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EXCELSIOR-HENDERSON MAKES BIG NOISE DURING LACONIA BIKE WEEK RALLY

Belle Plaine, MN, June 28, 1999 – An estimated 150,000 bikers attending 1999 Laconia Bike Week, June 14-20, in Laconia, New Hampshire, heard a distinctive new sound reverberating around Weirs Beach. For the first time in the history of the rally, the throaty rumble of production 1999 Excelsior-Henderson™ Super X® motorcycles could be heard as Super X owners cruised along crowded Lakeshore Drive.

Another Laconia Bike Week first was bikers demo riding production Super X motorcycles. Nearly 1000 bikers put the Super X through its paces during the week and purchased special edition Fire It Up™ demo ride T-shirts. Thousands more visited the EXperience™ heritage display that featured historic photos and videos, vintage Excelsior-Henderson motorcycles, as well as a fully accessorized Super X.

"I'm thoroughly impressed by the new Super X," commented one demo biker as Company Co-Founder Dan Hanlon chuffed by on a vintage 1909 Excelsior. "It handles and stops better than any cruiser I've ridden—and it has great power!" Another rider added, "The luxurious paint and deep chrome on the new Super X is gorgeous."

According to Joel Norenberg, Excelsior-Henderson's Director of Marketing, the Company continues to build momentum. "We are seeing more and more proud Excelsior-Henderson owners at each of the rallies we attend." He reports that Super X motorcycle production continues to increase and consumer demand is very strong.

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