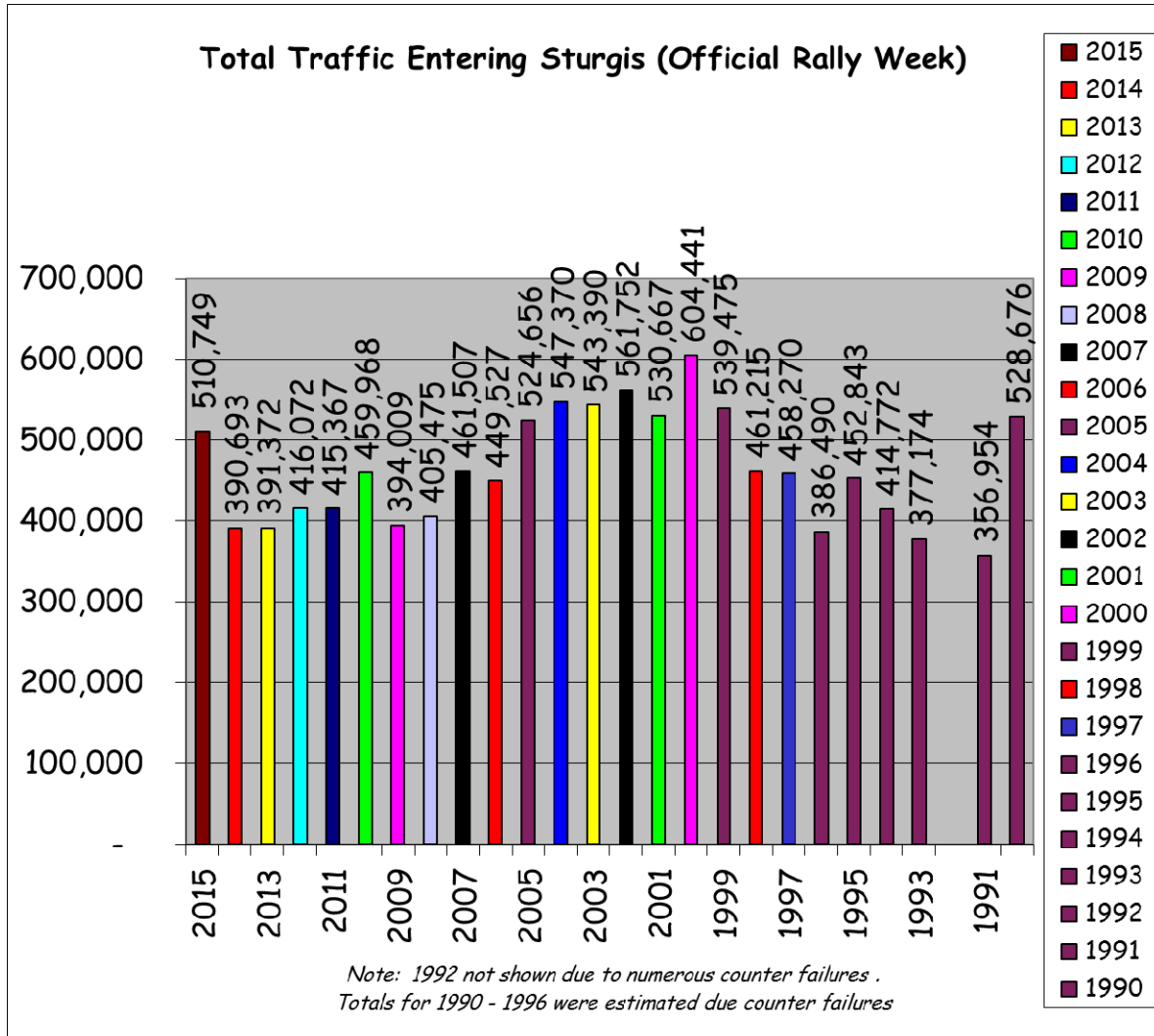


Traffic for the Official Rally Dates was **up 30.7%** from 2014. 2014 Traffic entering Sturgis at the 8 locations was 390,693. Traffic entering for 2015 at the 8 locations was 510,749. The 60th Rally in 2000 was the highest traffic entering Sturgis for the 7 official Rally dates with 604,441 total vehicles.

2015 was the highest total traffic entering Sturgis since 2005 when the total was 524,656. Below is a graph showing total traffic entering 1990 – 2015:



Totals for 1990 to 1996 were estimated due to a majority of counters failing for some of the 7 days. 1992 is not shown as 3 of the 6 locations had counter failures resulting in data loss for the whole 7 days.

The average total traffic entering Sturgis for the official Rally dates is 463,235