



As you probably know, it's a pretty big deal to be part of a Super Bowl advertising campaign!

So, with much excitement, we are delighted to announce the appearance of the [Bowlus Road Chief in its first national advertising campaign](#). The commercial shows off some of our "best angles" along with the jewel-finish of a Road Chief. The ad is part of the Squarespace Super Bowl campaign featuring Keanu Reeves and [Arch Motorcycle](#).

[View the ad.](#)

A special thank you to those who included us,
Geneva Long
Bowlus Road Chief