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EBR to unveil new American sport bike at AIMExpo in Orlando

EAST TROY, Wis. – Erik Buell Racing (EBR) announced today that a new sportbike will be unveiled October 16 at the American International Motorcycle Exposition (AIMExpo) in Orlando, Fla.

The new, street-legal high performance motorcycle carries EBR's model designation **1190RX** and is a direct descendant of EBR's race-bred limited edition 1190RS Super Bike. While the 1190RX shares its sibling's 1190cc engine and many of EBR's exclusive performance and handling-enhancing features, it is a new design created to tame the wildest roads and rouse the most demanding riders.

"This is the culmination of decades of dedication, innovation and teamwork," said EBR founder Erik Buell. "We have been working to create a pure rider's machine and a true world brand. From the heartland and the heart of America, these are extraordinary motorcycles that discerning riders everywhere will be passionate to own."

The unveiling of the EBR 1190RX will take place in EBR's booth number 1157 at the AIMExpo at 12:00 noon on October 16. Media representatives and motorcycle dealers are encouraged to attend, as a number of developments from the EBR team will be announced at that time.