

= SummerSlam (1988) =

SummerSlam 1988 was the first annual SummerSlam professional wrestling pay @-@ per @-@ view event . It was produced by the World Wrestling Federation (WWF) and took place on August 29 , 1988 , in Madison Square Garden , located in New York City , New York . The pay @-@ per @-@ view was created to help the company compete against rival promotion World Championship Wrestling (formerly Jim Crockett Promotions) . It was one of the first four annual pay @-@ per @-@ view events produced by the WWF , along with WrestleMania , the Royal Rumble , and Survivor Series .

The event consisted of ten professional wrestling matches . The preliminary matches included a title defense by Intercontinental Champion The Honky Tonk Man against a surprise challenger , who turned out to be The Ultimate Warrior . The Ultimate Warrior won the match in approximately thirty seconds to end the longest Intercontinental Championship reign . The main event was a match pitting The Mega Powers (Hulk Hogan and Randy Savage) against their long @-@ time rivals , The Mega Bucks (Ted DiBiase and André the Giant) . Hogan and Savage won the match after Miss Elizabeth , Savage 's manager , distracted the André and DiBiase , by removing her skirt to reveal a bikini bottom .

= = Development = =

In the late 1980s , Vince McMahon 's World Wrestling Federation (WWF) ' s main competition in the professional wrestling industry was from Jim Crockett Promotions . McMahon countered Jim Crockett 's successful Starrcade pay @-@ per @-@ view , which began airing in 1983 , by creating the WrestleMania franchise . After WrestleMania III in March 1987 , the most successful professional wrestling pay @-@ per @-@ view event in history , McMahon created the Survivor Series franchise , which aired the same day as Starrcade 1987 in November 1987 . After defeating Crockett in the ratings war , McMahon created the Royal Rumble , an event airing for free on the USA Network in January 1988 . The event set a ratings record for the network with eight million households tuning in to watch the event . In retaliation , Crockett created the Clash of the Champions event , which aired simultaneously with WrestleMania IV . WrestleMania IV garnered higher ratings , and not long after , Crockett filed for bankruptcy and sold his company to Ted Turner , who renamed it World Championship Wrestling (WCW) .

As the WWF continued to replace its closed circuit programming with pay @-@ per @-@ view programming , McMahon added more pay @-@ per @-@ views to the lineup to capitalize on the success of his previous events . In addition to WrestleMania in March , Royal Rumble in January , and Survivor Series in November , McMahon created an event for August , which he named SummerSlam . To keep the WWF from having a pay @-@ per @-@ view market monopoly , Turner began airing monthly WCW pay @-@ per @-@ views . As a result , both companies brought in hundreds of millions of dollars of revenue . SummerSlam became one of World Wrestling Federation 's most successful events and one of the " Big Four " pay @-@ per @-@ views , along with WrestleMania , Survivor Series , and Royal Rumble . Those four events , along with the King of the Ring , are known as the " Classic Five " .

= = Background = =

Prior to SummerSlam , The Honky Tonk Man , a villainous character , had been the longest reigning Intercontinental Champion in WWF history . He was originally supposed to defend his championship against Brutus Beefcake , but Beefcake was unable to compete as a result of a (storyline) injury received from " Outlaw " Ron Bass the week before .

Also prior to the event , Demolition (Ax and Smash) held the WWF World Tag Team Championship , which they had won at WrestleMania IV after only a year in the WWF , and would defend their titles at SummerSlam against former champions The Hart Foundation (Bret Hart and Jim Neidhart) , who had become fan favorites a few weeks earlier by turning on their manager

Jimmy Hart .

The on @-@ screen feud between Rick Rude and Jake Roberts began weeks before SummerSlam . As part of his gimmick , Rude would ? after winning a match ? invite a pre @-@ selected woman from the audience to kiss him in the ring . On one occasion , one of the women refused to comply , later identifying herself as Robert 's wife , Cheryl . As the feud intensified , Rude began wearing a pair of tights with a picture of Cheryl stenciled on them , prompting a furious Roberts to charge into the ring and strip the tights off Rude , appearing to television viewers to leave Rude naked , although the live audience saw him stripped to a g @-@ string instead .

For months prior to the pay @-@ per @-@ view , Hulk Hogan and undisputed WWF Heavyweight Champion Randy Savage , two of the WWF 's top crowd favorites , had feuded with André the Giant and Ted DiBiase , respectively . The two feuds first came together at WrestleMania IV , when ? as the result of the vacating of the WWF Heavyweight Championship ? a 14 @-@ man single @-@ elimination tournament was set up to crown a new champion . Hogan and André had been disqualified in their quarterfinal match , while Savage and DiBiase reached the championship match ; in that final match , Savage defeated DiBiase with help from Hogan . Savage and DiBiase feuded over the title throughout the spring and summer , but André did not become involved until mid @-@ summer when he and DiBiase helped instigate a 2 @-@ on @-@ 1 attack against Savage as he was delivering a promo . Savage quickly recovered and challenged André and DiBiase to a tag team match against him and a partner to be named . That partner later was revealed to be Hogan ; the team became known as " The Mega Powers . " The André @-@ DiBiase team ? which dubbed itself " The Mega Bucks " ? retaliated by announcing the guest referee would be someone they declared to be fair and neutral : Jesse Ventura , a color commentator on the WWF 's programs who favored the villains , though according to the main storyline , Ventura was chosen by WWF President Jack Tunney as the only person capable of handling such a match .

