

## Forbes Motorcycle Tours

Tim Forbes hosted these invitation only events a couple of times year for friends, celebrities and in my case, advertisers in their many publications. 70-80 bikes would run from the Forbes Far Hills compound, four houses on the estate for the father, sons and daughter.

Each event (Spring and Fall) was protected by the Blue Knights - motorcycle police riders who blocked key intersections on the 100 mile routes. The runs, before popular use of GPS, was preplanned by Dave Stein a Forbes employee. Dave was also one of two bike mechanics. There was a lead bike and a follow up truck at the rear for emergencies and breakdowns. Once a Blue Knight flipped his bike and a doctor on the run took over.

Each run was professionally photographed, sometimes video recorded using a helicopter. Often run was shown on NJ TV. Forbes had 60 motorcycles of various manufacture which you could reserve. Runs included a luncheon stop along the route. Major restaurants were used like the Walpack Inn. There was a gas stop for all participants, no charge, closed down the station for all the bikes. Back at the estate a tented dinner was catered and served. Often tethered Balloon rides were often offered. Sponsors might display their vehicles from BMW, Jaguar and Mercedes.

Elizabeth Taylor was often there as was John Bon Jovi, and famous politicians. With the 2008 market crash the runs were discontinued as Forbes closed their NYC HQ. I don't think they do the runs any more.

If you rode a motorcycle this event was a free, exciting a reason to continue advertising with them. I also traveled to their vast west conference center and the Forbes home in Africa.

Bob Ingoglia