



**For Immediate Release**

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**Piston Society Celebrates Grand Opening of Urban  
Motorcycle Shop April 1 – 2**

**OTR store will provide urban, European-inspired motorcycle apparel, gear and rentals to Cincinnati residents and visitors**

**CINCINNATI—** [Piston Society](#), the first-of-its-kind urban motorcycle equipment shop in Cincinnati, is hosting its grand opening on Friday, April 1<sup>st</sup> and Saturday, April 2<sup>nd</sup> at its Over The Rhine retail store, 1428 Race Street. The all-day, free event will begin at 10 a.m. on Friday and Saturday; attendees will enjoy drinks and food while browsing the store’s motorcycle riding apparel.

The Piston Society retail shop will offer urban and adventure moto-related gear, art and local goods in an urban boutique setting. Piston Society founder Tim Burke is also the founder of the [Cincinnati Café Racer Club](#) and the [Garage Brewed Moto Show](#) and has always seen a market in Cincinnati for motorcycle enthusiasts, and recognized the lack of unique riding apparel being sold locally.

“Most of the riding gear sold in the area is very conservative and stale,” Burke explains. “I wanted to offer quality motorcycle goods that are fresh and fashionable. The clothing we sell is very much European-inspired and not found in other local retail shops.”

In addition to providing clothing and riding gear, Piston Society will also offer motorcycle and scooter rentals. The rentals include unlimited mileage and GPS devices with touring suggestions and local routes pre-programmed for those who want to explore the

# Piston Society

Midwest back roads and towns. The bikes will be on display at the grand opening event for attendees to get familiar with the rental options offered.

A Biltwell motorcycle helmet, valued at \$160, will be given away daily at the grand opening.

## **About Piston Society**

Piston Society offers quality urban and adventure motorcycle gear, hand selected to keep you looking good on and off of the bike. Piston Society is a place where motorcyclists and scooterists can rent a ride, select gear, and find moto art for their walls. Learn more at [www.PistonSociety.com](http://www.PistonSociety.com).

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