedom. The ones who get a kick out of hanging out with friends. I know I might sound like a broken record, but I just can't help it – I'm stoked, my friends. Every time Prague Harley Days comes around, I worry if you'll enjoy it. But then, as I wander around the fairgrounds and catch sight of so many familiar faces, and

see those contented smiles of yours, I am glad. I'm genuinely glad that I have a spot to catch up with you all, that over the years, we've built a place where even those who might not have a motorcycle anymore, or those just jumping into the scene, are more than happy to come. It's a spot where all sorts of crazy fun is packed in for everyone, so no one's dealing with the mundane stuff. Yeah, it's a lot of work, but as long as you're having a blast, we're right there with you, having a blast too. So here's to raising a glass for the upcoming eleventh edition of Prague Harley Days. Cheers, my friends!

DAVID PABIŠKA

Ambassador for H-D Pan America™ 1250
CZ & SK



Aside from my sports career, being an ambassador for the Pan America is a truly enjoyable experience for me. The Harley-Davidson family is the largest in the world, and I feel fantastic being a part of it. The Pan America brings me immense joy both on and off-road, without any of the competitive

stress I encounter in my sports career. At PHD, I hope we all have a blast, as we've prepared a demonstration of what the Pan America can do. Swing by the Adrenaline Zone, catch up with me for a chat or a selfie when you see me around. I'm around all three days and can't wait to meet you!

HONZA TOUŽIMSKÝ

Ambassador for Harley-Davidson®
CZ & SK



Why PHD? Harley, that's my true love, the ultimate icon of motorcycles known worldwide, a dream come true for me. For me, the Ultra is a perfect companion for road trips to concerts. After ten years of being

an ambassador, the organizers of open-air events, summer festivals and fans of harder music don't even know me without it. It's a stress-reliever and an occasional adrenaline jolt at the same time.

MARTIN HEŘMANSKÝ

Managing Director
Eastern Europe / Middle East / Africa
Harley-Davidson® Motor Company



I'm pleased that we can once again meet at another annual Prague Harley Days event. This year, we've already enjoyed Harley-Davidson's 120th anniversary in June in Budapest and in July right in American Milwaukee. Now, we have another exceptional event awaiting us in Prague. The 11th edi-

tion of Prague Harley Days this year promises fantastic entertainment, not just for bikers, but also for the wider community. I want to thank everyone who has been working hard on this event for many months. Looking forward to seeing you all from September 1st to 3rd in Holešovice.

The Journey of Prague Harley Days

- What today looks like a perfectly orchestrated event was once just an idea – an idea to do something for bikers and the Harley-Davidson community, and to throw a local celebration for Harley-Davidson's 110th anniversary in Prague. The experiment paid off, sparking excitement and interest. And the ride went on!



Following that, several more editions of Prague Harley Days unfolded, featuring notable guests like Karen Davidson, the great-granddaughter of the brand's founder, and motorcycle customization maestros like Russell Mitchell, among others. And then, it happened! Prague seized the opportunity to host Harley-Davidson's 115th anniversary celebrations, attracting over 110,000 bikers from all corners of the world to our vibrant capital. It's hardly surprising, considering that, besides Harley-Davidson's birthplace in Milwaukee, USA, Prague was the only place to host such a grand

celebration. And the experience? Undoubtedly priceless!

THE ORGANIZERS of Prague Harley Days were steadfast in their belief that the best was yet to come. Thus, another edition emerged, possibly the last "normal" one for a while – prior to tests, masks, sanitizers, and social distancing becoming the norm. Then, unexpectedly, the COVID crisis arrived, causing many events to be postponed or canceled. But the Prague Harley Days team doesn't take "no" for an answer. They saw the crisis as a challenge, crafting the Concert for 10 Million project to combat fear and misinfor-

mation. They teamed up with Prague Harley Days, incorporated Burgerfest into the equation, and even during times of financial constraint, they waved off entrance fees. And it worked, boasting the highest attendance ever up to that point, defying all odds! In 2021, a similar scenario unfolded – the COVID crisis – and Prague Harley Days joined forces with Burgerfest for another edition, marking Burgerfest's 10th anniversary.

THE YEAR 2022 set new records for attendance. We partied like rockstars because, for a change, it was Prague Harley Days' turn to celebrate its 10th anniversary. And boy,

did we celebrate! Last year's event was an absolute blast from every angle!

SO, who says we should call it quits in our prime? Certainly not us! And that's precisely why we're back again this year! Except this time, we're embracing the identity of All American Fest. The event, the team, the partners – they don't comprehend the word "impossible." History doesn't care about your falls; it cares about how many times you got back up. So, like us, go after your life goals and soak up every moment of this awesome get-together, full of freedom and like-minded folks of goodwill!

NEWS

Brand New Harley-Davidson CVO™ Motorcycles

- Harley-Davidson elevates the motorcycle riding experience with the introduction of two premium 2023 models from Custom Vehicle Operations™ (CVO™). The new CVO™ Street Glide® and CVO™ Road Glide® models showcase advanced technology, enhanced rider comfort and dynamic performance propelled by the powerful new Milwaukee-Eight® VVT 121 engine.



The mission of the new CVO™ Street Glide® and CVO™ Road Glide® models is to advance every aspect of the Grand American Touring motorcycle experience," said Jochen Zeitz, Chairman, President and CEO of Harley-Davidson. "These models set a new standard for Harley-Davidson performance, technology and style, accelerating the evolution of the world's most desirable motorcycle brand." The new CVO™ models feature stunning new design clearly evolved from the familiar shapes of previous Harley-Davidson® Grand American Touring motorcycles. Both models feature fairings with integrated venting and LED signature lighting with integrated

LED turn signals. The new 121-cubic inch V-Twin Milwaukee-Eight® VVT 121 engine establishes a new benchmark for factory-installed torque and displacement available in a Harley-Davidson® Touring motorcycle.

THE CVO™ Street Glide® and CVO™ Road Glide® models introduce an all-new suite of infotainment technology powered by the new Skyline™ OS. A 12.3-inch TFT color touch screen replaces all analog instrumentation and most switches. This premium display is customizable within three distinct view options and is compatible with Apple and Android devices. Wi-Fi connectivity enables wireless connection to a rider's de-

vice, and a Bluetooth® receiver for wireless headsets is built into the system. Both models feature expanded media storage compartments with a USB-C connection point. A premium, high-performance Harley-Davidson® Audio powered by Rockford Fosgate® Stage II four-speaker audio system is powered by a new 500-watt RMS amplifier.

FOR the first time the CVO™ Street Glide® and CVO™ Road Glide® models offer selectable Ride Modes – Road, Sport and Rain – that electronically control a specific combination of power delivery, engine braking, Cornering-Antilock Braking System (C-ABS) and Cornering-Traction Control

System (C-TCS) settings. High-performance front and rear SHOWA suspension components promote confident handling. Premium Brembo™ braking components offer outstanding braking feel and performance for added rider confidence. Each model is offered in two highly detailed paint and finish options.

FIND out more about the all-new the CVO™ Street Glide® and CVO™ Road Glide® models on H-D.com and at your local dealership. At Prague Harley Days, you can see the new CVO™ Street Glide® and CVO™ Road Glide® models during the All American Fest at the H-D New Bike Expo and Museum in Křižík Pavilion C.

