



**THE PENINSULA SIGNATURE EVENTS TO REVEAL NEVER-BEFORE-SEEN MOTORCYCLE  
MASTERPIECE AND RARE BIKES AT THE QUAIL MOTORCYCLE GATHERING**

*The Quail Marketplace Offers 1968 BSA Shooting Star for Sale; Eddie Lawson Appointed as  
“Legend of the Sport” Series Guest*

**CARMEL, Calif. (April 29, 2014)** – The [Peninsula Signature Events, a division of The Peninsula Hotels](#), will celebrate the evolution of the motorcycle as well as **100 Years of Speed Trials at the Bonneville Salt Flats** at the 2014 *The Quail Motorcycle Gathering*, taking place at [Quail Lodge & Golf Club](#) in Carmel, California. *The Quail Motorcycle Gathering*, presented by TUDOR, will showcase a collection of more than 200 of the world’s most striking and never-before-seen motorcycles on Saturday, May 17, 2014, from 10:00AM – 3:30PM. The day-long event will spotlight four-time 500cc World Champion and two-time AMA Superbike Championship winner, Eddie Lawson, as its **“Legend of the Sport”** guest. The event will also host the film makers, stars and motorcycles from “Why We Ride,” the acclaimed motorcycle documentary produced by Bryan H. Carroll and James Walker.

Coming off the heels of a successful nationwide debut, the creators of “Why We Ride” will appear at the gathering along with some of the movie’s stars and featured motorcycles. The film, which intimately explores the passion riders have and the souls of their machines, features The Peninsula Signature Event’s Director of Motorsports, Gordon McCall, and *The Quail Motorcycle Gathering* - the only awards show featured in the documentary. For the first time, the Why We Ride Award will be presented at *The Quail Motorcycle Gathering* and will be chosen by future riders, racers and designers, as children 12 and under will select the one motorcycle on the field that has most inspired them.

Racer Gloves USA, North American importer for Austrian brand RACER, will have multiple World Champion and AMA Champion, Doug Polen, at the Racer Gloves tent for autograph signing between 12:00PM- 2:00PM. A 2011 AMA Motorcycle Hall of Fame inductee, Polen is one of the most accomplished American road racers of the 1980’s and 1990’s and guests of *The Quail Motorcycle Gathering* have the opportunity to meet Polen during his autograph signing.

For enthusiasts looking to buy and sell motorcycles, *The Quail Motorcycle Gathering* offers the annual *The Quail Marketplace*, a for-sale-by owner corral. Among the bikes for-sale will be a **1968 BSA Shooting Star** a street version of the once popular BSA 441 Victor Enduro bike. With a storied history,

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the Shooting Star has been fully restored to its original appearance when it was purchased in pristine condition the same year that the bike was manufactured. The registration fee to enter a motorcycle into *The Quail Marketplace* is \$25.

“The rare and historic vehicles for sale and on display at *The Quail Motorcycle Gathering* provide an intimate exchange that transforms first time guests into returning visitors. The bikes exhibited are made with the finest craftsmanship, which continues to spark a sense of wonder and celebration of these motorcycles year after year,” said Director of Motorsports, Gordon McCall.

Guests who wish to participate as an entrant by showing their motorcycle at *The Quail Motorcycle Gathering* may purchase a package for \$140, inclusive of two tickets to the event, a gourmet lunch, the ability to show one bike, and an event gift bag. The Private Collection Package is \$325 and includes four tickets to the event, one private collection sign (personalized to each attendee), exhibitor space for four bikes and an event gift bag.

Making its first ever appearance at *The Quail Motorcycle Gathering*, the “**Bell Kaff**” **Custom SpecialK Motorcycle** will be presented to Evan Bell, owner of the world-renowned bike shop Irv Seaver BMW Motorcycles in Orange, California.

