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Nicky Hayden Teams Up With Axio Performance Luggage For Signature Product Line
Axio to debut its much anticipated Nicky Hayden Signature line at the 2009 Dealer Expo

Cardiff-by-the-Sea, CA February 11, 2009 – Axio is pleased to announce the unveiling of its Nicky Hayden 69 Collection at the upcoming Powersports show in Indianapolis, IN. The Ducati®-inspired collection features six initial pieces that combine Axio's award-winning designs and patented hardshell technology with Nicky Hayden's iconic image and youthful flare.

"Nicky doesn't need an introduction, but the 2006 FIM MotoGP World Champion is not just a charismatic superstar, he's on top of most lists to regain the title and we're super stoked that we're together," stated Bob Haro, Axio founder.

The personal luggage line will feature a high-gloss polycarbonate hardshell backpack based on the popular Axio Swift 2.0 Hardpack; a unique version of the Hybrid Softpack; an all-new Slingpack and Laptop case, and a Nicky Hayden Lunchbox that is sure to bring back the cold lunch come race season.

An enthusiastic Nicky stated "I'm happy to team up with Axio to offer my fans some pretty trick signature bags. I have seen the bags and they really are one-of-kind and have very unique looks and features. They are different from all the other bags on the shelf. I just need to do my part and gas up so I can pack some trophies in them this season!!!"

The exclusive Axio Nicky Hayden Collection will initially be available through Axio, LLC and Nickyhayden.com. The signature line can be previewed at the Axio display booth - number 3437 at the upcoming Powersports Dealer Expo.

Axio is a performance luggage manufacturer based in Cardiff-by-the-Sea, California. To obtain more information about the entire line of Axio performance hardpacks and travel cases, please visit www.axiobags.com or call 760 557 0123.

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