HARLEY-DAVIDSON CVO™ 2023



FLTRXSE CVO™ Road Glide®



FLHXSE CVO™ Street Glide®

ALL AMERICAN FEST

Prague Harley Days s. r. o. • Editor-in-chief: Zorka Horká • Editors: Lenka Wehrenberg, Lenka Netušilová • Design and Layout: Ladislav Osvald, Roman Osvald • Proofreader: Lada Krutílová • Translation: Kristýna Makovičková • Right of veto: Michal Šesták

Burgerfest's
founding father
Zdeněk „Zed“ Strížek

- Get ready for a foodie adventure like no other! We're hooking you up with a bunch of mouthwatering snacks that'll take your taste buds to cloud nine.



Burgerfest

A Celebration of American Burgers!

Imagine diving into a burger wonderland – we're talking about burgers made with the freshest, top-notch ingredients. These aren't your regular burgers; they're the rockstars of the food world. Burgers have their own VIP spot in the culinary universe, and guess what? You're in for a flavor-packed symphony that's all about quality, no compromise.

HOLD onto your taste buds, 'cause it's not just about burgers – it's about unleashing superfood vibes and riding the wave of adventurous eats. Your burger, your rules – mix it up, experiment, and let your cravings call the shots. This isn't just food; it's a full-blown taste experience that'll light up your senses like never before. But here's the deal – time's ticking, and you don't wanna miss out before everyone's chomping down. Snap pics, share the foodie love on social media, and make everyone drool.



FRIDAY, SATURDAY, SUNDAY: Culinary Show with Zed
SATURDAY, SUNDAY: amateur grillmaster competition (based on number of entries)
SATURDAY: pipMaster David Kubricht / Barbecue Guru
SATURDAY: Daniele Govoni / MeatEater Praha
SATURDAY: Tomáš Vávra
SUNDAY: Grill session with the legendary Zdeněk Pohlreich and Zed
SUNDAY: Tomáš Měcháček / Even a Burger Can Have Its Own Stand-Up

CONTEST



Firing Up The Grills at Burgerfest!

- You're a foodie, and the moment you catch a whiff of something sizzling on the grill, you're hit with an irresistible urge that practically knocks you off your feet, and then it's an all-you-can-eat feast? Well, then step right up and take a shot at winning an ultimate all-American ride for the entire weekend at Burgerfest 2023! And even if luck isn't on your side this time, don't sweat it—head over to the nearest stand and start honing those eating skills for next year's showdown! The top prize is provided by our partner TUCAR. Need to know more about how to join in? Just swing by our Infopoint!

SNAP & SHARE on social media with hashtag **#allamericanfest**
#burgerfest **#grill** **#grilling** **#grillmaster**

PERSONALITIES

Zed and the History of Burgerfest

- For those who have attended Burgerfest in recent years, the name Zed needs no introduction. But if you are experiencing it for the first time this year, get ready to meet not only the Burgerfest guru, but also the man behind its creation, its face, and its driving force.

If we take a journey back over a decade, we find ourselves in a Břevnov restaurant with local business owners who, led by Zed, shared a dream of an event with a similar format. They were determined to show the Czech public that the hamburger was not just a dry meatball, as it had been when it was created in the German port of Hamburg and was (according to one theory) much more affordable even for the poor, unlike the expensive slab of beef. The 'Hamburg steak' then came to the USA thanks to sailors and immigrants who, for the sake of convenience, began to put it between two slices of bread and later (allegedly in 1891) in a bun divided in half.



nic like a pro. Americans totally love these shindigs – it's a chance to hang with the fam, chill with friends, shoot the breeze with co-workers, and maybe even have a chat with a random passerby.

THE BŘEVNOV crew didn't stop at just dreaming; they took action. The history of Burgerfest began to be written 12 years ago at a local festival. The next event happened at Náměstí Miru, and eventually, the event found its "permanent" home at the Prague Exhibition Grounds.

IT wasn't just by chance that Zed and his buddies teamed up with the crew from Prague Harley Days. They were all about creating stuff, being tight-knit, vibing with that American way of life, and making sure things were done right, with top-notch quality. And guess what? American bikes and grub are like a match made in heaven! So when they joined forces, they kicked things up a notch, sparking a collaboration that's all about soaking up the summer vibes, embracing that classic American lifestyle, and diving into their favorite national pastime – barbecue and grilling. And let's be real, in the US, everyone's a grill master! Whether it's at home, in backyards, at festivals, work gigs, family get-togethers, or even in parks... Heck, even parks have grilling setups, so you can pic-

THE BURGERFEST philosophy goes way beyond claiming that burgers belong in the culinary scene. It's all about showing that when you put your heart into it, burgers become a diverse and precious culinary gem. Starting with fresh, high-quality ingredients and meat is a given. But burgers aren't just limited to beef, pork, or chicken. Around the globe, you can feast on burgers made from bison, crocodile, kangaroo, camel, ostrich, and now there's the veggie trend. And don't think quality takes a back seat after the meat – oh no! The bun that holds all that juicy goodness is equally essential. Take Zed, for instance – he teams up with local suppliers, putting everything through the wringer of tests before the final magic happens, guaranteeing an explosion of flavors and aromas that'll blow your taste buds away.

SO, which aspect of all this captivates and entertains Zed the most? "The variety, imagination, improvisation, trying something new, experimenting with different ingredients, the originality, the joy, and the artistry!" And you can experience it all firsthand with your taste buds at Burgerfest this weekend!

TUCAR

American Cars at Prague Harley Days

We're TUCAR, authorized dealer and service hub for US vehicles. For the fifth consecutive year, we're thrilled to join Prague Harley Days! You can find our exhibit in the demo zone, side by side with Harley-Davidson motorcycles. Just like you have a zeal for two wheels, we're equally enthusiastic about cars. Our cars also traditionally accompany the motorcycle parade through Prague.

COME and check out some cool US cars from brands like Dodge, RAM, Chevrolet, Cadillac, Chrysler, and Jeep! And guess what? The big highlight of this year's event is the showcased camper van conversions. You'll also get a glimpse of accessories

and upgrades, plus we've got demo rides lined up with selected models for those who are curious and eager to try them out!

YOU can check out beautiful Dodge RAM pickups in various customized styles, and there will also be a few US veterans on display – that's just classic!

BUT wait, there's more! If you're up for more than just cruising, come and compete, show off your skills, and you could win big – a weekend rental of a US vehicle! And if you're feeling extra confident, why not take on the reverse-in-a-RAM challenge? The ultimate prize? Yep, you guessed it – another weekend rental of a cool US ride!



SNAP A MEMORY WITH AN AMERICAN CAR AND SHARE IT!

More info:



TUCAR

ROUTE 66

Radio 66

Hop on our wave and come along to discover Route 66, America's main road! Radio 66 plays the "best American music on the road". Experience the vibes as if you were cruising down the legendary Route 66 yourself! Tune in for interviews with interesting people, join the chat, come up with topics for discussion! Have a song played for your parents or friends, or send a shoutout to buddies who are tuning in from a motorcycle rally or another event on the other side of the country!

DOWNLOAD the Radio 66 app and pass it on to your friends! Let everyone who can't be here enjoy the atmosphere of celebrating freedom, life, and the roar of Harley-Davidson engines during the parade ride through Prague! Tune in to Radio 66 online and let it be your guide through the three days of the All American Fest!

THE broadcast is brought to the listeners by the Czech Route 66 Association, the most active organization related to Route 66 outside the US.



