



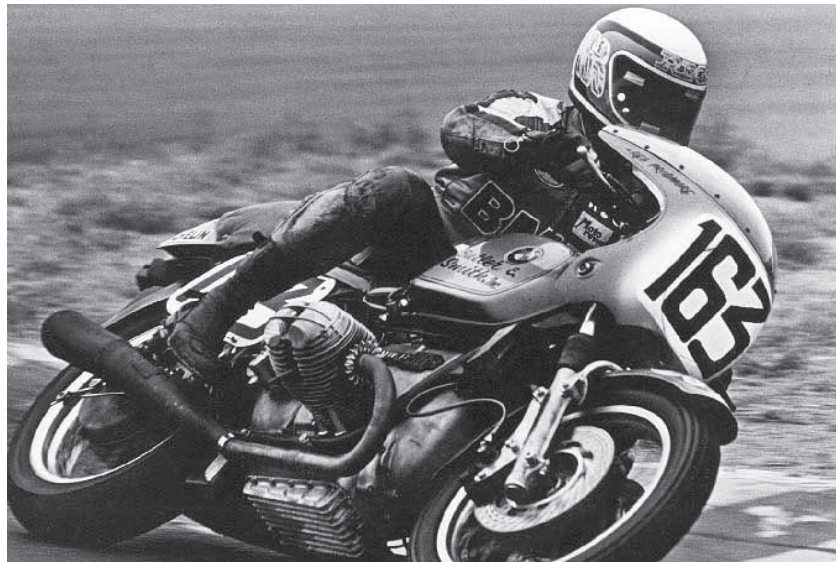
8TH ANNUAL

THE QUAIL MOTORCYCLE GATHERING

PRESENTED BY TUDOR

The Quail Motorcycle Gathering to Honor Reg Pridmore as Legend of the Sport

Carmel, Calif. - March 9, 2016 - *The Quail Motorcycle Gathering* will honor three-time AMA Superbike National Champion Reg Pridmore as its "Legend of the Sport." Each year *The Quail Motorcycle Gathering* recognizes a "Legend of the Sport" for their achievements in racing and contributions to the sport of motorcycling. The May 14th event will also be celebrating the 40th Anniversary of Superbike, along with the 40th Anniversary of Pridmore's first title.



Pridmore aboard his Butler & Smith BMW R90S at Laguna Seca Raceway in 1976, his first AMA Superbike National victory.

"When it came time to select this year's Legend of the Sport there wasn't any debate; Reg was the clear choice," said Quail Director of Motorsports, Gordon McCall. "Here is a man who risked everything to pursue his American Dream, and in doing so became a three-time AMA champion and Hall of Famer. We are proud to present Reg Pridmore as our Legend of the Sport for 2016."



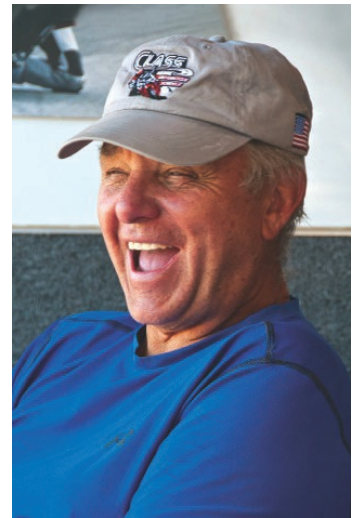
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Reg Pridmore cut his teeth on his native English circuits, winning his first race at Silverstone in 1961. Pridmore followed his dream and immigrated to the United States soon after, eventually settling on the west coast in the seaside town of Santa Barbara, CA. The future AMA champ began racing the Southern California tracks and by the time the AMA added the Superbike class to the National Championship lineup in 1976, Pridmore had built a wealth of experience on such machines.

On August 1, 1976, Reg Pridmore won his first AMA Superbike National at Laguna Seca Raceway, just a few miles up the road from [Quail Lodge](https://www.quailodge.com/) [HYPERLINK "https://www.quailodge.com/"](https://www.quailodge.com/) & [HYPERLINK "https://www.quailodge.com/"](https://www.quailodge.com/) Golf Club. He went on to claim the 1976 Superbike title, and defended his title in 1977 and 1978. Reg was known as the mark of consistency on the track, rarely finishing outside the top five in any given race. Throughout his run of three consecutive AMA Superbike titles, it was his consistent podium finishes that catapulted him to the top.



Pridmore at Sears Point in 1978 aboard his Vetter Kawasaki KZ1000.

Pridmore retired from professional racing following the 1979 season and went on to found [CLASS](#), one of the top motorcycle riding schools in the country. He also authored the highly acclaimed *Smooth Riding the Pridmore Way*, which details Pridmore's riding techniques and philosophy.

"I am deeply honored and very proud to be recognized at *The Quail Motorcycle Gathering* for my racing accomplishments alongside some of my all-time racing heroes," Pridmore said. "Many thanks to Gordon McCall and the Quail for this honor."



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Pridmore in his early teaching days in the 1970s.

With live entertainment, lifestyle vendors, a signature beverage pavilion, and a dedicated kids area, *The Quail Motorcycle Gathering* is a true celebration of motorcycling. Entry includes a gourmet barbecue lunch, parking, and gear valet service for those riding a motorcycle to the event.

Tickets are on sale now at www.quailodgetickets.com.

About Peninsula Signature Events

Peninsula Signature Events is organized by The Peninsula Hotels, dedicated to creating world-class bespoke events at its properties in Hong Kong, Shanghai, Tokyo, Beijing, New York, Chicago, Beverly Hills, Bangkok and Manila, and Paris. Quail Lodge & Golf Club is home to the following Peninsula Signature Events: The Quail, A Motorsports Gathering, The Quail Rally, The Quail Motorcycle Gathering and The Quail Ride. Learn more at signatureevents.peninsula.com.



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