

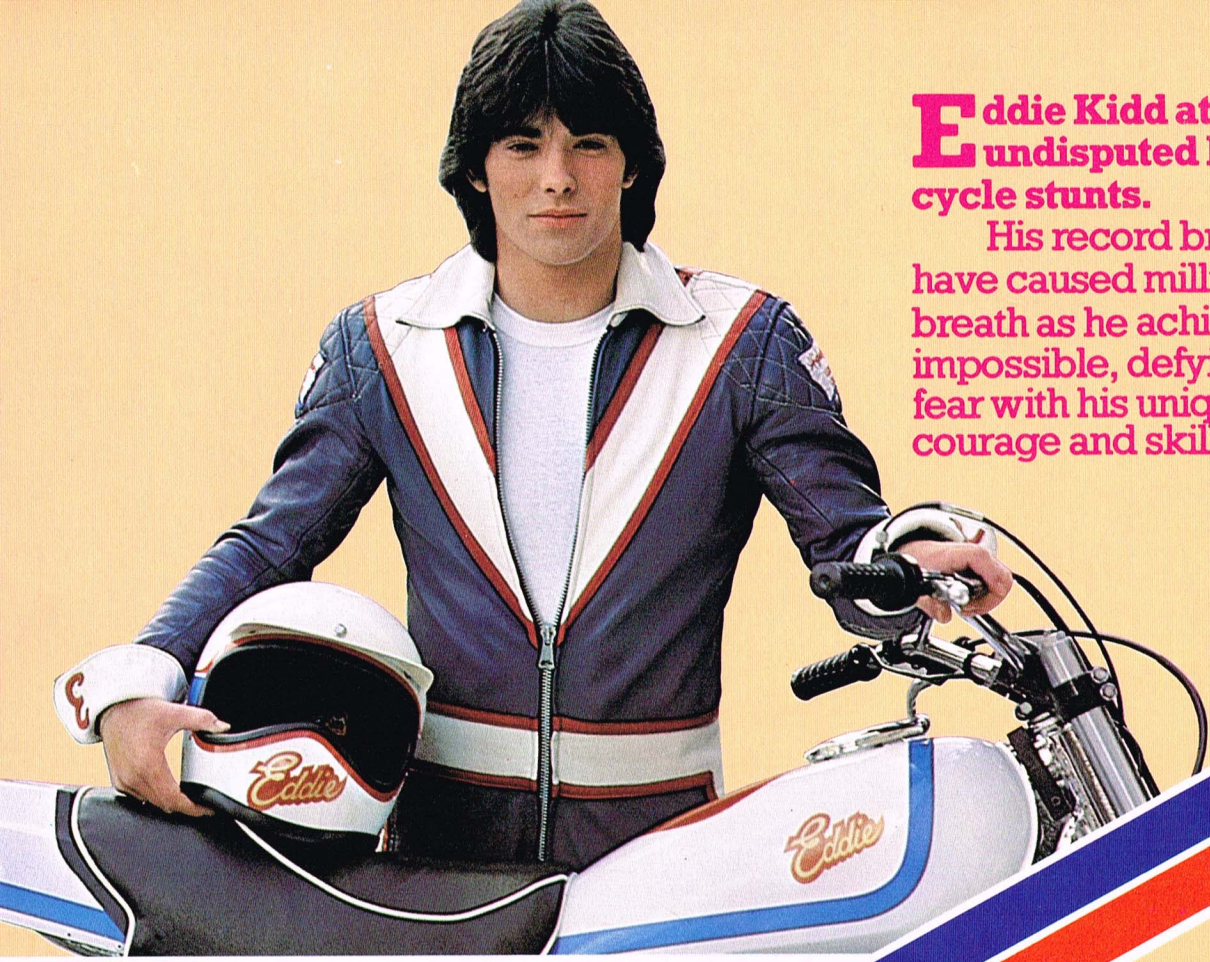


Eddie Kidd



EDDIE KIDD

OFFICIAL SOUVENIR BROCHURE



Eddie Kidd at 21 is the undisputed king of motor cycle stunts.