SERVICE

PHD Service & Repair

Motorcycle giving you a hard time? Whether it's a stubborn start or an unexpected nail in the tire, don't sweat it! The exclusive HARLEY-DAVIDSON® PRAHA service is here for you, right next to the DEMO TRUCK. Our PHD service is your ultimate stop for Harley-Davidson motorcycle essentials: reviving a dead battery, swapping batteries, refreshing immobilizer batteries, spark plug checks and replacements, tackling tire issues, oil changes, brake fluid updates, and more. Just a heads-up, though – we won't be giving your engine a complete overhaul on the spot!

WHEN things get a bit more complex, no worries. We're not just here to fix your bike; we've got your back with moral support too. If things take a bigger turn, we'll transport your ride to our Šalamounka base (Harley-Davidson Praha), where we can connect you with authorized service or keep your bike safe and sound.

NOW, if you decide not to roll with our original H-D® service at Šalamounka or you ride a different brand, don't be shy – toss your bike issues onto your mechanic's plate, they'll appreciate it! But rest assured, if your non-Harley bike faces a hiccup at All American Fest, we won't leave you hanging. We're dedicated to getting you back on the road, whatever you're riding.

COUNTRY

When You Say Clogging...



• Ever caught yourself boppin' along to country tunes, feeling like your feet are having their own little jam session? Well, guess what – when it comes to clogging, your feet truly take the stage! It's a classic American country dance move where the dancers sport special shoe pads to tap out the rhythm of the music.

The CROCK 14 dance group has been nailing this groove for years, even honing their skills in the US where clogging was born. And at this year's Prague Harley Days / All American Fest, you're in for a treat – you can again see a full-

-on dance showdown featuring clogging and modern country dance moves, courtesy of the awesome CROCK 14 dancing squad. They're gonna hit the stage and knock your socks off (well, figuratively, at least) with a bunch of electrifying perfor-

mances. Picture a mashup of modern country beats and good ol' American tap, all bundled up in a whirlwind of energy, killer rhythms, and passionate dancing, all in perfect sync and the rad costumes – think short skirts, fringes, and cowboy hats. Get yourself ready for a fully visual and auditory treat.

AND best of all – it's not just a one-way show! If you're feeling the itch to move, you can jump in and try some simple steps. The dance sessions include quick lessons of modern country line dancing – the kind that's a hit in American country clubs. Don't sweat it, modern line dancing is a bit easier than tap, so you'll be grooving in no time. Learn the ropes in just 10 minutes and then strut your stuff in sync with the music. That's the heart of it all – soaking in the dance vibes through your eyes, ears, feet, and the whole body.

READY to give it a shot? Swing by the Small Music Stage and let loose. Who knows, you might just unleash a hidden dance maestro within!

SNAP & SHARE on social media with hashtag **#allamericanfest**



NFC TRON

Fast Payments With NFCtron

• We've listened to your wishes and feedback from last year's event, and this year we're making some changes.

Based on the feedback, we are increasing the capacity of the recharge points that will be available on the venue and we are waiving the first recharge fee for those who recharge their chip credit at the venue! All the associated charges have been covered by the All American Fest team. Our aim is to ensure you have an absolute blast at the festival. Plus, the chip wristband does double duty as your ID badge, handed over when you walked in with a valid ticket.

DID you top up your credit online through NFCtron Tickets? Awesome! Head to the charging

station, present the QR code for top-up, and simply activate your chip-embedded wristband! You can leave your wallet behind and enjoy the event without a second thought. If you didn't pre-charge your chip, no worries – you can recharge it on the spot, totally free, with cash or a credit card. And after you've charged up, make sure to hold on to the printed paper stub. You'll use it later to refund any leftover balance to your account. Unused cash can be refunded for FREE to accounts in CZK and EUR within two weeks after the event ends.

WHEN you're shopping with vendors, it's a quick and easy pro-

cess. Just put your chip onto their payment device and they'll show you the balance. You can also keep track of it through the NFCtron mobile app or your online account.

CONTROL your spending with NFCtron mobile app. Get the mobile app, enter your activated chip, and keep an even closer eye on your spending! In addition, you can rate the orders you've placed using the app and ask for a hassle-free refund of any unused credit to your bank account within 14 days after the event.



HOG ZONE

NEW 2023 BIKES

Come Try the Latest

• Get ready to rock in the H.O.G. Chapter Prague zone! Join us for a whirlwind of fun, chill vibes, and a major celebration of our thirtieth anniversary – we're all about making memories! Come on over and soak up the laid-back club atmosphere, where we're not just partying, but also forging friendships with other clubs, enjoying the cozy camaraderie, and reminiscing about the awesome history of the Prague Chapter. From our long-standing history, this year we're also diving into the latest technologies! Ready to meet the 2023 CVO™ Road GlideR Touring and CVO™ Street GlideR Touring? ONLY WITH US can you actually SIT ON these bikes, fire them up, and check out most of their controls – these are the cutting-edge Harley-Davidson models that pre-

miered in Budapest during the 120th anniversary bash! Drop by to experience these cool rides on Friday from 16:00 to 18:00 and on Saturday and Sunday from 14:00 to 16:00. Get a taste of adventure, passion, and boundless freedom this weekend! Hang with us the entire time, from sunset to sunrise. Once darkness falls, the H.O.G. zone transforms into a real party scene, powered by Jack Daniels and the Hot Peppers truck with pole dancers cranking up the heat for some SERIOUSLY HOT moments... Just so you know, the CVO™ Road GlideR Touring and CVO™ Street GlideR Touring models will be on display throughout the entire All American Fest at the H-D New Bike Expo and Museum in Křižík Pavilion C (except for the times mentioned above).



But guess what? You won't find that special touch-and-feel experience anywhere else – it's our exclusive treat in the H.O.G. zone!

EVENT

Parade Ride

• You know what's the absolute must-have during this three-day bash? It's the classic cruise through Prague, happening just in the middle of the action on the second day.

Just like a Harley can't be without its Davidson, Prague Harley Days would be nowhere without its motorcycle parade! A convoy of gleaming Harley-Davidson beasts will rev up and hit the road from the Prague Exhibition Grounds straight to the heart of Prague on September 2 at 10:30 sharp. If you've got a ride of your own, hop on and join for a ride that's straight-up magic and a highlight of the whole event. The legendary Prague Harley Days / All American Fest Parade Ride pulls in thousands of folks every year, not just from around the Czech Republic, but from all over Europe and beyond. It's a real showstop-

per for Prague locals, tourists, families with kids, and folks just wandering by. The sight of those Harley-Davidson machines rolling through the city is like a jaw-dropping sight and a sweet break from the norm. And here's the kicker – the invite's open to all you motorcycle enthusiasts, no matter the brand you ride. Just pick up a motorcycle armband at the INFO booth inside the grounds by 9:00 on Saturday, September 2, and you're all set to join the Parade Ride. It's your ticket to a once-in-a-lifetime experience and that feeling of being part of something awesome that might never come your way again. So, ready to rev and roll with us?



ADRENALINE ZONE

Workshop: Pack With Igor



BIKER GAMES

All you need is skill and courage

• Try your luck in one of the Biker Games at the HOG Zone, happening on Saturday, September 2, from 15:00 to 18:00. So, what's in store for you in terms of competitions? We're keeping the good vibes rollin' from last year's Biker Games, which means everyone's welcome because you don't need a motorbike to take part! It doesn't matter if you rode in on a tram, subway, or just strolled in with your fam – you're all in for a good time. All you need is your knack for fun, a splash of courage, a pinch of competition, and if your little ones, partner, or pals wanna cheer you on – even better! Just swing by our stand at the HOG Zone on Friday, September 1, between 14:00 and 18:00 to register. But hey – spots are limited, so claim yours quick! Get ready to tackle



unique challenges like nail pounding, beer hangman, arm wrestling, an oil-can toss, and a tire toss for the muscle men (or women), and our signature "beer, wafer, rum" combo. Survive that, and you'll survive pretty much anything! If you clinch a victory, get set for some sweet prizes and rewards. And if you don't snag the top spot, no sweat – the real win is being part of the crew, having a blast with some of the quirkiest peeps around! We're stoked to see you there!!!

