



FOR IMMEDIATE RELEASE

Contact:

Matt Braun

414-270-8350

mbraun@hansondodge.com

Erik Buell Racing (EBR) opens European office to expand reach

East Troy, Wisc. (January 13, 2014) – [Erik Buell Racing \(EBR\)](#), the world-class motorcycle company featuring American engineering and the best global components, has opened an office in the Netherlands to help expand distribution and overall brand awareness across Europe.

EBR's European office will be located outside Amsterdam, in the suburb of Alkmaar. EBR launched its latest product — the [1190RX](#) — during the [2013 AIMExpo](#) in Orlando. This new street-legal, high performance sport bike is a direct descendant of the RS Super Bike, which began limited production in 2011.

The 1190RX weighs in at a mere 419 pounds yet boasts 185 horsepower and 102 feet per pound of torque in its 1190 cc V-Twin engine. The bike's wide torque band assures riders have maximum power in each gear, while its 21 traction control settings allow for total control in all road conditions. The EBR 1190RX will be available at motorsports dealers across the U.S., Europe and Australia during the first quarter of 2014.

EBR's European office will also work to promote the EBR team's participation in the [2014 FIM Superbike World Championship](#) events, where EBR will have two riders, [Geoff May and Aaron Yates](#). European venues for the series include Spain, The Netherlands, Italy and United Kingdom throughout the spring of 2014.

About Erik Buell Racing

Headquartered in East Troy, Wis., Erik Buell Racing engineers, develops and manufactures high performance motorcycles for sport bike enthusiasts around the world. Additionally, EBR Engineering Services provides engineering consulting expertise for projects inside and outside the motorcycle industry for a global client base. For more information, visit: www.ebr.com

#