

HIGHWAY HAWK TO EXHIBIT AT BIG BIKE EUROPE

WELL known Netherlands based custom and cruiser parts specialist Motolux, owners of the Highway Hawk accessory and Ledrie leather luggage programs, is among the latest high-profile companies to become a part of the fast-growing BIG BIKE EUROPE family of exhibitors.

Founded over 30 years ago and active in 35 countries, Highway Hawk's most recent product introductions include a range of copper accessories, brass knuckle brake and clutch levers as well as a wide range of Harley-Davidson accessories.

Owner Jaap Bakker bought Motolux one and a half years ago and never one to stand still, he recently added the Ledrie leather luggage range to the Motolux portfolio. As of 2013 a USA office is fully operational to access and service the American market.

A 'non-selling ProGrade' expo, BIG BIKE EUROPE is also the new, permanent host event for the acclaimed AMD World Championship of Custom Bike Building (2013 will see the World Championship mark its 10th anniversary and first ever appearance in Europe).

BIG BIKE EUROPE is a three day expo offering exhibitors an innovative and unique new Invitational/Open-admittance attendance strategy.

The first day (Friday May 10th, 2013) is an "Invitation Only" day set aside for motorcycle dealers, custom shops, custom motorcycle builders and customizers who receive invitations from AMD magazine and the expo exhibitors themselves.

In turn invited dealers are able to register and invite up to 25 of their best customers and high mileage large displacement motorcycle riders, as their own 'VIP Riders' for complimentary three-day all-area expo access as their own guests, compliments of BBE's exhibitors.

The weekend (Saturday 11th and Sunday 12th) is open to general public, rider and enthusiast attendance with tickets available from as little as €10 a day (approx \$15.00).

It is estimated that some two-thirds of the value of the European motorcycle market resides with the one-third of

European riders who own 'Big Bikes' (source: ACEM).

In addition to a local population of some 18 million "high percentage motorcycle ownership" consumers (within a 100km radius of Essen, Germany where BIG BIKE EUROPE is being staged), research suggests that some 60 plus percent of Europe's franchised motorcycle dealers and custom shops are within a three, four or five hour ride of Essen.

It is further estimated that some 65 percent plus of Europe's large displacement road-registered motorcycles, of all kinds, including Harley-Davidsons are within a 500 to 600 km radius of the venue (sources: International Motorcycle Industry Index, Moto Big Book, AMD Magazine, International Dealer News).

www.BigBikeEurope.com

www.highwayhawk.com

www.ledrie.com

HIGHWAY HAWK



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