INFOTAINMENT

Important phone numbers



European emergency phone number **112**
Event organizer **+420 771 278 308**
PR & MEDIA **+420 724 542 263**

ALL AMERICAN FEST PROGRAM

FRIDAY Sept. 1st

14:00 EVENT GROUNDS OPEN

FONTANA STAGE

17:30 – 18:00 STARWALK
acoustic rock | CZ |
18:00 – 19:30 POLE DANCE BATTLE + STARWALK
20:00 – 21:00 PUMPA
hardrock | CZ |
22:00 – 23:00 MONKEY BUSINESS
pop, funk | CZ |

COOKING STAGE

16:30 – 17:30 COOKING SHOW ZED
& SPECIAL GUEST

SMALL MUSIC STAGE

15:30 – 16:00 CROCK 14
country dance | CZ |
17:30 – 18:00 CROCK 14
country dance | CZ |
21:00 – 22:00 PIŇAZI DE?
rock | SK |

ADRENALINE ZONE

15:30 – 16:00 FMX GG SHOW OPEN AIR
16:00 – 16:30 DAVID PABIŠKA & PAN AMERICA
/AMERICAN SPORTS
19:30 – 20:00 FMX GG SHOW OPEN AIR
20:00 – 20:30 DAVID PABIŠKA & PAN AMERICA
/AMERICAN SPORTS

OTHERS

14:00 – 18:00 H-D DEMO RIDES
14:00 – 18:00 BURGERFEST
Grill Zone
14:00 – 18:00 REGISTRATION
FOR SATURDAY'S BIKER GAMES
14:00 – 20:00 PARKING RAM
competition TUCAR
14:00 – 20:00 CUSTOM BIKE SHOW
REGISTRATION
until Saturday 10:00
22:00 – 00:00 DJ BIG SHOCK! BEAST!
HOG Zone

SATURDAY Sept. 2nd

8:00 EVENT GROUNDS OPEN

FONTANA STAGE

12:15 – 13:00 PRAGUE EAGLES CHEERLEADERS
parade and the show
13:00 – 13:20 CEREMONIAL OPENING
AND LIGHTING OF THE GRILLS
13:30 – 14:30 THE BEAUTIFULS
rockabilly | CZ |
15:30 – 16:30 MADAM ROYAL
hardpop | CZ |
17:15 – 17:30 ANNOUNCING PHOTOGIRL
17:45 – 18:30 SOUND CITY
classic rock | CZ |
19:30 – 20:30 GAIA MESIAH
crossover | CZ |
21:00 – 22:00 TRAVIS O'NEILL & CLAN OF WOLVES
punk&rock'n'roll | IR/CZ |

COOKING STAGE

14:45 – 15:15 DANIELE GOVONI (IT)
MEATEATER
Europe's best steak grillmaster
16:45 – 17:15 BURGERŽROUT
18:30 – 19:00 DAVID KURBICH (CZ)
pipMASTER
Czech BBQ guru
20:30 – 21:00 TOMÁŠ VÁVRA (CZ)
Premium gastro show

SMALL MUSIC STAGE

10:30 – 11:15 CROCK 14
country dance | CZ |
14:30 – 15:00 CROCK 14
country dance | CZ |
17:00 – 17:45 PLAN B
rock | CZ |

18:30 – 19:30 JIMMIE BOZEMAN & TONY ROSE
jazz/blues/swing | USA/Scotland |

20:00 – 20:30 CROCK 14
country dance | CZ |

ADRENALINE ZONE

9:00 – 11:30 PARADE
lining up 9:00
departure 10:30
return about 11:30
12:00 – 12:30 FMX GG SHOW OPEN AIR
12:30 – 13:00 DAVID PABIŠKA & PAN AMERICA
/AMERICAN SPORTS
14:00 – 15:00 PACK WITH IGOR BREZOVAR
workshop
15:00 – 15:30 FMX GG SHOW OPEN AIR
15:30 – 16:00 DAVID PABIŠKA & PAN AMERICA
/AMERICAN SPORTS
20:30 – 21:00 FMX GG SHOW OPEN AIR

OTHERS

12:00 – 18:00 H-D DEMO RIDES
10:00 – 18:00 BURGERFEST
Grill Zone
15:00 – 18:00 BIKER GAMES
competition
14:00 – 20:00 PARKING RAM
competition TUCAR
18:00 – 18:30 ANNOUNCING
THE CUSTOM BIKE SHOW
HOG Zone
22:00 – 00:00 DJ BIG SHOCK! BEAST!
HOG Zone

SUNDAY Sept. 3rd

9:00 EVENT GROUNDS OPEN

FONTANA STAGE

12:00 – 13:00 STRAHOV
rock | CZ |
13:00 – 13:30 ZDENĚK POHLREICH:
WITH THE BOSS ON THE GRILL
13:30 – 14:30 STRAHOV
rock | CZ |
14:30 – 15:00 TOMÁŠ MĚCHÁČEK:
EVEN A BURGER CAN HAVE
ITS STAND-UP.
stand-up | CZ |
15:00 – 15:30 CEREMONIAL CLOSING
OF THE FESTIVAL
15:30 – 16:30 JIMMY HENDRIX REVIVAL
| CZ |
17:30 – 18:30 DOGGY BAG
rock-blues | CZ |

SMALL MUSIC STAGE

11:30 – 12:30 CROCK 14
country dance | CZ |
13:00 – 13:30 VOSOLIT!
crossover-big-beat | CZ |
14:30 – 15:00 ROCKS!
| CZ |
15:30 – 16:00 CROCK 14
country dance | CZ |
16:30 – 17:30 D4NM
| CZ |
18:00 – 19:00 CRISPY CHEEKS
| CZ |

ADRENALINE ZONE

10:45 – 11:05 FMX GG SHOW OPEN AIR
11:10 – 11:40 DAVID PABIŠKA & PAN AMERICA
/AMERICAN SPORTS
12:30 – 13:00 FMX GG SHOW OPEN AIR
13:00 – 13:30 DAVID PABIŠKA & PAN AMERICA
/AMERICAN SPORTS
16:00 – 16:30 FMX GG SHOW OPEN AIR
16:30 – 17:00 DAVID PABIŠKA & PAN AMERICA
/AMERICAN SPORTS

OTHERS

10:00 – 18:00 H-D DEMO RIDES
10:00 – 16:00 BURGERFEST
Grill Zone
14:00 – 18:00 PARKING RAM
competition TUCAR

USEFUL DETAILS

RULES

Important Guidelines for Visitors:

- You are in an area with moving motorcycles – be cautious!
- Respect the visitor rules.
- Pay attention to the organizers' instructions.
- Keep the area clean.
- Admire other motorcycles with your eyes only – don't touch.
- Please report all losses and findings immediately to the All American Fest INFO booth.

DRINKS

Refundable cups

- Cups are subject to a deposit and we buy them back.
- We will refund the deposit of 60 CZK to your NFCtron chip upon redemption.

NFCtron

How do I top up the chip?

