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## **Biketoberfest® Launches New App for October 17-20 Motorcycle Rally**

*Find events and racing, where to stay and dine, demo rides, bike shows, things to do and more!*

**DAYTONA BEACH, Fla.** (October 15, 2019) – Biketoberfest® launched a new app for its October 17-20 motorcycle rally in Daytona Beach. Available for Apple and Android, the Biketoberfest® App provides up-to-date information – events, racing, scenic rides, bike shows, things to do, dining and more.

Download the Biketoberfest® App and navigate Biketoberfest® easier than ever!

### **Key Biketoberfest® App Features**

- Find events, racing, rides, bike shows, things to do and dining!
- Navigate to where the bikes are – vendors, bars and attractions
- Find where to get official Biketoberfest® pins, poker chips and posters
- Find out exactly what you're craving – be it food or outdoor adventure – in seconds

**Official Biketoberfest® Welcome Center presented by GEICO** will be located at ONE DAYTONA, across from Daytona International Speedway. The Welcome Center will be open 10 a.m.-6 p.m. Thursday through Saturday, Oct. 17-19, and 10 a.m.-2 p.m. Sunday, Oct. 20. Bikers can pick up free commemorative posters, pins, poker chips, and visitor information – and learn how to get the new app!

**The App Card** is a small card to promote the new Biketoberfest® App, with a QR code to scan to get the app and to show Biketoberfest® social media channels. The cards are being distributed at the Welcome Center, businesses, hotels, attractions and the CVB's Visitor Information Centers at Bruce Rossmeyer's Harley-Davidson at Destination Daytona and Daytona International Speedway.

Biketoberfest® welcomes everyone - riders and non-riders - to its 27th annual motorcycle rally!

A promotional card for the Biketoberfest app. At the top, it says "DAYTONA BEACH WORLD'S MOST FAMOUS BEACH" in a red arch. Below that is the Biketoberfest logo and the dates "Oct 17-20, 2019". The central image shows a man and a woman on a motorcycle. Below the image are social media icons for Facebook, YouTube, and Instagram, with the text "Biketoberfest", "#BIKE TOBER FEST", and "biketoberfestrally". At the bottom, it says "Scan and download event app" and features a QR code, "Available on the App Store", and "GET IT ON Google Play". The footer includes "The Official Source for Biketoberfest®" and "Biketoberfest.org".

### ***About the Daytona Beach Area and Biketoberfest®***

Since 1993, **Biketoberfest®** has drawn hundreds of thousands of riders to its motorcycle rally in Daytona Beach every October. Named by TripAdvisor as one of **“10 Most Affordable Beach Vacations on Florida’s East Coast,”** Daytona Beach is recognized worldwide for annual events including Bike Week, Rolex 24 At DAYTONA and the DAYTONA 500, and its famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the ‘World Center of Racing.’ With more than 12,000 rooms, the destination boasts accommodations for all lifestyles and budgets, including campgrounds, B&B’s, hotels, RV parks and resorts, and everything in between. Visit [Biketoberfest.org](http://Biketoberfest.org), [Facebook.com/Biketoberfest](https://Facebook.com/Biketoberfest), [Instagram.com/BiketoberfestRally](https://Instagram.com/BiketoberfestRally), [Twitter.com/Biketoberfest](https://Twitter.com/Biketoberfest), [YouTube.com/Biketoberfest](https://YouTube.com/Biketoberfest) to engage with #Biketoberfest.

### **About GEICO**

GEICO (Government Employees Insurance Company), the second-largest auto insurer in the U.S., was founded in 1936 and insures more than 28 million vehicles. For more than 80 years, the company has worked to make people’s lives better by protecting policyholders against unexpected events. As GEICO has grown, it has delivered money-saving coverage and outstanding customer service to policyholders through its investment in human resources and technology. GEICO is a member of the Berkshire Hathaway family of companies. GEICO also provides motorcycle, ATV, RV, homeowners, renters, condo, flood, identity theft and term life coverages through non-affiliated insurance companies secured through the GEICO Insurance Agency, Inc. Commercial auto and personal umbrella coverages are also available.

GEICO has a national workforce of 40,000 associates. GEICO sales representatives throughout the country are licensed insurance agents in order to help guide customers through coverage decisions. To make changes, report claims, print insurance cards and/or purchase additional products, policyholders can access their insurance policy here, connect via GEICO Mobile or by phone. Sales and service is also available at GEICO Local Offices. Visit [www.geico.com](http://www.geico.com) for a quote or to learn more.