



For immediate release

BONHAMS TO SELL *BROUGH SUPERIOR* NAME, TRADEMARK & LOGO RIGHTS

San Francisco, 23 April 2007 – The rights to the name, trademark, logos, and domain name of one of the greatest motorcycle marques the world has even known will be auctioned by Bonhams & Butterfields at the forthcoming Legend of the Motorcycle Concours d'Elegance.

Brough Superior, known as “**the Rolls-Royce of motorcycles**”, was a hand-made motorbike renown for its performance as well as its price. As the first true luxury motorcycle, the English-made Brough Superior gained international fame in the 1920s and '30s. Its most famous patron was T.E. Lawrence “of Arabia” who owned seven of the bespoke machines, and ultimately met his death upon one.

Also included in the sale is the minute book of the Board of Directors and the registered office's brass nameplate bearing the title “Brough Superior Engineering Limited, Rolls-Royce of Motorcycles”. The rights from the sale include UK, European Community and Japanese trademarks.

As a featured marque of last year's inaugural Legend of the Motorcycle Concours d'Elegance, history was made when the largest number of Brough Superior motorcycles ever to assemble in North America occurred; a proud occasion for a marque still venerated half a century after its end.

The second annual **Legend of the Motorcycle takes place Saturday May 5th** at the ocean-side Ritz-Carlton in Half Moon Bay, California, just south of San Francisco. Tickets for this landmark international event are \$50 in advance (\$65 on Concours day) and may be purchased through the website at www.LegendoftheMotorcycle.com.

The **Bonhams & Butterfields auction will take place at 4:30 pm** on Concours day at the venue. For more information on this premier auction, visit www.Bonhams.com/us. Parties interested in bidding, remotely or in person, may register by contacting jo.barber@bonhams.com or 415-391-4000.

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