You can recharge the chip at NFCtron charging spots with cash or card for FREE thanks to All American Fest.

How do I pay with it?

Place the chip on the back of the payment device. Once paid, the vendor will show you a green screen with your order.

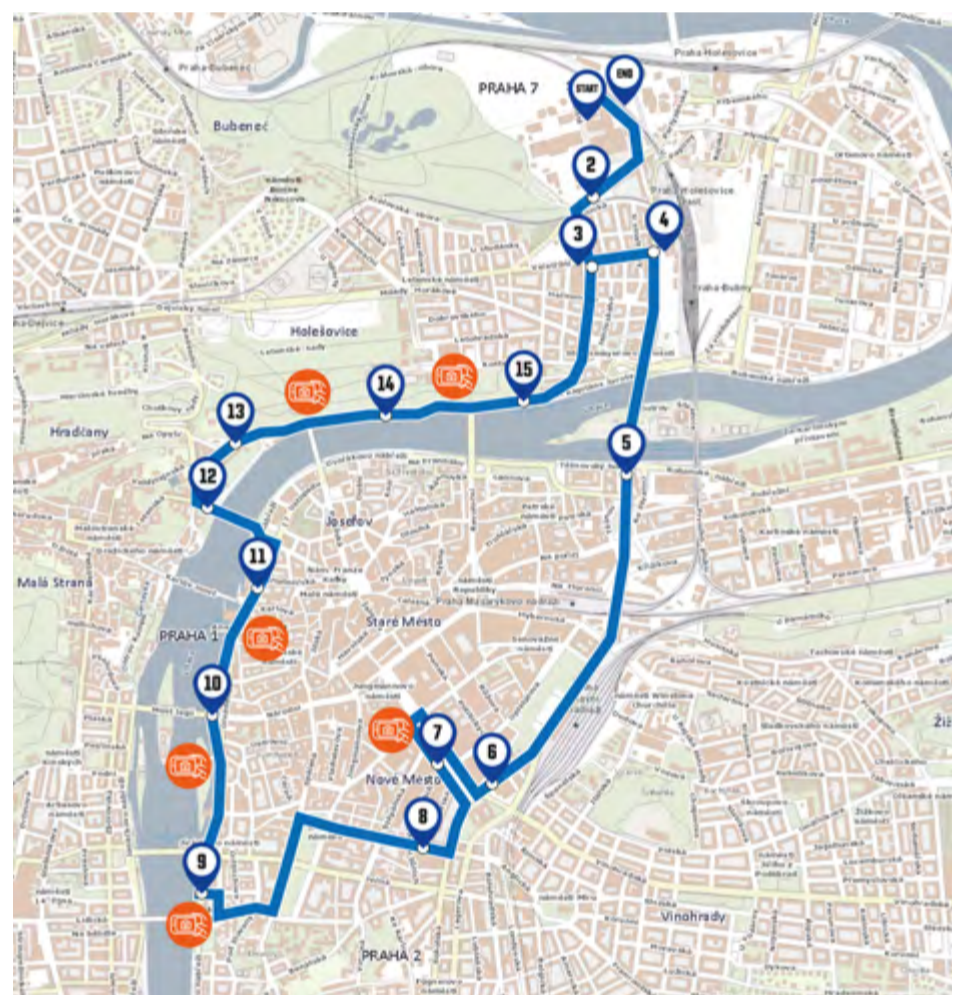
What about the balance?

The vendor will let you know the balance after each payment. You can also track it through the NFCtron app or online account.

How do I get a refund?

Any leftover funds can be easily refunded online to your bank account for FREE within 14 days after the event.

PARADE ROUTE



USEFUL MOTO PHRASES IN 10 WORLD LANGUAGES!

- There are situations that even a fancy translator can't handle. And if there's a place where they pop up pretty often, it's when motorcycle enthusiasts from all over the globe get together, just like at Prague Harley Days!

EASY WITH THE TAP2U APP:

- Make use of helpful phrase translations
- Contribute your own translations where needed
- Rate translations by other users

- Wanna break down to your new Polish buddy why your bike's the best?
- Or maybe you're wondering what the heck that "cabalgada" is that those dudes at the next table are all fired up about?
- And what if you're fluent in three languages and can help your new friends not only order beers but also register for the parade ride or sort out lost documents?

In these and a ton of other cases, the [tap2u] app has your back. It got a special selection of the most useful phrases tailor-made for Prague Harley Days 2023.



INFOTAINMENT

Important phone numbers



European emergency phone number **112**
Event organizer **+420 771 278 308**
PR & MEDIA **+420 724 542 263**

EVENT GROUNDS MAP



PARTNERS OF THE ALL AMERICAN FEST

main partners

partners

main media partners

media partners

Their collaboration, starting with Kuchař's sponsorship by No Fear, evolved during supercross races in Italy in the fall of 1999 into an agreement: Kuchař would learn FMX tricks and Rejman would organize an FMX event in the Czech Republic. And so, in September 2000, the FMX event was born, celebrating its 20th anniversary last year. It took place annually, except for the COVID-related cancellations in 2020 and 2021. The inaugural edition managed to attract world elite, including Mad Mike Jones, Tommy Clowers, and Edgar Torronteras. Amid this talented company, Petr Kuchař, a sole representative of the Czech scene, held his own with remarkable finesse.

IN FEBRUARY 2001, Kuchař and Rejman headed to the USA for a series organized by IFMXF. Kuchař participated in three races there and realized that the global top had advanced significantly within half a year. Furthermore, in the summer of 2000, Carey Hart performed the world's first backflip. Kuchař dedicated himself to training for new tricks. Other riders followed suit – FMX became a new way of life for riders like Petr Pilát, Martin Koren, Libor Podmol, and others.

IN 2001, FMX moved to Prague, then still as part of the international Czech Championship. Andy Bell, one of the later founders of Nitro Circus, also came to Prague. The collaboration and friendship with Andy grew into an ambassadorship for Prague's FMX. Andy was among the most influential FMX riders and helped select riders for the Prague event. In 2003, Kuchař became the first European to perform a backflip, and everyone looked forward to seeing it in the sold-out Pegas Arena in Prague. Unfortunately, he

The History of FMX Gladiator Games

- The history of FMX events in Europe began in 1997 when two key figures of the future Czech freestyle motocross scene crossed paths – motocross rider **Petr Kuchař** and No Fear brand distributor **Marek Rejman**.

got injured, and Andy Bell recommended young Canadian Jeff Fehr to take his place.

DESPITE visa issues and lost luggage, Jeff defied the odds and performed the first flip in front of the Prague crowd. Armed with borrowed gear and an unprepared bike, he entered the arena and executed five flawless flips without any prior practice. His feat not only saved the event but also ignited a thunderous cheer from the spectators and fellow riders. The reverberations near-

ly shook the old arena to its foundations, marking a dramatic conclusion to the inaugural era of FMX in the Czech Republic.

IN 2004, the event was moved to the modern Sazka Arena, propelling FMX performances to an unprecedented level for the audience. This transition sparked fresh creativity, leading to the inception of the FMX Gladiator Games. These games quickly became a global inspiration for FMX events. In collaboration with Prague Harley

Days, it's essential to highlight the historic first flip on a serial-made Harley-Davidson motorcycle. This remarkable achievement was realized by Chuck Carothers during the 10th anniversary edition in Prague in 2009. The 21st edition of the FMX Gladiator Games is set to kick off on December 9th, 2023, at the O2 Arena – we look forward to seeing you there!