His record breaking feats have caused millions to hold their breath as he achieves the impossible, defying gravity and fear with his unique blend of courage and skill.



Eddie was born and brought up in North London.

The film, about American Evel Knievel, inspired the twelve year old Kidd to start training with an ordinary bicycle – jumping over oil cans, barrels, and even his school mates! Two years later he joined the Cyclo-maniacs stunt team, and within twelve months he had become holder of the Junior World Record by jumping over eight coaches.

Eddie's early ambition and inspiration was to be the best in the world, and he achieved this at the astonishingly early age of 18. He cleared a distance of 190 feet over fourteen double decker buses, becoming the first person ever to cover such a distance and retain control of the bike. That record remains unbeaten to this day.

He made his acting debut in "Riding High", a multi-million-dollar production. His good looks have brought him legions of fans through his media appearances,

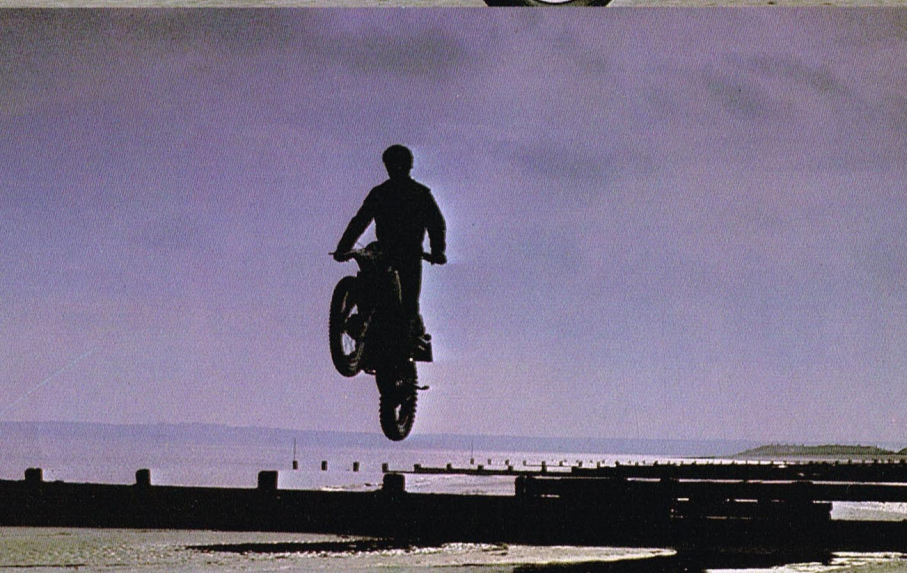
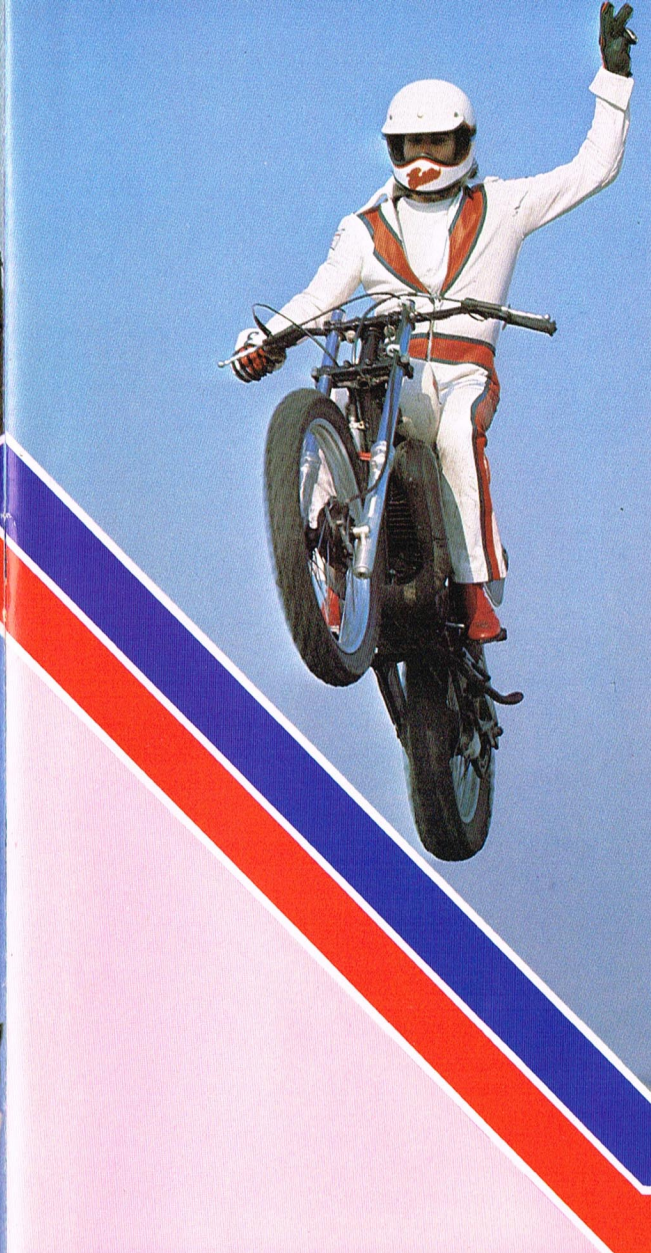
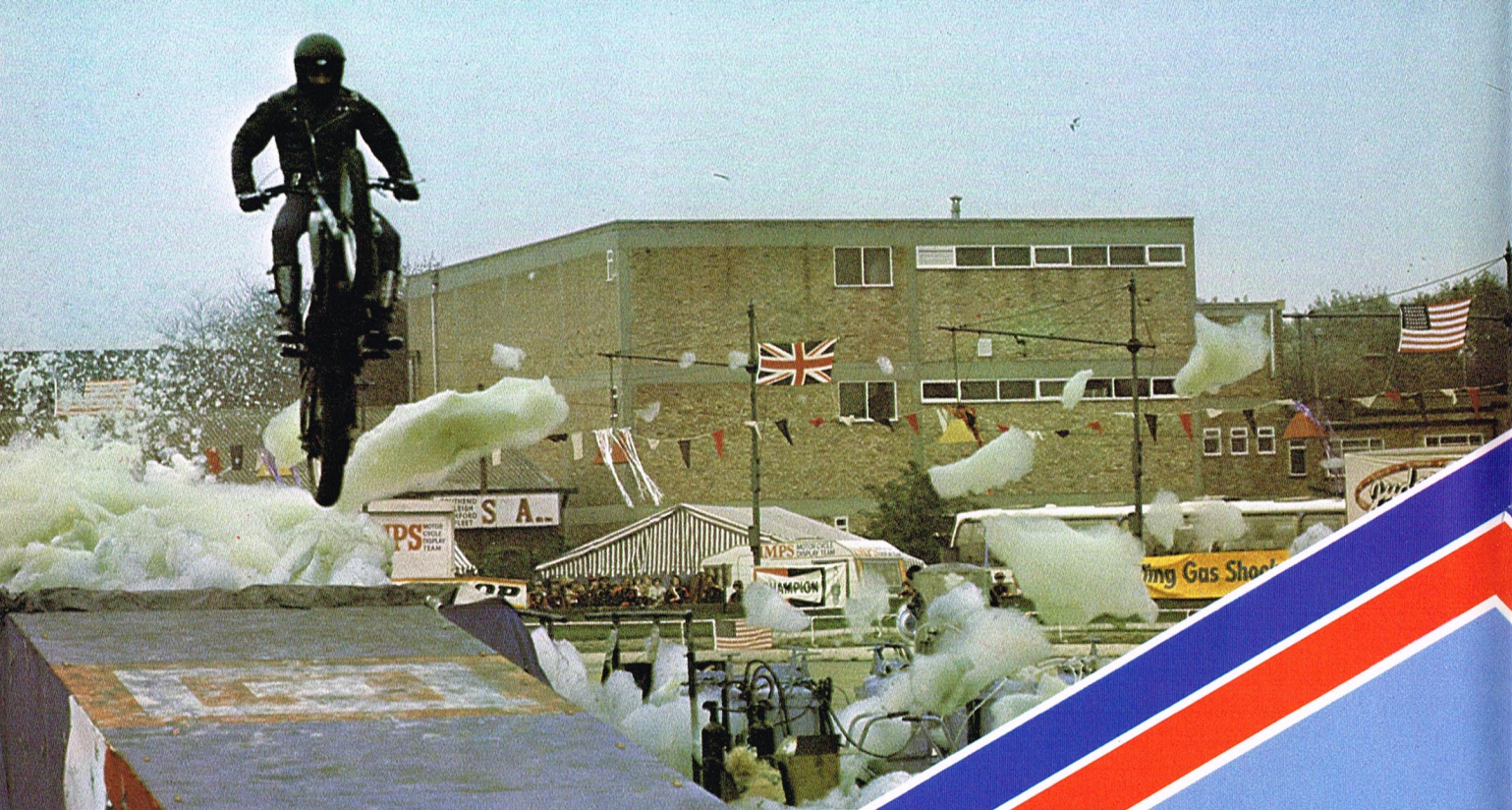


