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## EXCELSIOR-HENDERSON MAKES GOOD ON PROMISE TO STURGIS BIKERS

**Belle Plaine, MN, August 17, 1999** – The 1999 Sturgis Rally in Sturgis, South Dakota was a homecoming for Excelsior-Henderson (NASDAQ: BIGX) Co-Founders Dan, Dave, and Jennie Hanlon. With customer-owned Super X® motorcycles turning heads on Main Street in downtown Sturgis and bikes available at each of the 100 national Excelsior-Henderson™ dealers, the Co-Founders made good on their 1996 promise to Sturgis bikers to build a proud American motorcycle company worthy of the Excelsior-Henderson brand name.

From the time the large procession of Super X owners and Road Crew™ members roared into town from the Excelsior-Henderson plant in Belle Plaine, Minnesota, there was a feeling of excitement that lasted throughout the entire Sturgis Rally.

Excelsior-Henderson gave bikers plenty to look forward to. The week began with the introduction of model year 2000 Excelsior-Henderson Super X motorcycles, featuring a new Sunburnt Red/Oyster color and a new special-edition Super X cruiser aptly named "The Deadwood Special" to commemorate the town where the dream began in 1993. "With the flame design on the black tank, drag bars and special seat, the bike is really a hot rod motorcycle," said Dave Hanlon. He added, "We'll begin shipping model year 2000 motorcycles in August of this year."

All week, long and steady lines of bikers waited to be among the first to demo ride model year 2000 Excelsior-Henderson Super X motorcycles. "I am amazed at how well it handles and stops," commented one Super X demo rider. "It has great power and acceleration" added another.

Other Excelsior-Henderson events included a police escorted parade along downtown Main Street in Sturgis as well as a Friends of Excelsior-Henderson party in Deadwood. Rally goers on Main Street were stopped in their tracks at the sight of scores of Super X motorcycles rumbling down Main Street. Jennie Hanlon said, "Our parade has become a popular event at the Rally and we welcome all riders to join us—if they ride, they are part of the family."

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