



THIRD ANNUAL LEGEND OF THE MOTORCYCLE BETTER THAN EVER

For immediate release. San Francisco – 5 May 2008 – The third annual Legend of the Motorcycle Concours d'Elegance, the world-class event exclusively for motorcycles, enjoyed its third year with enormous acclaim, a star-studded attendance and an incomparable roster of entries.

In attendance at the Saturday, May 3rd event were approximately 6,000 participants and attendees from five continents, admiring nearly 300 of some of the best motorcycles in the world and raising thousands of dollars for charity.

The featured marques were MV Agusta and Norton, with a historic and astounding gathering of the legendary Italian bike and one of the most significant assemblies of competition and pedigree Nortons in the world. From an 1894 Hildebrand & Wolfmueller Replica brought from Germany, to the only Merkel "U" board track racer known to exist, to the Airstream chopper built and unveiled by Jesse James, every facet of motorcycle sport and culture was represented.

Giacomo Agostini, the greatest Grand Prix racer of all time, came from Italy with his family to receive the Lifetime Achievement Award, which was conferred by World Champion Phil Read who came over from England for the occasion.

Actors and motorcyclists Jason Lee and Giovanni Ribisi conferred the Elvis Award sponsored by Lucky Brand Jeans, Chad McQueen presented the Steve McQueen Award in honor of his father, and actor and biker Michael Madsen presented the Best of Show Award, sponsored by Dainese, to a hundred year-old Indian Torpedo Tank Racer in its original unrestored condition.

A private pre-Concours ride with World Champions Agostini and Read and senior executives from MV Agusta and other motorcycle manufacturers kicked-off in Los Angeles with a private tour of Jay Leno's garage before arriving in Half Moon Bay.

Icons of custom bike building Jesse James, Paul Cox and Billy Lane unveiled new creations to the applauding and cheering throngs of enthusiasts and press, as did Japanese sensation Shinya Kimura. MV Agusta unveiled for North America its F4 RR 312 1078 model, and Dainese unveiled its collection of legendary and historic racing suits as well as their collaborative prototype helmet with Agostini.

Following the afternoon award ceremony, Bonhams & Butterfields conducted a sale of 100 motorcycles including everything from pre-war motor bicycles to modern land rockets. Then, later that evening, a special fundraising dinner hosted the likes of Agostini, Read, Wayne Rainey, Mert Lawwill and Malcolm Smith.

From racers to builders, executives to owners, enthusiasts to the curious, Legend of the Motorcycle brought together a unique combination of people for a weekend world event celebrating over a century of the two-wheeled machine.

Photos and quotes are available to the press by contacting info@legendofthemotorcycle.com.

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