

Big X Meets the Wild West: Excelsior-Henderson Roars Into Laughlin

LAUGHLIN, Nev.--(BUSINESS WIRE)--April 30, 1999--

There was a whole different breed of wild horses running through the streets at the 17th Annual Laughlin River Run.

Excelsior-Henderson raised some serious dust by bringing in a stampede of 1999 Super X(TM) heavyweight cruisers. The Company marked its first official appearance at Laughlin with Super X demo rides and a special heritage display that showcased a vintage 1931 Excelsior Super X motorcycle and photographs depicting exciting moments in the history of the Excelsior-Henderson(TM) brand.

Hundreds of bikers jumped at the chance to demo ride this legendary American motorcycle brand. Overall, the Super X was greeted with hearty nods of approval. "I've been watching Excelsior-Henderson for a long time. It was great to finally get to ride this beautiful bike," said one biker. All demo riders received a commemorative Excelsior-Henderson T-shirt bearing the slogan "Test Our Metal". And test it they did. A steady stream of bikers kept the Super X models running all day long in the Nevada desert. Demo riders were impressed with the power, performance and styling of the Super X.

Billed as "The Largest Motorcycle Event in the Western United States", with over 50,000 bikers in attendance, the rally gave the Company the chance to share the historic rebirth of Excelsior-Henderson with West Coast bikers. Bikers learned more about the proud history of the Excelsior-Henderson brand--from its inception in 1876 all the way through its exciting rebirth. The demo site display featured a 1999 Super X decked out in full touring gear, with optional accessories including leather saddle bags, a classic windshield, padded sissy bar, luggage rack, driving lamps, straight pipes and highway bars. The Company also displayed a 1931 Super X--the grandfather of the 1999 Super X.

A number of proud new owners rode their Super X motorcycles hundreds of miles to meet the Excelsior-Henderson Road Crew(TM) and experience the event. One excited owner who rode in from Phoenix, Arizona said, "Where ever I go, people stop me to ask about my Super X." Everywhere you went, more evidence could be seen of Excelsior-Henderson's growing acceptance in the heavyweight cruiser category. Countless bikers were seen wearing T-shirts and bandanas with the Company's fiery red "X" logo. One biker, who has a Super X on order, put it this way: "I was drawn to it the first time I saw it. It's different from anything else on the road. Plus, I wanted to be part of a great American motorcycle coming back to life."

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 nationally recognized dealer network. Excelsior-Henderson is one of only two authentic American motorcycle companies exclusively committed to the manufacture of motorcycles.

COPYRIGHT 1999 Business Wire

COPYRIGHT 2000 Gale Group