



ANDERS KIRK JOHANSEN INTRODUCES THE VIKING CONCEPT MOTORCYCLE DESIGNED BY HENRIK FISKER

- Premium concept motorcycle unites two of Denmark's most innovative industry names: Anders Kirk Johansen and Henrik Fisker
- Viking Concept design study indicates possible future direction for bespoke Danish custom bike builder, Lauge Jensen
- Viking Concept is the first motorcycle to be Euro IV compliant without compromising the character and soul of the V-twin engine
- Signature Fisker design strengths applied to a motorcycle for the first time

April 17, 2014 – Lauge Jensen motorcycles is today unveiling the Viking Concept at the Top Marques luxury brands show in Monaco.

This premium motorcycle is a design study that blends the talents of two of Denmark's most creative talents: Anders Kirk Johansen, an industrialist whose family invented LEGO™, and renowned vehicle designer Henrik Fisker.

The Viking Concept points to a possible volume-production direction for Johansen's Lauge Jensen brand, following his acquisition of the company in 2012.

Johansen commissioned world-renowned automotive designer Henrik Fisker, previously a design chief at both BMW and Aston Martin and the designer of the Fisker Karma, to design the Viking Concept.

The result is a bike that retains a classic cruiser look sculptured into a dynamic, flowing design. In particular the tank, seat and rear fender blend together to create a seamless effect. Fisker believes this to be unique in custom motorcycles.

The Viking Concept is powered by a 45-degree V-twin producing 100hp, making the bike capable of more than 130mph. Yet it's the first motorcycle of its type to comply with new, much more stringent Euro IV emissions regulations that come into effect in 2016.



The engine, built in Wisconsin, USA, has been carefully developed and tuned to achieve this without losing its trademark V-twin sound or soul.

Johansen and Lauge Jensen are proud to have achieved the new emissions targets without compromising the engine's performance, safeguarding the production and character of future products.

Lauge Jensen currently produces the limited edition Great Dane custom cruiser, which starts from €42,800 euros. The company intends to build a bike based on the Viking Concept at higher volumes and with a lower price tag than the Great Dane.

Commenting on the design collaboration, Anders Kirk Johansen says: 'We have been developing the Viking Concept for some time, so I am delighted to reveal it today here in Monaco. Potentially, it's the next step for our company beyond our limited production Great Dane custom bike.

'It's great to have Henrik, one of the world's leading vehicle designers and a fellow Dane working in partnership with us to help create a really special, emotional design. Revealing a concept bike is all about gauging demand but, if it's there, I look forward to producing the Viking Concept for the mainstream market.'

Henrik Fisker added: 'It's been a dream of mine to design and create a motorcycle for many years and this is the first time I have the freedom to go and do it.

'I hope people like what we have created and that we can make more of them – for sure there's plenty more to come from this collaboration between myself and Anders.'

- ENDS -

NOTES TO EDITORS

TECHNICAL SPECIFICATION:

Engine: Air-cooled V-twin, 45 degree, Euro IV

Compression: 9:1

Transmission: 6-speed (5 and overdrive)

Power: 100hp

Top speed: 130mph+

Fuel economy: 70mpg

Dry weight: 299kg



ABOUT ANDERS KIRK JOHANSEN:

Anders Kirk Johansen is a successful Danish industrialist, businessman and motorcycle enthusiast. He comes from one of Denmark's most prominent business families starting with his grandfather, who invented LEGO™ and brought it to market. He has a reputation for investing in businesses known for producing very high quality products, and bought Lauge Jensen in 2013.

ABOUT HENRIK FISKER

Henrik Fisker is one of the world's leading vehicle designers, having run the design team at BMW and Aston Martin before starting his own companies, Fisker Coachbuild and Fisker Automotive, where as CEO he created the Karma hybrid. Originally from Denmark, Fisker now lives and works in Los Angeles, USA as a design consultant and entrepreneur.

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