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Petersen Automotive Museum to Debut World’s First Exhibit Exclusively Showcasing Custom Electric Motorcycles

Guest curated by Motorcycle Arts Foundation Co-Founder Paul d’Orleans and supported by Harley-Davidson, “Electric Revolution” will celebrate the coming-of-age of the electric motorcycle industry with 21 e-bikes from custom builders and manufacturers around the world.

LOS ANGELES (March 26, 2019) – On April 6, 2019, the Petersen Automotive Museum will debut the world’s first exhibit focused exclusively on electric motorcycles. Replacing “Custom Revolution” in the Richard Varner Family Gallery, the new “Electric Revolution” exhibit will explore the history and current state of the e-bike industry with 21 groundbreaking examples from visionary custom builders and established manufacturers.

Zero-emission vehicles have become a prominent part of the driving landscape, and e-bikes are one of the fastest growing sectors of new tech transportation. “Electric Revolution” will assemble a dynamic mix of custom, prototype, racing, and production electric motorcycles from CAKE, Neil Connolly, Curtiss Motorcycles, Alta Motors, Shiny Hammer, Blatant Moto, Joey Ruiter and more. American industry stalwart Harley-Davidson, who has graciously underwritten this exhibit, will also provide three recent prototypes from their EV program, including the 2020 LiveWire.

Other key bikes on display will include CAKE’s “Kalk,” Sweden’s innovative, light and stylish off-road e-bike that sold out its first run and has won design awards around the world; Neil Connolly’s “STROM 36,” which was the first-ever electric bike to be featured in the AMD World Championship Custom Show in 2015; and Curtiss Motorcycles’ “Zeus,” which was the company’s debut bike after re-branding in 2018.

“As the transportation industry moves toward electric-powered vehicles, it is our responsibility as a museum to accurately represent this progression with our exhibits,” said Petersen Automotive Museum Executive Director Terry L. Karges. “Because of the growing popularity of e-bikes, we felt it was the right time to debut “Electric Revolution” and show our audience how these ultra-stylish and contemporary designs are pointing the way to the future.”

“Electric Revolution” is guest curated by Motorcycle Arts Foundation (MAF) Co-Founder Paul d’Orleans, who previously guest curated the highly successful “Custom Revolution” exhibit at the Petersen last year. The exhibit is designed by Falcon Motorcycles Founder Ian Barry, features graphics by British artist Nicolai Sclater of Ornamental Conifer, and is produced by MAF and MAF Co-Founder and Chairman, Sasha Tcherevkoff.

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**About Petersen Automotive Museum**
The Petersen Automotive Museum Foundation is a non-profit 501(c)(3) charity. The Museum is located at 6060 Wilshire Boulevard (at Fairfax) in Los Angeles, California, 90036. Admission prices are $16 for general admission adults, $14 for seniors, $11 for children ages 4 to 17. Active military with ID, personal care attendants and children under four are admitted free. Museum hours are 10 a.m. to 6 p.m. For general information, call 323-930-CARS or visit [www.Petersen.org](http://www.Petersen.org).

**About Motorcycle Arts Foundation**
The Motorcycle Arts Foundation is a 501(c)(3) non-profit dedicated to the preservation and distribution of motorcycle arts. For more information please visit [www.motorcycleartsfoundation.org](http://www.motorcycleartsfoundation.org).