1. Marek Rejman and Petr Kuchař during their goodbyes in 2022.
2. Petr "Pilník" Pilát has been riding FMX since he was 10.
3. Petr "Pilník" Pilát in O2 Arena.



PETR PILÁT

• Being a part of this year's Prague Harley Days or All American Fest isn't my first time, but let me tell you, every year I'm loving it even more with this awesome crew! Partly because I've also fallen for Harley's charm, and what's more, I'm proudly representing Harley Davidson® Praha as an ambassador. Plus there's a lineup of incredible guests, stunning bikes, and

all the good stuff you can imagine! The organizers keep upping the entertainment game each year, while we're constantly brainstorming to add new twists that amp up the thrill factor, making our adrenaline-packed show even more captivating, intriguing, and wild for the crowd. And guess what? I won't be flying solo this time either, so you definitely have something to look forward to!

67 TATTOO CREW

Why Get a Tattoo at Prague Harley Days? Why Not?!

- After a year, we're meeting again at the eleventh edition of Prague Harley Days, this time in a fresh outfit under the banner of All American Fest. For the occasion, studio 67 Tattoo has prepared special designs related to the celebrations of Harley-Davidson's 120th anniversary and Prague.

Watch out though: you'll score these exclusive designs only during the All American Fest days, while the ink that will remind you of these awesome moments will be created by the best of us!

RADO, a Slovak specialist in portraits and realism, has been tattooing for ten years and is a sought-after artist in the Czech Republic. He established himself in Slovakia through his own studio. At various tattoo festivals, he honed his style and a sense for detail, which are essential and necessary in realism.

JUST like many tattoo artists, Matyáš started with graffiti and then transitioned to tattooing. Out of his love for art, he studied at the Art & Design Institute in Prague. He has been tattooing professionally for 6 years. His main styles are dotwork and blackwork, but he's open to any other artistic challenges.

ŠTĚPÁN, a talented and ambitious guy, is always eager to learn. His forte is blackwork, fineline, and thanks to his unique style he's been developing, people are starting to take notice of him and booking appointments with him.



IT doesn't matter if you are a biker or not, whether it's your first tattoo or you're looking for a big or small design or inscription! We all share one thing in common, and that's the desire for freedom, freedom in our souls and expression. And it is this exact message that has been carried through tats on our skin since ancient times!

COME find us, no matter where from! Find us at Prague Harley Days or at the studio. The studio will be open throughout the event, just for you and everyone else – our crazy crew will literally split in half! For everyone else, we'll be ready to fulfill any tattoo-related wishes you might have, whether you just want to get to know our studio, have a chat, or consult about a tattoo. You can find our studio in beautiful surroundings near Charles Bridge, at 16 Liliová Street. We're now open on weekends too.

SOMETIMES all it takes is that first step or a few swipes of a tattoo needle to feel the freedom.

We're looking forward to seeing you!
Your 67 Tattoo crew

FEEDBACK

Rate Our Attractions: Your Opinion Matters!

- You'll find 6 cool stickers in the All American Fest newspaper – each one represents a category in which you can cast your vote. You've got one vote per category and then it's totally your call. Look for voting spots around – they're hard to miss! If you really like an attraction and it's blowing your mind, give it your vote by sticking a matching sticker on the sticker board. By doing so, you're making sure all the things you love keep rolling in the years ahead! Your opinion matters big time!



ARMY MOTORCYCLES

Among the showcased equipment, you'll find BMW R 1200 GS motorcycles (1) and BMW R 1200 RT motorcycles (2) used by the Czech Armed Forces. Photo by Capt. Kostelka



Armed Forces of the Czech Republic



• Bring your kids along and explore the showcased equipment of the Czech Armed Forces (CAF) at the All American Fest / Prague Harley Days. Get a glimpse of various ground forces vehicles on display.

Soldiers from the 4th Rapid Deployment Brigade have brought the wheeled infantry fighting vehicle Pandur II and the robust recovery vehicle based on the Tatra chassis. The 43rd Airborne Regiment presents their light vehicle Land Rover Defender 130 Kajman along with handheld weapons. Members of the 31st Radiological, Chemical, and Biological Protection Regiment showcase the chemical reconnaissance vehicles by Iveco.

TRANSITIONING to the skies, the equipment of the Air Force includes not only helicopters, fighter jets, and combat aircraft. It also encompasses air defense units, such as the 25th Air Defence Missile Regiment. They will demonstrate the portable anti-aircraft rocket system RBS-70NG, designed for engaging hovering helicopters, low-flying targets, surface-skimming missiles, lightly armored ground targets, and low-flying threats. This system is operable during day and night, under any interference conditions. The armored vehicle Dingo 2, previously deployed by the CAF in foreign operations, notably in Afghanistan, is utilized by the Air Defence Missile Regiment for transporting the RBS-70NG system and safeguarding soldiers during movement.

FOR over half a century, the Prague Castle Guard has been utilizing various types of motor-

cycles to fulfill tasks associated with the escort of state visits by the President and ceremonial events during foreign dignitary receptions. This year at the All American Fest, the Prague Castle Guard will showcase BMW 1200 RT and BMW 1200 GS motorcycles.

THE MILITARY Police utilizes dozens of motorcycles and proudly presents its KTM S 1290 and BMW R 1200 GS at this year's festival. These motorcycles are primarily employed for traffic control, maintenance of

public order, and escort duties during military events, as well as for monitoring and securing areas of interest. They are also utilized in conducting traffic patrols, safeguarding protected individuals and military convoys, and ensuring traffic safety measures.

ALL American Fest will also feature military medics with an ambulance designed for providing assistance and transferring wounded individuals in the field,

along with members of active reserve units.

CURIOS about opportunities for a career as a professional soldier or a soldier in the active reserves? Inquire about it at the displayed equipment or visit the Czech Army recruitment stand.



Wheel of Misfortune

• **HERE'S A WILD CHALLENGE FOR YOU!** The Wheel of Misfortune made its debut at the 120th Harley-Davidson anniversary celebrations in Budapest. What's in store? You could snag awesome prizes – or take a wild risk...

Why the Wheel of Misfortune? Because it's fun! We handed over a bike wheel to the ingenious creator, Petr from Sector 66, who, as per his usual style, gave it a twist that's purely his. With his visual wizardry, he added that personal touch to the final masterpiece! And the outcome? If you're game to get your hands a bit dirty, come and give it a spin! The wheel is more than just visual flair! You're probably familiar with the Fort Boyard challenge! Contestants spin the tiger's head after entering the code, and you hear that iconic sound. With a bit of imagination, our wheel's sound effect will remind you of that, and with bated breath, you'll await your fate! You could win a ticket to the next All American Fest or some Pilsner beer, and then it's all about the risk! Will you instant-



ly find yourself as an hour-long minion presented to the post-apocalyptic Convoy crew, who'll paint you up so much that even your own mom won't recognize you??? Will they mess up your look and hand you over to the photographer, and everyone will see it? If fear keeps you from facing the post-apocalyptic punishment, you have a chance to redeem yourself from your sudden misfortune and suffering! Such redemption is done, for instance, through squats, push-ups, singing, reciting, dancing, and other challenges! If you're up for it, head over to Convoy's camp and give the Wheel of Misfortune a whirl!

What is Convoy.pa? The Convoy Post-Apocalyptic Group is a highly romanticized vision of what the world will look like once everything goes to hell.