and has made several recordings.

Recent summers have seen Eddie headlining highly successful tours, attracting capacity crowds all over Britain and Ireland. THE EDDIE KIDD SPECTACULAR is the first stunt tour which he has personally devised and produced, and promises to be his most exciting venture to date.

Eddie's daring exploits have made him the idol of hundreds of thousands of his generation. In over 3,000 jumps Eddie himself has never suffered serious accident or injury.





Jumping 23 cars at Longleat in 1977.

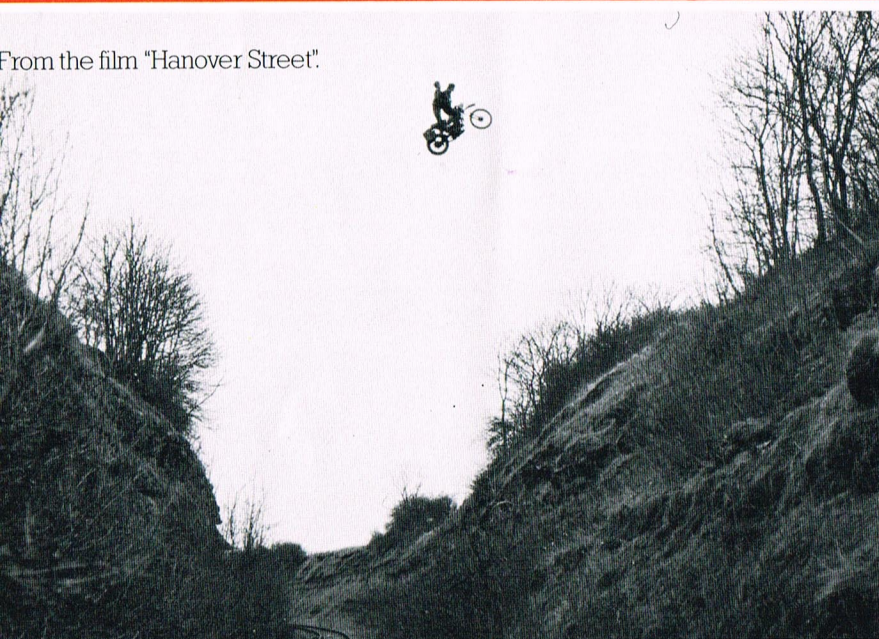


EDDIE'S SPECTACULAR LEAP TO FAME

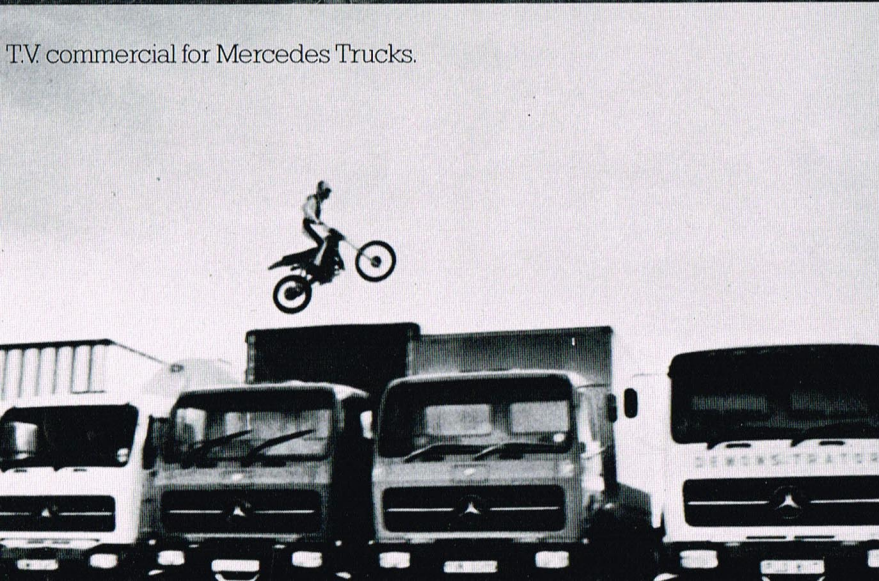
World Record jump – over 190 feet.



From the film "Hanover Street".



TV commercial for Mercedes Trucks.



Eddie Kidd started his professional stunt riding when he was fourteen years of age when he joined the Cyclo-maniacs team. At Pickett's Lock Sport Centre in North London, Eddie gave his neighbourhood one of its proudest moments when he jumped over thirteen double decker buses – a distance of 123 feet.

In 1977 at Longleat, home of the Marquis of Bath, he jumped over a line of 23 cars, a distance of 129 feet, and became World Champion Motor Cycle Target Jumper. Later that year, Eddie flew to California for the World Championship.

