

Meet Author Edward Winterhalder at Seminole Harley-Davidson during Bike Week

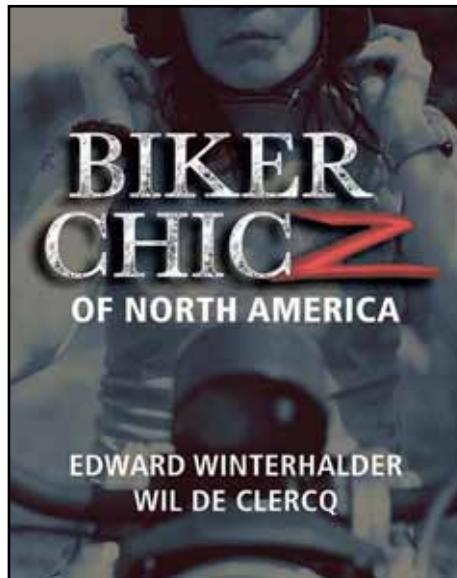


Edward Winterhalder has been riding Harleys since 1974, and is one of the world's leading authorities on bikers, motorcycle clubs and the Harley-Davidson biker lifestyle; his books about the culture are published in multiple languages and sold all over the world.

"Because I have lived the biker lifestyle myself for more than thirty-five years, I feel confident that I can write about what really goes on in the life of a biker on a day-to-day basis," he said.

In addition to his literary endeavors, Winterhalder is a consultant to the entertainment industry for television, feature film and DVD projects that focus on the Harley-Davidson biker lifestyle and has appeared worldwide on television networks such as History Television, Prime, CBC, Bravo, National Geographic (Nat Geo), Global and the History Channel.

"It's nice to be able to provide my readers with a realistic snapshot of our



lifestyle, but the real goal is to preserve the biker culture accurately for generations to come," Winterhalder said.

"Twenty-five years from now, or a hundred years from now, I don't want someone to do a Google search for 'bikers' and only find episodes of *Gangland* or *Sons of Anarchy*," he added.

Winterhalder's books include *The Moon Upstairs: A Biker's Story* (coming fall of

2012), *One Light Coming: A Biker's Story*, *Biker Chicz of North America*, *The Mirror: A Biker's Story*, *Die Übernahme*, *Biker Chicks: The Magnetic Attraction of Women to Bad Boys and Motorbikes*, *L'Assimilation*, *All Roads Lead To Sturgis: A Biker's Story*, *The Assimilation* and *Out in Bad Standings*.

He is also the creator and executive producer of the *Biker Chicz* reality television series and the *Living On The Edge* reality television/DVD series, and during Bike Week, Winterhalder will be making appearances and signing books and DVDs at the following locations:

**3/09, 3/13, 3/14, 3/15, 3/16, 3/17 - 1pm to 6pm
Seminole H-D in Sanford**

**3/10 - 10am to 6pm
Deland Bike Rally in Seminole
at the HD Seminole booth**

For more information about Edward Winterhalder, his books, television shows or DVDs, please go to his website at www.blockheadcity.com or call Seminole Harley-Davidson 407-328-1212.