



THIRD ANNUAL WORLD EVENT FOR MOTORCYCLES ANNOUNCED

“Legend of the Motorcycle Concours d’Elegance”

Announcing the only world-class concours exclusively for motorcycles, encompassing over a century of style, design and ingenuity.

Representing motorcycling’s past, present and future, Legend of the Motorcycle is a landmark event centered around the concours d’elegance - an exhibition of 200 motorcycles covering nearly 100 years of history, judged by an international panel of experts. The featured marques of this year’s third annual concours will be MV Agusta and Norton, with a history-making line-up of each.

In addition to the standard class awards, there will be special category awards such as the exclusively licensed Steve McQueen™ Award selected by a panel of celebrities, the Industry Award selected by executives of major motorcycle companies, and the Elvis Award™ sponsored by Lucky Brand Jeans and selected by a renowned musician.

Other features include an auction of rare and important motorcycles hosted by Bonhams & Butterfields, a display of custom bikes from the best of the custom builders, a cigar and spirits lounge, racing bikes ridden by the great legends, and concept and prototype models from international manufacturers, to name but a few.

“Legend of the Motorcycle is a celebration of the art of motorcycling. It pays homage to the rich heritage, innovation, beauty and lifestyle the motorcycle imbues”, says co-founder Brooke Roner. Established to create a forum for motorcycling on a level only previously associated with fine automobiles, Legend of the Motorcycle has been called the finest annual platform for motorcycling since the advent of the motorcycle, and a must attend event for any fan of the two-wheeled machine.

The lawns atop the rugged Pacific Ocean at the Ritz-Carlton, Half Moon Bay, California will play host to the event on **May 3rd**, 2008. Half Moon Bay is a scenic 30-mile drive south of San Francisco in a spectacular setting of ocean and mountains.

Additional information may be found and tickets purchased at <http://www.LegendoftheMotorcycle.com>. Questions may be directed to info@legendofthemotorcycle.com

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