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S&S Cycle and ExxonMobil Team Up to Develop Performance Cruiser Motorcycle for Jay Leno

Entertainer Receives the First Cycle Made with "Performance Cruiser Kit" and Mobil 1

FAIRFAX, Va.--(BUSINESS WIRE)--

As the owner of literally hundreds of unique vehicles, Jay Leno is not easily impressed by many of the new models on the market. But when he climbed onto the brand-new motorcycle presented to him by S&S Cycle and ExxonMobil, Leno was clearly thrilled.

"Having ridden a variety of bikes, I can tell you that this motorcycle is really impressive. It represents the next generation of engineering and also meets 2008 California Tier II emission standards, so you can feel good about riding it," Leno said. "S&S and ExxonMobil represent some of the most leading edge engineering and technology in their respective fields; it's about American ingenuity."

This motorcycle is the first to include the third-generation "performance cruiser" chassis/powertrain kit. The powertrain kit features the much anticipated X-Wedge(TM) engine and ExxonMobil's flagship Mobil 1 motorcycle oil. A fitting pair, considering that each new S&S engine is not only end-of-line tested with Mobil 1, but also the initial fill for each completed engine.

The motorcycle also features high end components and controls. The special edition paint job, created by Dougz Custom Paint, features Mobil 1 and highlights the S&S 50th Anniversary, which will be celebrated at an event in La Crosse, Wisconsin, in June 2008. Leno's bike will also be displayed at the 2008 Sturgis Rally and a select number of events throughout the year.

The X-Wedge(TM) engine is not only powerful and looks great, but also meets new 2008 CARB and 2010 EPA emissions standards, providing significant reduction in noise and gaseous emissions. This next generation v-twin is a departure from S&S' traditional engine design and a step toward the future of air-cooled, pushrod operated v-twins.

"For me this is the only air cooled motor that feels as tight and quiet as one that is liquid cooled, and that's saying a lot. It's got everything a guy could ask for, especially in an era when motorcycle manufacturers are getting away from air cooled engines. This bike has performance, power and a comfortable ride, which is especially important at my age," said Leno.

S&S President Brett Smith described the project as a labor of love. "Working with

ExxonMobil and Jay Leno on this project has been a lot of fun," he said. "Having spent some time with Jay, it has become clear to me that what he does for a living is exceeded in passion and enthusiasm only by his desire for high-performance engines."

"We are very proud to be associated with this project," said Margaret Parnell, vice president of Planning & Technology, ExxonMobil Lubricants & Specialties. "Mobil 1 is known for delivering outstanding performance. This state of the art S&S designed and developed motorcycle is definitely a high-performance machine that's on par with Mobil 1's fully synthetic formulations designed to withstand the extreme heat produced by high-revving motorcycle engines and handle some of the toughest riding conditions. We are thrilled that Jay Leno has embraced this project, and we're looking forward to taking it on the road."

Representatives from both companies presented Leno with the cycle during a ceremony at the entertainer's famed southern California garage on November 7. The motorcycle itself weighs less than 550 pounds, has a wheelbase around 60 inches, rake of 28 degrees, and trail of 5.2 inches. The chassis is TIG welded, 1020 DOM steel tubular frame with a modular rear subframe. The build also includes 17" Michelin Pilot tires, Brembo radial binders, and Ohlins front and rear suspension.

About ExxonMobil

Together with its affiliates, ExxonMobil Lubricants & Specialties is the world's foremost supplier of lubricant basestocks and a leading marketer of finished lubricant products under the ExxonMobil, Exxon, Esso and Mobil brands, including Mobil 1 -- the world's leading synthetic motor oil. It markets lubricants, petroleum specialty products and lubrication services worldwide. "ExxonMobil" is used for convenience only and may refer to Exxon Mobil Corporation (NYSE:XOM) or one of its subsidiaries. ExxonMobil, Exxon, Esso, Mobil and Mobil 1 are registered trademarks of Exxon Mobil Corporation or one of its subsidiaries. Mobil 1 motorcycle oils can be found at leading retailers nationwide and are available as Mobil 1 Racing 4T 10W-40 and Mobil 1 V-Twin 20W-50. Additional information about Mobil 1 and other ExxonMobil lubricants can be found at www.mobiloil.com.

About S&S Cycle

S&S Cycle has been a leading manufacturer of Proven Performance V-Twin motorcycle components and engines for 50 years. George Smith and Stanley Stankos founded the company in 1958 in Blue Island, Illinois. Shortly after the founding of S&S, George, and his wife Marjorie (whose maiden name was also Smith), bought out Stanley Stankos and Smith & Stankos became Smith & Smith (S&S). In 1969, S&S moved from Blue Island to Viola, Wisconsin, and expanded to La Crosse, Wisconsin, in 2004. This third generation business supplies components and/or engines to the powersports industry. Additional information about S&S Cycle can be found at www.sscycle.com.

Source: Exxon Mobil Corporation