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FOR IMMEDIATE RELEASE

Big Horn Armory to Attend 2025 Sturgis Gun Rally, the Ultimate Firearms & Biker Event

Premier lever-action and big-bore firearms manufacturer, Big Horn Armory, is set to display its full lineup under the Sturgis Guns' Tent.

Cody, Wyo. (July 2025) – Wyoming-based manufacturer [Big Horn Armory \(BHA\)](#), makers of big-bore firearms, is revving up for the 2025 Sturgis Gun Rally, the ultimate firearms and biker event taking place August 1 – 7, 2025, in Sturgis, South Dakota. Held in conjunction with the legendary Sturgis Motorcycle Rally, the Gun Rally brings together top-tier firearm manufacturers, gear vendors, and thousands of 2A-loving bikers on the 5-acre Liberty Lot, just off I-90 Exit 30.



Partnering with its trusted dealer, [Sturgis Guns](#), Big Horn Armory will be onsite all week under the dealer's tent with an impressive selection of rifles and pistols for sale, including:

- [Model 89 lever-action rifles](#) in .500 S&W Magnum
- [Model 89 Take Downs](#) in .500 S&W Magnum
- [Tactical variants](#) like the Model 89 Black Thunder, White Lightning, and Tactical SpikeDriver
- [Model 90 lever-action rifles](#) in .460 S&W Magnum
- [AR500 Next Gen](#) rifles, pistols, and complete upper assemblies

“The Sturgis Gun Rally is unlike any other firearms event out there. It’s raw, it’s real, and it brings together two passionate communities—bikers and gun owners,” said Greg Buchel, Owner of Big Horn Armory. “We’re proud to stand alongside Sturgis Guns and bring our latest and greatest firearms to the crowd. Whether you’re looking for hard-hitting lever guns or the next evolution of big-bore ARs, we’ll have it under the tent.”

The Sturgis Gun Rally will raffle off 85 firearms, 850 parts and accessories, and 8,500 rounds of ammunition during the event. One of the firearms to be raffled off is the Big Horn Armory [AR500 NEXT GEN Pistol](#) (valued at \$2,399)—a compact powerhouse chambered in .500 Auto Max. This bold, maneuverable pistol delivers the stopping power of BHA’s full-size AR500 Next Gen Rifle in a 10” barrel format, ideal for close-quarters and fast-paced shooting.



In addition to BHA's presence, the Sturgis Gun Rally will feature free entry for all attendees and daily raffles, as well as exclusive product showcases, live-fire demonstrations, meet-and-greets with industry leaders, and great food and company from 7 am to 7 pm daily. For more information on the event, visit the [Sturgis Gun Rally website](#).

For more information on Big Horn Armory, visit www.bighornarmory.com or any of its social media platforms: [Facebook](#), [Instagram](#), [YouTube](#), [MeWe](#), [LinkedIn](#), [TikTok](#), or [X](#).

About Big Horn Armory:

Big Horn Armory was founded in 2008 with the expressed intention of designing a Browning-type lever-action gun chambered in 500 Smith & Wesson Magnum. The Big Horn Armory Model 89, made in America, closely follows the work of John Browning with refinements courtesy of modern metallurgy and machining capabilities. The first rifles began shipping in September of 2012, and since then, BHA has added to their big bore lineup with a Model 90 Carbine in 460 S&W, the Model 90A in 454 Casull, the Model 90B in .45 Colt, the Model 89A in 500 Linebaugh, and the Model 89B in .475 Linebaugh. In 2017, Big Horn Armory took a departure from its lever-action series and developed the AR500 Auto Max, the most powerful short-range, semi-auto based on an AR .308 platform.