



2009 EVENT POSTPONED

For immediate release. San Francisco – 19 December 2008 – The annual Legend of the Motorcycle Concours d'Elegance, which takes place the first weekend each May, will be postponed in 2009.

Instead, the fourth annual event, highlighting Indian and NSU as the featured marques, is scheduled to resume in 2010.

The decision is due to the effect the world economy has had on many sponsors, and while deciding not to produce the show next year was very difficult, it was the most prudent. “We’d never do anything to compromise the quality of the Concours,” says co-founder Jared Zaugg. “We’d rather suspend the event than see it done halfway and I’m sure those that have participated would agree. This has been a true labor of love and something we strongly believe in, so we look forward to reinstating it after this hiatus.”

The good news is that the postponement is temporary and plans are already underway for May 2010.

From legendary racers and builders, to celebrities and industry executives, to owners and enthusiasts, Legend of the Motorcycle brings together a unique audience from around the globe representing all the wonderfully diverse facets of motorcycling. The weekend celebration is centered around a display of 200 of some of history’s most important motorcycles judged by an international panel of experts, and combines never-before-seen exhibits, contemporary product unveilings, exclusive presentations, a collector’s auction and charity auction, receptions, and rides, for an event unlike anything else in the motorcycle world. (A list of select press quotes about Legend of the Motorcycle is following below.)

Information and updates will be posted to the website, LegendoftheMotorcycle.com, throughout the year.

For press inquiries, please contact info@legendofthemotorcycle.com.

“Legend of the Motorcycle has become the premier event celebrating the motorcycle.”
– *Auto Week*, May 30, 2008.

“A must attend event for worldwide connoisseurs.” – *Forbes Life*, April 2008.

“The best motorcycle show in America, if not the world.” – *Barnett’s*, September 2008.

“The event is a sight to behold.” – *Motor Trend*, May 8, 2008.

“Legend of the Motorcycle is rapidly becoming one of motorcycling’s most prestigious showcases.” – *New York Times*, May 4, 2008.

“One of the world’s greatest motorcycle shows.” – *Cycle News*, May 2008.

“One of the world’s great motorcycling events.” – *Motorcycle Consumer News*, July 2008.

“America’s ‘biggest’ bike show.” – *Cycle World*, August 1, 2008.

“The country’s premier concours of motorcycling.” – *Los Angeles Times*, April 30, 2008.

“...An event that sets new standards...” – *Motorcycle Classics*, November 2007.

“Stylishly smart, scrupulously professional, this prestigious motorcycle event had already in its inaugural year made a strong claim to be America’s best...motorcycle show.”
– *Classic Motor Cycle*, August 2007.

“A classy event...immaculately organized.” – *Cycle World*, May 10, 2008.

“It is becoming a widely recognized event for launching new products.”
– *Motorcycle Consumer News*, July 2008.

“Legend of the Motorcycle boasts the important details that make the event roar...It was one of the most impressive displays ever presented.” – *Vintage Motorsport*, July 2008.

“...It represented the best of the best in two-wheeled glamour.” – *Octane*, August 2007.

“Legend of the Motorcycle has grown into a world-class concours – the quality, beauty and atmosphere of which is comparable to the Pebble Beach Concours d’Elegance in the automotive world.” – *Motor Trend*, May 2008.

“...Think Pebble Beach on two wheels.” – *Playboy*, May 2008.

“The event’s God of Speed bronze trophy is the ‘Oscar’ of motorcycling.”
– *Wall Street Journal*, May 18, 2007

“...A wonderful event and a must for your diary.” – *Octane*, August 2007.

“This is THE go to annual event!” – *Walneck’s*, August 2008.

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