In 2010, Larry and Carol Romestant, master K Bike customizers of Romestant Engineering and Design, were commissioned by Evan Bell to build a K Bike for Irv Seaver in honor of BMW’s 100<sup>th</sup> anniversary celebration in 2012. The prized vehicle, named the “Bell Kaff,” was unfinished for the celebration, and will be revealed for the first time at this year’s event. The “Bell Kaff” emulates a 1970s Café Racer and is built around a 1200cc engine and drive train from a 2004 BMW K1200RS and incorporates influences of British, Italian and German styling of the 1960’s and 1970s.

Additionally on display by Larry Romestant will be **The Beast**, a custom motorcycle comprised of a 1986 K100 frame and a fitted motor from the powerful K1200RS. For a crisp and immediate response, The Beast includes a K1100 Motronic Module enhanced by a Dynojet K1200RS Power Commander.

Celebrating 100 Years of Speed Trials at the Bonneville Salt Flats, presented by Top 1 Oil, both the **Quicksilver** and **1964 Triumph Gyronaut X-1** will join this year’s collection at *The Quail Motorcycle Gathering*. Custom built by Mike Corbin in 1971, Quicksilver set the initial World Land Speed Record for electric motorcycles at Bonneville Salt Flats in 1972, running on standard lead acid batteries. In 1974, equipped with upgraded silver-zinc batteries, Quicksilver returned to Bonneville and increased the Land Speed Record to 165.387 MPH, a record that stood unbroken for more than 30 years. The 1964 Triumph

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Grynonaut X-1 joins the same category as the Quicksilver and was named the World's Fastest Motorcycle from 1966-1970, presently holding the title as the World's Fastest Triumph.

As part of the event's European Class, the **1933 Sunbeam Model 9** represents an era of quality motorcycle production and superior craftsmanship. After building a solid reputation for its early vehicles, Sunbeam became known for their attention to detail and finish that makes for a classic treasure with present-day motorcycle aficionados and collectors alike.

General admission tickets to *The Quail Motorcycle Gathering* are \$75 per person (\$15 for children 12 and under), inclusive of a gourmet barbeque lunch, offerings from local wineries and breweries together with live performances on the KRML Radio Stage by The Inciters, Casey Frazier and Delaney Ann. To purchase event tickets, please visit [www.quailodgetickets.com](http://www.quailodgetickets.com).

Like *The Quail Motorcycle Gathering* on Facebook at [www.facebook.com/TheQuailMotorcycleGathering](http://www.facebook.com/TheQuailMotorcycleGathering). Follow both *The Quail* events on Twitter and Instagram with the handle: @TheQuailEvents.

#### **About The Peninsula Signature Events**

The Peninsula Signature Events is organized by The Peninsula Hotels, dedicated to creating world-class bespoke events at its properties in [Hong Kong](#), [Shanghai](#), [Tokyo](#), [Beijing](#), [New York](#), [Chicago](#), [Beverly Hills](#), [Bangkok](#) and [Manila](#) - future openings [Paris](#), Yangon and London. [Quail Lodge & Golf Club](#) is home to the following Peninsula Signature Events: *The Quail*, *A Motorsports Gathering*, *The Quail Rally*, *The Quail Motorcycle Gathering* and *The Quail Ride*.  
<http://signatureevents.peninsula.com>

#### **About Quail Lodge & Golf Club**

Nestled on 850 acres, Quail Lodge & Golf Club includes many trails, beautiful lakes, lush gardens and rolling hills. The Lodge is located in the heart of sunny Carmel Valley, California and is managed by The Peninsula Hotels, owned and operated by The Hongkong and Shanghai Hotels, Limited (HSH), since 1997. Quail Lodge is home to *The Quail*, *A Motorsports Gathering*, celebrating its 12<sup>th</sup> year as one of the premier events in the automotive world, and *The Quail Motorcycle Gathering*, in its sixth year.  
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#### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development, and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 Avenue Kléber in Paris, France.

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