– Petr Vaněk

PETR VANĚK / SECTOR 66

• Go beyond the Wheel of Misfortune and explore the realm of Sector 66 and Convoy – a world intricately intertwined with the name of the artist, Petr Vaněk. Since 2017, he's been collaborating with PHD, showcasing his artistry as a welder who skillfully crafts using motorcycle and car scrap. His creative touch extends to crafting trophies for our competitions as well as keepsakes. Additionally, he's a prominent figure within the post-apocalyptic group that you can visit at their camp during the event! A unique challenge arose when considering what gift to present to Karen and Bill Davidson during their visit to Harley-Davidson's 115th Anniversary. Petr enthusiastically embraced the task. Recently, in Budapest at the Harley-Davidson 120th anniversary celebrations, Bill reminisced when he re-encountered Petr, saying: "You

know, I have my garage with a lot of motorcycles. Every time I enter and switch on the lights, one of the things that catches my eye is a memory from you. It immediately reminds me of how fantastic it was back then!" Petr's response encapsulates this sentiment: "I'm delighted that the works I've left behind evoke such memories of Prague, PHD, and the people. This is proof that everything is as it should be." Keep your eyes peeled—you'll not only spot trophies but also encounter sculptures and artworks that Petr affectionately refers to as "freaks". Find us, come and have a good time, and capture your crazy composition with one of Petr's creations. Share, like, and spread the excitement!

SNAP & SHARE on social media with hashtag **#allamericanfest**



HISTORY

H-D® New Bike Expo & H-D® Museum

This year, as part of the All American Fest and the 11th Prague Harley Days, we've prepared an exhibition that celebrates not one, but two anniversaries! The Harley-Davidson Club Prague (H-DCP) is marking 95 years since its inception, making it the oldest continuously operating H-D club in the world. Meanwhile, the Harley Owners Group (H.O.G.®), which brings together Harley-Davidson motorcycle owners, has been around for 40 years! And our Prague HOG is celebrating its 30th anniversary this year. All of this will be showcased at the H-D® New Bike Expo and H-D® Museum! Get ready to delve into shared history, artifacts from both clubs, the founding charter of H-DCP, trophies from motorcycle competitions, and of course, we'll proudly display the certificate from Bill Davidson. Come and discover a few vintage pieces, like the ones sold directly in Czechoslovakia back in 1928 at Mr. Tesárek's store, who



was the exclusive importer of Harley-Davidson® motorcycles to Czechoslovakia. One example is the Harley-Davidson J 1000 with a sidecar. You can also explore the latest offerings from this legendary brand, including the CVO™ Road Glide® Touring 2023 and CVO™ Street Glide® Touring 2023. This motorcycle exhibition is designed to captivate not only bikers but also those who are less familiar with the world of motorcycles. Our goal is to bring everyone closer to the Harley-Davidson culture and share the passion we hold dear, in hopes of igniting your own. You're warmly invited – come soak up the atmosphere at the H-D® New Bike Expo and H-D® Museum! We believe that the story of Harley-Davidson will touch you and that you won't be immune to its charm. We look forward to celebrating the 120-year journey of crafting exceptional Harley-Davidson® motorcycles together at this magnificent anniversary afterparty!

Experience Harley for Free



• Harley-Davidson – it's all about adventure, freedom, and lifestyle. Whether you already own a Harley motorcycle and are looking for something new, have a different brand, or simply dream of a Harley-Davidson machine and haven't had the chance to ride one yet, the best experiences begin with a demo ride!

Don't be shy – come meet us and try a different motorcycle than you have at home! It's free, right at Prague Harley Days! See for yourself; you might fall in love! We break myths!

THE UNMISSABLE truck brought over twenty of the latest Harley-Davidson motorcycles from the Sport, Cruiser, Grand American Touring, and Adventure Touring

categories, all available for you to try! Get registered on site at the DEMO TRUCK area (you'll find it on the map). You need a valid A category driving license and proper riding attire (helmet, long pants, jacket, sturdy ankle-high boots, gloves)! Test rides are organized rides of approximately 30 km. Due to capacity reasons, the number of test rides is limited to two motorcycles per person per day.

PHOTOGIRL 2023

Choose the Winning "Prague Harley Days PhotoGirl 2023"

• This Year's Premiere!!! The pre-finals of the Czech & Slovak PhotoGirl beauty contest are taking place as part of Prague Harley Days!

You won't just see some sweet Harley-Davidson bikes and cool American rides from TUCAR, but also the beautiful finalists of our contest! Guess what? You get to decide who grabs the Prague Harley Days PhotoGirl 2023 crown! Use the voting cards handed out to you by the competing girls at the Exhibition Grounds and vote for your beauty queen.

sino in the mobile casino at the demo zone and play a real game of Blackjack against a live dealer, just like in Vegas! Except here, you don't risk your entire paycheck, fortune, marriage, or the pants you're wearing (real money is not at stake). Instead, win tokens and receive a voucher for purchasing a burger or beer at Burgerfest.

TAKE A PHOTO WITH OUR GORGEOUS FINALISTS!

SNAP & SHARE on social media with hashtag **#allamericanfest**



POLE DANCE BATTLE

Quest for the Pole Acrobatics Title

Breathtaking atmosphere, stunning acrobats, rock band live, and an unforgettable show! Get ready for the Pole Dance Battle, the annual sensation at Prague Harley Days. You might think you know pole dancing, but conquering pole acrobatics is a whole different level of impressive. This sport is no joke – it takes serious hustle, from strength and flexibility to nailing the dance moves and, most of all, a ton of guts.

GET in the groove and cheer on the pole virtuosos as they battle it out for the acrobatics crown. Expert judges will do their thing like they do every year, but this

show's got you in the mix too. You, alongside the Starwalk band belting out the greatest rock hits, will set the right stage for the competition. This explosive rock-dance fusion is a Prague Harley Days exclusive, and you're in for the ride.

DON'T even think about missing this unique acrobatic showdown! Roll up on Friday, September 1st, before 18:00 at the main stage. Let's give these contenders a standing ovation that'll shake the arena!

SNAP & SHARE on social media with hashtag **#allamericanfest**



THE MIGHTY AMERICAR

• Get ready for a blast at the inaugural All American Fest! Here's your chance to dive into a unique Car Show filled with decked-out and tricked-up American rides. It's like a time warp between old-school and modern America. Picture this: a mix of classic gems and fresh rides, all ready to steal the show. Get up close and personal with stunning beauties like the legendary Shelby Cobra and the sleek Shelby Daytona. And that's just the tip of the iceberg when it comes to the iconic U.S. Muscle Cars that are revved up and ready to roll.



ALL AMERICAN FEST

FAMILY ZONE

Bring your little ones over and let them have some fun too!

• We've got a game zone all set up, just for them. They can jump in, play around, and even go head-to-head for some sweet little prizes. Chances of them wanting to run away? Zero! And what can the little ones look forward to? Lots of toys from Mattel, so of course Barbie or Hot Wheels cars. The Family Zone is gonna be the hotspot for kiddo excitement, so be sure to check us out!



MUSIC

Travis O'Neill



• You can catch Travis O'Neill with A Clan of Wolves and their rock-in' blast on the main stage right after the electrifying performance by Gaia Mesiah. Prepare to be treated to an exclusive sneak peek of their upcoming tracks from their yet to be released new EP. And hey, since we've been riding with Travis for some time, we've picked his track "Drop" to set the vibes for the All American Fest aftermovie.

