



September 30, 2009

## **Jay Leno donates his customized Star VMAX to Barrett-Jackson, proceeds to benefit Bailey's Café**

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Cypress, California – Jay Leno will be appearing in Las Vegas on Saturday, October 10th. The star of The Jay Leno Show is no stranger to Vegas – he did over 160 stand-up gigs last year. But this time, he's proving that he's really a 'stand-up guy.'

Leno will be at the Barrett-Jackson collector car auction and he'll be helping the famed auctioneers get the highest bid for his customized Star VMAX motorcycle. The proceeds of the sale will go to Bailey's Café, a community program that brings art education to some of New York's toughest neighborhoods.

"Bailey's Café is an arts program," says Jay, "but since I didn't have any Yamaha musical instruments to auction off, I thought I'd sell my Star VMAX, which was made by Yamaha."

After deciding to part with his brand new VMAX, Jay upped the ante by sending it down to the noted custom-bike designer Jeff Palhegyi. The San Diego-based customizer wasn't fazed by the fact that he only had one week to work his magic.

"Jay's only instructions were, 'This bike's going to be bought by an enthusiast, so make sure to keep it rideable.' I know he's into bold, powerful bikes and cars, so I'll be emphasizing those aspects of the VMAX," said Jeff Palhegyi.

The last-minute attendance of Jay Leno, and the unveiling of his custom Star VMAX, is an unexpected bonus for bidders who'll be crowding the auction floor at the Mandalay Bay Hotel and Casino in Las Vegas. Barrett-Jackson president Steve Davis says, "Our company is waiving the buyer's and seller's fee on this wonderful opportunity to own a fantastic custom bike, because we agree with one of the world's greatest car guys, that it's important to support worthy causes."

Bailey's Café Stefanie Siegel says, "Jay and I have been friends since we were 18 years old. He's worked very hard to get where he is and he has always respected and supported the work it's taken to get Bailey's Café going. I'm thrilled that the sale of his motorcycle will help us achieve our goal of raising \$100,000, which will allow us to find a permanent home for our community arts programs."

The Star VMAX ([www.starmotorcycles.com](http://www.starmotorcycles.com)) is a limited-production/built-to-order motorcycle. Customers who wish to purchase a 2010 VMAX have until November 30<sup>th</sup> 2009 to place a deposit with their Star dealer. Deliveries of 2010 models are scheduled to begin in November.

Leno's appearance, during prime time on Saturday October 10th, will be a part of the scheduled live coverage of the auction. Bidders do not need to travel to Las Vegas to bid on Jay Leno's customized Star VMAX. For more information on attending the auction or placing an absentee bid, visit: [www.barrett-jackson.com](http://www.barrett-jackson.com).

Bailey's Café ([www.baileyscafe.org](http://www.baileyscafe.org)) uses the arts as a way of building a true sense of community in inner city neighborhoods. Programs are for people of all ages and focus on creating inter-generational respect and understanding.



**Photo caption:**

Jay Leno takes a fond look at the Star VMAX. The next time he sees it, it will have been customized by Jeff Palhegyi. Soon after that, it will be under the spotlight at the Barrett-Jackson classic car auction, where it will be sold with all proceeds benefiting Bailey's Café. Photo courtesy Star Motorcycles