= = Event = =

The event began with a match between The British Bulldogs (Davey Boy Smith and Dynamite Kid) and The Fabulous Rougeaus (Jacques and Raymond Rougeau) . As soon as the bell rang to signify that the match had begun , Smith attacked Jacques . The two teams traded blows until The Rougeaus flipped Dynamite Kid over their heads so that he fell on his back to the mat . Dynamite Kid escaped another offensive maneuver before tagging in his partner , Smith , and The British Bulldogs performed a double @-@ team maneuver on Jacques . Despite having the upper hand , The Bulldogs failed to pin Jacques in time , and the match ended in a twenty @-@ minute time draw . The next match was between Bad News Brown and Ken Patera . Before the bell rang , however , Brown attacked Patera , who retaliated by performing a clothesline from the corner . Patera then slipped both of his arms underneath Brown 's armpits and locked his hands behind his neck , using a submission move known as a full nelson . At the end of the match , Brown defeated Patera by striking him in the back of the head with his finishing move , the Ghetto Blaster .

After the second match ended , Rick Rude and the Junkyard Dog made their way to the ring . Their match began as Rude attacked Junkyard Dog from behind , who retaliated by headbutting Rude several times . Subsequently , Rude climbed to the wrestling ring 's top rope and pulled down his tights to reveal another pair of tights with a picture of Cheryl Roberts on them . As a result , Jake Roberts , Cheryl Roberts ' husband , ran to the ring and attacked Rude , forcing the referee to disqualify the Junkyard Dog . The next match was a tag team match between The Powers of Pain (The Barbarian and The Warlord) , who were accompanied by their manager The Baron , and The Bolsheviks (Boris Zhukov and Nikolai Volkoff) , who were accompanied by Slick . Immediately , The Powers of Pain chased The Bolsheviks from the ring . Slick , however , distracted The Powers of Pain long enough to give The Bolsheviks an advantage . Zhukov was then slammed to the mat back @-@ first and headbutted from the top rope , which allowed The Barbarian to pin him .

The fifth match of the event was an Intercontinental Championship match between The Ultimate Warrior and the reigning champion The Honky Tonk Man , who was accompanied by Jimmy Hart . Before the match it had been announced that Honky 's original challenger , Brutus Beefcake , was

unable to wrestle . Prior to the match , the Honky Tonk Man refused to be informed about Beefcake 's replacement and immediately before the match , even grabbed ring announcer Howard Finkel 's microphone and said " Give me someone out here to wrestle , I don 't care who it is " . His challenge was answered by The Ultimate Warrior . Warrior , who accidentally knocked Finkel to the floor when he rushed into the ring and hit the ropes , had the advantage from the beginning , attacking The Honky Tonk Man , who was still in his entrance attire . After body @-@ slamming him to the mat and following it up with a clothesline , The Warrior bounded to the ropes and landed stomach @-@ first on The Honky Tonk Man using his signature move , the Warrior Splash . The Ultimate Warrior then pinned The Honky Tonk Man after only thirty seconds to win the title . The longest Intercontinental title reign in WWF history had ended with one of the shortest IC title matches in history . This match was probably the one where the audience cheered the loudest ; the moment the Warrior defeated the hapless Honky Tonk Man , the fans erupted with cheers , with many even voting it the match of the year .

The following contest was a re @-@ match from WrestleMania IV between Dino Bravo and Don Muraco . Muraco , the crowd favorite , was in control for most of the match until Bravo 's manager Frenchy Martin distracted Muraco , allowing Bravo to use his side suplex and pin him for the win .

The seventh match of the night was for the WWF Tag Team Championship . Reigning champions Demolition (Ax and Smash) , accompanied by both Mr. Fuji and Jimmy Hart , were challenged by The Hart Foundation (Bret Hart and Jim Neidhart) . As soon as the bell sounded , The Hart Foundation attacked both members of Demolition . Their control was brief , as Demolition then gained the advantage over Neidhart . As Bret Hart was tagged into the match , Neidhart chased Jimmy Hart from ringside and returned to tag back into the match . When all four men began fighting inside the ring , Neidhart attacked Mr. Fuji , who was on the ring apron . At the end of the match , Bret Hart attempted a piledriver but Ax hit him with Jimmy Hart 's trademark megaphone . Smash then pinned Bret Hart for the win .

