

FOR IMMEDIATE RELEASE

For 2017, **Motor Bike Expo** in Verona has added a new show feature.

With the support of Custom Chrome Europe, **MBE** will be adding the "**FXR's of Verona**" as an additional FXR/Dyna class for the prestigious MOTOR BIKE EXPO BIKE SHOW / CUSTOM CHROME EUROPE BIKE SHOW SERIES Italian Championship.

The FXR is considered by many to be the best all-around performing and handling Harley Davidson produced to date. This model has seen an increase in popularity in the states that is starting to sweep across Europe, and MBE wants to showcase it. Introduced in 1971 the first FX took the frame from the big "FL" and combined it with the fork and front wheel of the "XL" Sportster, thus the "FX" series was born. A brainchild of Willie G. Davidson, the bike was named "Harley's first stock Custombike" and its numerous variations became a sales success. MOTOR BIKE EXPO SHOW want to honour this heritage and the roots of customizing.

US-based FXR specialist KIRK TAYLOR and Swiss International Customizer DANNY SCHNEIDER will share the effort of bringing together as many European and International modified and customized FXR/Dyna motorcycles as possible.

Competitors should enter their bikes for PRE-NOMINATION at bikeshow@customchrome.de. Bikeshow entries can be presented at the EXHIBITOR BOOTH of the particular builder/manufacturer OR, (for participating privateers and custom shops that don't have a booth, the bikes can request to be entered into the LOWRIDE Bikeshow by contacting bikeshow@lowride.it.)

Showmaster will be (as usual) Motographer Horst Roesler, supported by an International Jury of high-class Custombike Specialists and Editors. There will be major prizes and cash awards given, as well as the bikes being photographed by Horst Roesler. Aside from the competition, visitors can also see the "FXR's of Verona" flagship bikes at the booth in Hall 3 with Kirk Taylor and Danny Schneider.

Any other companies that want to get involved by sponsoring this event should contact J. Harley Staniforth (j.harley@motorbikeexpo.it) for further information.

THE INTERNATIONAL **MOTORCYCLE** SHOW