

# For Immediate Release



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## Dairyland Cycle Insurance Sponsors LWR for 2010 Season

**Loganville, Georgia, February 11, 2010:** Dairyland Cycle Insurance sponsored Liberty Waves Racing (LWR) for the 2009 season and returns to endorse the team's 2010 program running a BMW S1000RR in the American Superbike Class.

"We saw our investment in LWR last season pay off beyond what we ever imagined," comments Dairyland Cycle Insurance's Vinnie Garth. "Their passion and hard work built a lot of positive buzz about Dairyland Cycle Insurance's value and drove a lot of folks our way to get no-obligation policy quotes."

"This will be our third season being affiliated with Dairyland Cycle Insurance," comments team Managing Director, Kirsten Haas. In 2008, LWR started working with Dairyland as part of a referral program. "They challenged us to make their phone ring." "Each race we stepped up our efforts," explains Team Captain, Eric Pinson. "Mid-season, we went bold and painted the race bike to resemble a Holstein white and black spotted dairy cow. We raced the bike in the 600cc classes, Formula Extreme and Supersport. Fans loved it and started calling Dairyland for quotes."

Dairyland formally entered a sponsorship agreement with LWR in February 2009 to sponsor the team's Buell 1125R competing in the MotoGT1 class. The team continued the cow theme on the Buell and the cow bike was one of the strongest performers in the class throughout the season finishing third in the Championship.

With Harley-Davidson's announcement regarding the discontinuation of the Buell line in October, the team explored options for 2010. The arrival of the BMW S1000RR caught Pinson's attention. "This is the bike riders dream about". Pinson returns for his fourth consecutive season competing with LWR in the AMA Superbike Series. Building on his third overall finish in the 2009 MotoGT 1 class, Pinson will be racing the BMW S1000RR as bike #2.

### About Dairyland Cycle Insurance

Dairyland Cycle is a recognized leader in the motorcycle insurance industry because of competitive rates, money-saving discounts and outstanding customer service. Whether you ride a cruiser or sport bike; are a weekend warrior or an everyday rider; or are passionate about everything from BMW, Harley to Honda - when you choose Dairyland Cycle, you'll have access to the coverages and deductibles that meet your needs and the payment options that fit your budget. Get a free online rate quote today.  
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