



MOTORCYCLE MANUFACTURING COMPANY

805 HANLON DRIVE
BELLE PLAINE
MINNESOTA 56011
PHONE: 612.873.7000
FAX: 612.873.7030

July 12, 1999

Dear Super X Owner:

Another chapter in the history of the Excelsior-Henderson brand is about to be written and we'd like you to be a part of it. For the first time in the 59-year history of Sturgis, owners of new production Excelsior-Henderson motorcycles will be roaming the towns, canyons, peaks and prairies of the Black Hills on their new Super X cruisers.

To celebrate this historic occasion with Super X owners, we are organizing a weeklong series of events. The adventure will begin Friday, August 6 with a group ride from our Belle Plaine factory to Sturgis with Co-Founders Dave, Jennie and Dan Hanlon, and other Road Crew members. Including an overnight stay in Mitchell, SD on Friday night, we'll stop at several points along the way to pick up more Super X riders for the final legs of the trip. (For making your reservations, a list of Mitchell-area hotels and campgrounds is included with this letter.)

Once at the Motor Classic, we have many more activities to keep you and your Super X involved in this historic week. Each event promises to be uniquely Excelsior-Henderson. And special parking at all of our events will keep you and your Super X *"In the Front Row"*.

Enclosed you'll find your Saddlebag Schedule containing the dates, times and locations for each event. Prepare for a week's worth of entertainment, excitement and down-home brotherhood that only Excelsior-Henderson can deliver. Join us for one or all of the activities. If you have any questions, please call our Customer Support line at 612-873-5800. We look forward to seeing you here at the factory for the ride out!

Sincerely,

Dan Hanlon
Co-Founder

Dave Hanlon
Co-Founder

Jennie Hanlon
Co-Founder