



## Boaterz 'n Bikerz of America Launches Hull of a Tour 5: "The Dragon's Roar"

-Boating Industry Motorcycle Touring Group to Slay the Dragon this May-

February 4, 2019, Venice, FL – Back in 2013, a group of boating industry executives and their friends launched a 3000-mile cross country riding tour from Florida to California on motorcycles, with several exciting, pre-planned boating adventures staged along the route.

The inaugural launch of **Boaterz 'n Bikerz of America: Hull of a Tour** was the first in a series of thrilling outdoor adventures with previous romps including "The Freedom Ride" from Florida to Washington DC, concluding in the million-bike, Memorial Day weekend event, Rolling Thunder; "Pacific Coast Rush" featuring a scenic run via Pacific Coast Highway from Seattle to San Francisco, with a leg to Big Sur; and the most recent four-state New England expedition dubbed "The Lobster Roll."

Boaterz n Bikerz Hull of a Tour 5 returns May 5 – 11, 2019 with "The Dragon's Roar," an exhilarating five-day excursion in the Great Smoky Mountains including the much anticipated, infamous motorcycling and sportscar mecca, the Tail of the Dragon. The group will headquarter at the Iron Horse Motorcycle Lodge & Resort in Robbinsville, NC and conduct day rides throughout the tri-state region.

"We are looking forward to another amazing outdoor adventure and making new memories with our industry friends and colleagues," said tour co-founder

and event producer Wanda Kenton Smith of Kenton Smith Marketing. “My partner in this tour, Jim Krueger, is well underway in route planning and will lead us on the best motorcycling roads in the entire region.”

Once again, marine industry companies have revved up their promotional engines to join and support the tour.

Evinrude/BRP is back for the second year, powering this year's event as title sponsor. Returning multi-year sponsors are *Soundings Trade Only*, Sea Tow and Kenton Smith Marketing. This year's boating sponsor is Malibu Boats, which is hosting a celebration lunch on the water along with a fun afternoon of boat rides. Additional sponsorship newcomers include Jim Krueger Photography, Boogey Lights and *Born to Ride* motorcycle magazine.

“We are very excited to sponsor this year's Hull of a Tour,” said Evinrude Regional Sales Manager Andy Lindstrom, a 3x event rider. “Besides Evinrude, BRP also owns the Sea-Doo and CanAm Spyder powersports brands, so our partnership with Boaterz 'n Bikerz of America is a perfect fit for our recreational lifestyle.”

In addition to Lindstrom and a few of his colleagues from BRP, riders from multiple boating industry organizations have already signed up for this year's event.

“Pre-tour word of mouth has been tremendous and we're close to booking out the headquarters facility already,” said Kenton Smith. “However there are multiple accommodations in the area so if you're interested in joining this year's tour, please reach out, as we'd love to have you along.”

Boaterz n Bikerz of America *Hull of a Tour* is limited to members of the boating industry and their sponsored guests. Group motorcycle riding experience is recommended and this year's event is expected to incur plenty of action. Other than a rider's own expenses and provisions, there is no tour fees to participate. Advance registration is required.

“It's a blast to be part of the tour and the best part of all is making new friends who share your love and passion for boating, biking and the great outdoors,” said Kenton Smith.

For more information about this year's *Hull of a Tour 5* “The Dragon's Roar,” email Wanda Kenton Smith – [wanda@kentonsmithmarketing.com](mailto:wanda@kentonsmithmarketing.com), visit <http://www.kentonsmithmarketing.com/hull-of-a-tour.html> or join the private Facebook Group Page at <https://www.facebook.com/groups/HullofaTour/>

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