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WORLD'S LARGEST 3 DAY MOTORCYCLE & MUSIC EVENT

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For the fifth year, a group of marine industry executives and their friends will shift gears, moving from the familiar waters and helms of their favorite boat brands to navigating some of the best backroads in America aboard a nimble fleet of sleek, two-wheeled machines.

Boaterz 'n Bikerz of America: Hull of a Tour 5 is revving up to slay the beast during its May 5 - 10 adventure in the Great Smoky Mountains. This year's event, dubbed "The

Dragon's Roar," will headquarters at the famous Iron Horse Motorcycle Lodge & Resort in Robbinsville, NC and set out with day trips throughout the tri-state region to explore legendary motorcycle routes including the infamous Dragon's Tail.

"There is a huge following of avid motorcycle enthusiasts within boating industry ranks," said Wanda Kenton Smith, president of Kenton Smith Marketing and co-founder/event producer of Boaterz n Bikerz of America.

"There is such a crossover between boaters and motorcyclists as we share such a passion for living and fully enjoying and embracing the great outdoors. Our event celebrates the best of the boating and biker lifestyle and is unique in that we integrate both into our tour agenda." Kenton Smith is a senior marketing executive of 35+ years, national marketing columnist, former advertising agency owner and boating magazine editor. She launched the tour in



2013 with partner Jim Krueger, himself a 46-year year marine industry executive recently retired from Regal Boats. The twosome created a vision, collaborated and extended an invitation to fellow marine industry enthusiasts to exchange their deck shoes for

and Wisconsin to participate. "Our motorcycling rides are always matched by thrilling boating excursions," said Kenton Smith. "We've witnessed the Blue Angels aboard a fleet of Freedom Boat Club boats; chartered a 90-foot yacht and explored Lake

Marketing, and tour sponsor newcomers Malibu Boats, Jim Krueger Photography, and Boogey Lights. "We are very excited to sponsor this year's Hull of a Tour," said Evinrude Regional Sales Manager Andy Lindstrom, a 3x event rider.



boots and to participate in epic adventures across America that combined the best of the boating and motorcycling lifestyle. The tour has included a cross-country ride from Florida to CA; Florida to Washington DC with a fold into Rolling Thunder; Seattle to Big Sur via Pacific Coast Highway; and a four-state New England trek dubbed The Lobster Roll. The tour continues to gain traction, attracting national sponsors and boating industry riders from as far away as California

Grapevine, TX; have gone cruising in San Diego, San Francisco and most recently in Newport, RI. This year, we're all stoked to go surfing with our awesome boat sponsor, Malibu Boats, on Lake Tellico in Tennessee." This year, Born to Ride joins the tour as an official sponsor along with returning 2x sponsor Evinrude/BRP as title sponsor, 2x sponsor Sea Tow International, 4x sponsors Soundings Trade Only and Kenton Smith

"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." For more information about Hull of a Tour 5, The Dragon's Roar, email Wanda Kenton Smith at wanda@kentonsmithmarketing.com or www.kentonsmithmarketing.com or www.kentonsmithmarketing.com/dragon-s-roar.html