Sturgis Museum turns 25

For 25 years, the Sturgis Motorcycle Museum & Hall of Fame in South Dakota has been more than a place to see motorcycles—it's a place to remember where motorcycling came from, celebrate the people who shaped it and inspire the generations who will carry it forward. New riders discover the freedom of two wheels. Builders push creativity and craftsmanship to new places. Innovators continue to challenge what a motorcycle can be. And the stories become part of the history that inspires what comes next.

For 25 years, the Museum has grown because of the people who believe those stories matter—riders, collectors, builders, families, volunteers, industry leaders, Hall of Fame members and motorcycle enthusiasts from around the world.

Riding into the next chapter, the Sturgis Motorcycle Museum & Hall of Fame will continue expanding the stories they tell, preserving history that might otherwise be lost, celebrating the people who make motorcycling special and creating experiences that welcome both longtime riders and those discovering the motorcycle world for the first time. Twenty-five years is a milestone but not the destination—it's a marker along the road. Motorcycles will continue to change. Riders will continue to evolve. New stories will be written. New legends will emerge. And the Museum will help preserve those stories for generations to come.

2027 Hall of Fame nominations

Behind every innovation, accomplishment, race, build, business or movement are people whose passion and dedication helped move motorcycling forward. Some became household names. Others made an impact in their communities or behind the scenes. Together, they are the legends who have made motorcycle history what it is today. The motorcycle community is invited to help identify such legends for the 2027 Sturgis Motorcycle Museum & Hall of Fame class.

Think about riders, builders, racers, designers, innovators, industry leaders, artists, advocates and pioneers who have made a lasting contribution to motorcycling. Think about the people whose influence reaches beyond their own accomplishments—those who inspire others, open doors, share their knowledge or help shape the culture. Your nomination may help ensure that their story becomes part of the permanent history.

Ways to support the effort

Volunteer. Give your time, knowledge and talents to support events, assist with projects or share your own knowledge.

Donate. Every contribution helps care for the collection, preserve history, develop exhibits, tell important stories and continue creating meaningful experiences for visitors from around the world.

Sponsor. Businesses and organizations can help support the Museum by contributing to exhibits, programs, events and preservation efforts.

Visit and share. One of the simplest ways to support the Museum is to visit, bring your family and friends and tell others about what we do.

Sturgis Motorcycle Museum
999 Main Street, Sturgis SD 57785
sturgismuseum.com ■







CELEBRATING
Sturgis
MOTORCYCLE MUSEUM
& HALL OF FAME
2001 2026
25 YEARS