The next match was between the Big Boss Man , accompanied by Slick , and Koko B. Ware . With Slick as a distraction , the Big Boss Man took the early advantage in the match . After crushing Ware in between himself and the turnbuckle , Boss Man refused to pin him and finish the match . Instead , he attempted to climb to the top rope and land on Ware stomach @-@ first , but missed . Ware then retaliated by performing several dropkicks and attempted a pin . Boss Man got his shoulder up to save himself from being pinned , and he slammed his opponent into the mat , allowing him to pin Ware for the win . The second to last match of the night was between Jake Roberts and Hercules . When Roberts attempted to slam his opponent 's head on to the mat with a DDT , Hercules was able to escape the maneuver and take control of the match . As Hercules attempted to slam Roberts to the mat , Roberts reversed the move into a DDT , enabling him to pin Hercules for the win .

The last match of the night was the main event between The Mega Powers (Hulk Hogan and Randy Savage) , accompanied by Miss Elizabeth , and The Mega Bucks (Ted DiBiase and André the Giant) , accompanied by André 's manager Bobby Heenan and DiBiase 's bodyguard Virgil . Jesse Ventura was the special guest referee . The Mega Powers took the early advantage over DiBiase . After Hogan attacked André the Giant , who was on the ring apron , The Mega Bucks were able to regain control . After a while , all four men began brawling , and André knocked The Mega Powers out of the ring . Subsequently , as part of the scripted ending to the match , Miss Elizabeth began arguing with Ventura , the referee , and ripped off her skirt to reveal her underwear . While the Mega Bucks were distracted , Savage climbed to the top rope and dropped the Macho Elbow on DiBiase , followed by Hogan hitting the leg drop on DiBiase . As Hogan pinned DiBiase , Ventura , a villainous character aligned with The Mega Bucks (despite being a long time on @-@ air Savage fan and his former tag @-@ team partner) , began an obviously slow three @-@ count . As a result , Savage slammed Ventura 's arm down for the third time , indicating that Hogan and Savage had won the match .

= = Aftermath = =

The Mega Powers continued to team together after the event , until a new storyline was developed

where Randy Savage became jealous over Hulk Hogan paying attention to Miss Elizabeth , and as the WWF World Heavyweight Champion felt slighted over his perceived lower billing in the Mega Powers ' pecking order . Several key events were developed to foreshadow their burgeoning feud . These included Hogan asking Elizabeth to accompany him to televised matches , where he would act overly friendly with her ; and accidentally eliminating Savage from the Royal Rumble in January 1989 by knocking him over the top rope and to the floor . The final falling out happened on The Main Event , when Elizabeth received an on @-@ screen injury during a tag team match . Savage , left alone in the ring while Hogan tended to Elizabeth , attacked Hogan backstage . This rivalry culminated in a match for Savage 's WWF World Heavyweight Championship at WrestleMania V , where Hogan won the title by pinning Savage .

As WWF Intercontinental Champion , the Ultimate Warrior began receiving more on @-@ air time and more prominent matches . His feud with the Honky Tonk Man continued for several months , until Warrior was placed in a new feud with Rick Rude in early 1989 .

After retaining their title against The Hart Foundation , Demolition held the WWF Tag Team Championship for another 11 months , as part of a record @-@ breaking 16 @-@ month reign as champions , before eventually losing the title to The Brain Busters (Tully Blanchard and Arn Anderson) on the Saturday Night 's Main Event . During the midst of their title reign , despite being billed as villains , Demolition 's popularity with fans continued to grow , and the tag team eventually was turned face at the 1988 Survivor Series .

= = Production and reception = =

The event was produced by the World Wrestling Federation (WWF) and took place on August 29 , 1988 in New York City 's Madison Square Garden . The pay @-@ per @-@ view had a 4 @.@ 5 buyrate , which means that 4 @.@ 5 % of pay @-@ per @-@ view subscribers ordered the event .

The original plan for SummerSlam was to bring Ric Flair over from the National Wrestling Alliance (NWA) to the WWF . Vince McMahon , the owner of the WWF , wanted Flair to challenge Savage in the main event for the WWF Championship . Flair , however , felt obliged to the NWA and did not leave the promotion for the WWF . Therefore , Hogan and Savage were paired together to end their feuds with their respective on @-@ screen rivals .

In WWE.com 's 2007 list of the top ten SummerSlam moments in history , The Ultimate Warrior 's Intercontinental Championship title win was listed as number ten , while Miss Elizabeth 's distraction during the main event was listed at number nine .

Calum Waddell , in Fighting Spirit Magazine , called The Ultimate Warrior 's win over the Honky Tonk Man " genuinely captivating , " and he said the match between The British Bulldogs and The Fabulous Rougeaus was an " exciting battle " . In contrast , he had a negative reaction to the main event match , citing it as " predictably one @-@ dimensional " and " abysmal " . Similarly , Adam Nedeff of 411mania.com called the tag team match between The British Bulldogs and The Rougeaus " a solid match " but stated that the " lack of a finish was a disappointment " . Although he reviewed most of the matches negatively , he called the WWF World Tag Team Championship match a " good match " . Overall , he rated the event a 4 @.@ 5 out of 10 and stated , " Without Warrior 's big win and Elizabeth 's surprise finish , this is a totally forgettable show . "

= = Results = =