FOOD & DRINK

Burgerfest and Prague Harley Days 2023

• For four years running, Burgerfest and Prague Harley Days have teamed up to create an unbeatable combo of great food and good times. This unique food and cultural festival, proudly organized under the auspices of the US Embassy in Prague, showcases the culinary skills of carefully selected burger joints from Prague, the Czech Republic, and beyond. The festival has been serving up deliciousness since 2012 and is backed by the grill masters themselves – the BBQ Pit Boys from the USA and their chapters, who regularly take part in our barbecue shows. Burgerfest's lineup is a tribute to American street-food gastronomy, spiced up with other street-food concepts from around the globe, featuring 60+ vendors across a 250-meter stretch, serving up a range of mouthwatering



street foods. And don't worry in case you're thirsty – you can wash it all down with some Pilsner Urquell beer or a refreshing non-alcoholic drink from Sodovkárna Kolín. And if you're looking for something stronger, selected bars have got you covered. Oh, and guess what? Top-notch Mohaji coffee, desserts, and a delightful variety of ice creams are also on the menu.

BURGERFEST

Amateur Competition



• Passionate about grilling? Always eager to experiment with new recipes, techniques, and tricks? Consider yourself an aspiring grill master? Well, it's time to assemble your crew and step up to the challenge for the coveted title of Amateur Grill Master! Unleash your grilling prowess and team up to create the ultimate culinary masterpiece. Our Last Judgment pan-

el will taste and decide your destiny – will it be victory? The champion walks away with valuable prizes (a keg of Pilsner beer)! And hey, if the stars don't align in your favor, fret not! You can drown your sorrows at countless stalls offering all sorts of grilled delights, accompanied by some tasty beverages! So, fire up those grills and get ready to grill your way to glory!

Custom Bike Show

• “Why on earth would someone drop a ton of cash on a motorcycle, toss in another load of dough for some super-charger thing, and end up with something you can’t even ride properly?” **Because it’s a seriously awesome feeling!**

You want an original, you want it to be the only one in the world, and it doesn’t matter how much it costs! Sure, it may come with some discomfort, but the satisfaction is beyond amazing! When you build a bike in a certain style, you know you’ve got the only prototype in the world right in your home garage. Whether you’re tweaking something you’ve seen before or going all out to create an entire-

ly original piece, it’s all about letting your creativity loose while following a few guidelines to fit the category. Lately, café racers, scramblers, and trackers have been all the rage – folks are taking a trip back in time, harkening back to 1920s England where it all began, and riders raced their DIY-modified illegal bikes from point A to B. Speaking of H-D, its roots trace back to Route 66 and the post-war era when war



veterans brought their dismantled Harleys home, rebuilt and customized them to their taste. And let’s not forget the bunch of home DIYers who jumped in, resurrecting and revamping their old rides.

OF COURSE, not all custom builds are unrideable! But there are some seriously bold categories out there, like Radical Custom – the royal category. This is where

things get really wild and daring, and sometimes these creations aren’t even street legal.

RADICAL Custom is one of the categories at the Custom Bike Show. This is a category where you build everything on the original engine, including the power pack.

ANOTHER category in this year’s Custom Bike Show will be the Modified Harley-Davidson.

Here, the requirements are that the original engine and frame must be used.

AND lastly, we’ve got the ‘Best of’ – revealing the ultimate winner among all the competing bikes and chosen by the awesome crowd at All American Fest. The voting kicks off right after the parade ride, and we’ll spill the beans on who takes the top spot on the stage at 18:00!

main partners



partners



BOHEMIAN CUSTOM MOTORCYCLES

Register for the competition at: info@bcmotorcycles.cz. Registration is open until Saturday, September 2nd at 10:00

WELCOME, PAUL!



Nedoklubko

• You probably already know that the Harley-Davidson dealership in Prague has been supporting the Nedoklubko non-profit association for the third year in a row.

Nedoklubko was formed by a group of moms who gave birth prematurely and have been providing assistance to others across the Czech Republic for 21 years. In May, 2023, they launched a new project called “Welcome, Paul,” with the goal of establishing a highly specialized training center for teaching acute care for extremely premature babies in our country. The centerpiece of this project is the Paul simulator, which replicates a baby born in the 27th week of pregnancy, weighing just 1000 grams. It allows medical professionals to practice life-saving procedures for these tiny preemies.

ko has already raised over 600,000 CZK. You can also contribute to Nedoklubko’s effort to achieve their important and much-needed goal. Support Paul’s journey to the Czech Republic by visiting www.darujme.cz/paul.

THANK you for being part of this meaningful cause and supporting families on their challenging journey. We’re excited to welcome you to our booth during All American Fest!

Support Paul’s arrival to Czech Republic!



THE TOTAL amount needed for the project exceeds 1,500,000 CZK, and thanks to the H-D Nedoklubko Challenge, Nedoklub-

POLICE

Welcome to the Police Zone

• For years, the Prague Harley Days parade ride has been accompanied by members of the Police of the Czech Republic’s MOTO TEAM – no big surprise there.

But this year, PHD brings a new addition: an exhibition showcasing police technology and activities that you can visit this weekend. Swing by to see the BMW R 1250 RT police bikes, the real deal for modern European cops when it comes to traffic control. On the two-wheel side, we’ve got the BMW 5 Series Sedan sporting police colors, or you might spot it blending in undercover. The Škoda Superb Combi is also joining in the police color fun, along with our special addition, the Ferrari F 142-458 Italia. Got questions about the tech? Ask our officers

in the exhibit – they’ll be happy to answer your questions. Our accompanying program covers everything from preventive action to other cool stuff we do. And hey, if you’ve ever dreamed of making motorcycling your life’s work, catch up with the recruitment crew from the Regional Police Directorate in Prague.

SNAP & SHARE on social media with hashtag **#allamericanfest**
#jsmepolicie #policie #prace158xjinak



SAFETY



• Have you noticed those yellow helmet stickers on cars or motorcycles’ mirrors?

They’re from this year’s “Watch Out” (Dávám bacha) campaign by the “Learn to Survive” project. Slap on this sticker and show that you’re all about being considerate on the road, whether you’re cruisin’ in a car or on a bike.

AND what’s this consideration all about? It’s the stuff that saves lives and well-being. Check it out on davambacha.cz, where you’ll

find the latest events and moto courses for the wide rider crew. And hey, there’s a cool app too. It trains bikers to spot possible risks and gives “non-bikers” a peek behind the handlebars, pitfalls and all.

WE’VE got one shot at life and staying healthy, and there’s only one road we’re all sharing. So join the vibe and watch out too. #davambacha.

P. S. Did you know that bikers are the ones who voluntarily keep learning throughout their whole lives the most?

Find out more here:



OFFER



• Experiencing both is now within your reach – it’s up to you to decide. We’re offering a limited anniversary deal on the Pan America™ 1250 and Pan America™ 1250 Special motorcycles from the 2021 or 2022 model year. This offer is only valid until the end of September this year or while supplies last.

And what’s new at Harley-Davidson in 2024? Harley-Davidson is pleased to announce the location of the 30th H.O.G. Rally. This free event, open to all riders, will take place in Senigallia, Italy, from June 6th to June 9th, 2024. This fantastic location, situated just under two hours from Bologna, boasts iconic Renaissance architecture, breathtaking coastline, and is surrounded by hills. With its

winding roads, it’s the perfect spot for planning your rides in 2024.

H-D also revealed that next year, the Harley-Davidson Homecoming event in the USA will take place from July 25th to July 28th, 2024.

EXPERIENCE it firsthand at last. Find more information at www.harley-davidson.cz