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**Excelsior-Henderson To Build New American-Made Motorcycles;
Super X Model to Vie for a Share of the Booming Custom Cruiser Segment**

MINNEAPOLIS, MINNESOTA – Excelsior-Henderson Motorcycle Manufacturing Company announced today that it will design, build, and market a new line of American-made motorcycles under the Excelsior-Henderson name.

According to Dan Hanlon, co-founder of the Minneapolis-based company, Excelsior-Henderson's first motorcycle will be the Excelsior *Super X*, a premium quality super-heavyweight cruiser class bike with a large-displacement V-Twin engine and nostalgic styling.

"There is a strong demand in today's motorcycle market for custom bikes with classic lines and superior engineering and finish," said Hanlon. "We are going to build American-made motorcycles that will meet this demand. And we are doing it with a level of quality and performance befitting the legendary *Super X* name."

"Motorcycle enthusiasts the world over already know the *Super X* heritage," said Dave Hanlon, co-founder of the company and another of the five Hanlon brothers involved in the venture. "In the 1920's the Excelsior Motor Manufacturing and Supply Company of Chicago, Illinois, was one of the 'Big Three' of the

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EXCELSIOR-HENDERSON
Motorcycle Manufacturing Division

motorcycle industry -- a fierce competitor with Harley Davidson and Indian. The Super X was Excelsior's crown jewel -- an awesome motorcycle to look at as well as to ride. We are going to recapture that mystique in the new *Super X*."

Excelsior-Henderson will ultimately build and market a complete line of motorcycles under the Excelsior, Henderson, Super X, and American X tradenames. Once production of the Super X is underway, Excelsior-Henderson will begin work immediately on their second model, a luxurious Henderson DeLuxe Four, an inline four-cylinder touring motorcycle.

From 1905 to 1931 motorcycles of the same name were manufactured by Excelsior Motor Manufacturing and Supply Company of Chicago. On December 30, 1913, the Excelsior "X" became the first motorcycle to reach 100 miles per hour. Lee Humiston established that record on the board track in Playa Del Ray. Later, Excelsior's *Super X* became the first full unit V-Twin 45-cubic-inch motorcycle made in America.

Excelsior also produced the Henderson Four, a fast, luxurious motorcycle widely regarded as the best inline four cylinder motorcycle in America. Carl Stearns Clancy rode a 1912 Henderson Four into history when he became the first motorcyclist to journey around the world. In 1922, Wells Bennett broke the U.S. transcontinental motorcycling record on a completely stock Henderson Four.

Excelsior, which was founded in 1876, abruptly ended production in 1931, a victim of the worsening depression and the increasing affordability of new automobiles. Today its bikes are among the most coveted collectible motorcycles in the world.

"Our motorcycles are being newly engineered and designed from the ground up by the best talent in the world," commented Dave Hanlon. "We've been motorcycle enthusiasts for all of our lives, and Excelsior-Henderson has been a dream of ours for years. We are simply not going to build a bike that is anything short of the best in its class."

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Hanlon reported that an Excelsior-Henderson Dealer Council will be established later this year. "This group of dealer representatives will influence our every step," said Hanlon, "from engine design and styling, to dealer relations and our accessory line."

"The Big Three will soon ride again," said Dan Hanlon. "And motorcyclists the world over will witness the beginning of a new era of quality, innovation, and selection in American-made bikes. Get ready for the good old days of motorcycling."

Excelsior-Henderson is a division of Hanlon Manufacturing Company, Minneapolis, MN.

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