



MOTORCYCLE MANUFACTURING COMPANY

805 HANLON DRIVE
BELLE PLAINE
MINNESOTA 56011
PHONE: 612.873.7000
FAX: 612.873.7030

For Immediate Release

**Contact: Excelsior-Henderson Motorcycle Manufacturing Company
Joel Norenberg
(612) 873-7000**

**EXCELSIOR-HENDERSON
MOTORCYCLE MANUFACTURING COMPANY DELIVERS 1000TH SUPER X**

Belle Plaine, MN, July 26, 1999 – Excelsior-Henderson (NASDAQ: BIGX) recently sped past another milestone when it shipped the 1000th Super X® motorcycle.

The delivery of the 1000th Super X shows that Excelsior-Henderson is achieving the goals it set forth in the Company's business plan. "As expected, we continue to make progress towards our year-end goals," said Joel Norenberg, Excelsior-Henderson Director of Marketing. "We feel confident that we are on track with executing our plan."

Dealers report strong interest for this all-new, American cruiser motorcycle. "It's a great cruising bike", explained Super X owner Richard Meier (bike #90), "I've put 5,000 miles on my Super X already. I just love it." Such enthusiasm is reverberating throughout the United States as the legendary Super X is delivered to dealers nationwide.

Excelsior-Henderson Motorcycle Manufacturing Company manufactures, markets and sells premium heavyweight American cruiser motorcycles, as well as related parts, apparel and accessories branded with a name that evokes an authentic American motorcycling heritage and lifestyle. The Company distributes its products through a national dealer network. Excelsior-Henderson is one of only two authentic American motorcycle companies exclusively committed to the manufacture of motorcycles. For additional information, visit the company's web site at www.excelsior-henderson.com

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