

News Release

National Motorcycle Museum
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AwesomeNess Exhibit Coming to the National Motorcycle Museum

FOR IMMEDIATE RELEASE

ANAMOSA, Iowa - Words like authentic, original and iconic describe Arlen Ness - arguably the king of motorcycle customizing. Never afraid to try something new and take the next step, Ness has had a life of great success and a string of groundbreaking designs to his credit. Curated by renowned motorcycle photographer and author Michael Lichter, AwesomeNess made its debut at the AMA Motorcycle Hall of Fame in the summer of 2008. It will open at the National Motorcycle Museum, Anamosa, Iowa for a two-day only preview June 26 and 27, 2010, during the J&P Cycles® 31st Annual Open House.

The National Motorcycle Museum is currently expanding and making a move to a new, larger site. This two-day event will be your first opportunity to see the new museum.



Bike builder Arlen Ness is a legend in the motorcycle world. With a career spanning more than 40 years, his work has been turned into an exhibit by the AMA Motorcycle Hall of Fame that will travel to the National Motorcycle Museum in Anamosa this summer. The exhibit will preview during the J&P Cycles® Open House June 26 and 27, 2010. Photo courtesy of Michael Lichter Photography.



The AwesomeNess exhibit is made up of 11 of Ness' most popular creations. Above, on the left is Ness' Nesstalgia inspired by a 1957 Chevy. To the right is the Bugatti-inspired Smoothness. Photo courtesy of AMA Motorcycle Hall of Fame.

Anamosa will be open before and after the J&P Cycles® Open House, the new Museum will be a work in progress at that point and open to preview June 26 and 27 only."

Ness may not have known it as he was customizing his own Harley® Knucklehead and winning custom competitions in the 1960's, but he was starting a parts business that, driven by his prolific customizing, would flourish and make him famous. Now Two Bad, a twin engine/twin blower bike; Smoothness, Arlen's favorite; Nesstalgia, a 1957 Chevy-inspired creation and Top Banana are known world-wide.

"This is a great chance to meet Motorcycle Hall of Fame inductee Arlen Ness, learn his personal story and view over 10 of his most exciting creations," suggests National Motorcycle Museum Director Jeff Carstensen. "While the current Museum in downtown

In all, the AwesomeNess exhibit is made up of 11 of Ness' "awesomest" creations. Untouchable is the Ness bike that started it all. The 1947 Knucklehead launched his career after he repainted and customized it in the 1960s. The exhibit also includes: Two Bad, the 2,000cc twin-engine sportster; Ness-Tique, a modern custom inspired by an old school 1903 Harley-Davidson® depicted on a Cartier trophy he won at a Harley-Davidson® ride-in show; Red Flame Chopper inspired by his first Knucklehead; Top Banana winner of top

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Ness Exhibit Coming to Anamosa, Iowa (continued) –

honors on Disney channel Biker Build-Off; Overhead Cam Sportster, a spin-off of a 1200cc with sportbike styling that he keeps in his office and Mach Ness his helicopter turbine-powered bike.

“We are thrilled to have such a special exhibit on display at the museum,” said John Parham, president of the National Motorcycle Museum’s Board of Directors. “We can’t thank the AMA enough for creating this display and allowing our museum to feature it.”

Cruise into the National Motorcycle Museum, located in downtown Anamosa, Iowa, and experience the extensive line of over 225 motorcycles from around the world as well as thousands of photographs, posters, postcards and pieces of motorcycle memorabilia, plus a fabulous collection of antique toys. The National Motorcycle Museum is a not-for-profit 501 (c) (3) corporation and will be moving to a new location during the summer of 2010. For more information, call 319-462-3925 or visit the Museum on the web www.nationalmcmuseum.org.



The Red Flamed Chopped (left) and twin-engined and twin-supercharged Ferrari-bike are included in the AwesomeNess exhibit. Photo courtesy of AMA Motorcycle Hall of Fame.