Six months later, he proved definitively that he was the best in the world, when he jumped 14 double decker buses, clearing a distance of over 190 feet. No one else has ever jumped such a distance, and retained control of the bike.

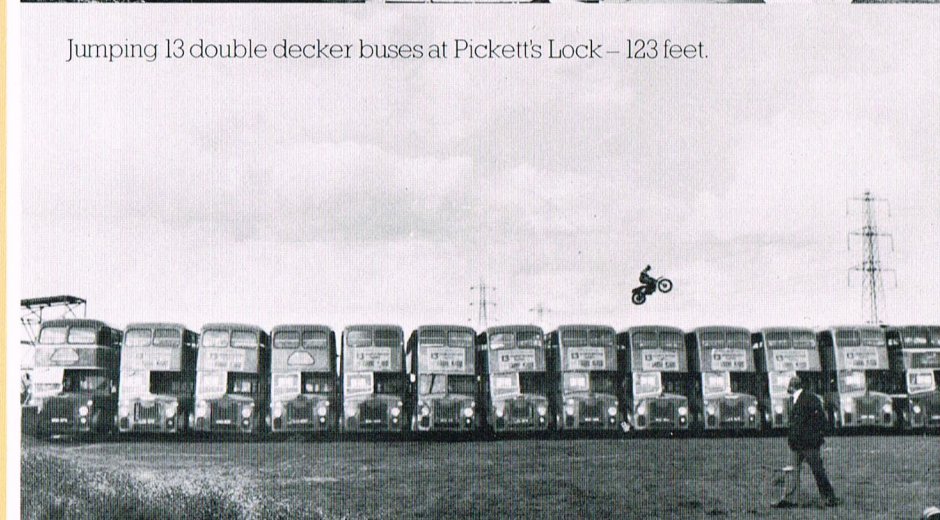
Since then, he has created world headlines by spectacularly jumping in some very dangerous places. For the film "Hanover Street" he leaped a ravine in Somerset. For his first film in a starring role, "Riding High", he did one of the most terrifying jumps of his extraordinary career, when he soared over a broken railway bridge in cross-winds of thirty miles per hour, with the rocks of the River Blackwater below, and a landing area of only a few feet wide to welcome him.

Eddie has roared over a line of Mercedes-Benz trucks for a dramatic commercial, cleared quaking rows of terrified Radio One disc jockeys, the Hot Gossip dancers, and the First Lady of Fleet Street, Jean Rook.

See centre spread for great colour pull-out.



Jumping 13 double decker buses at Pickett's Lock – 123 feet.



EDDIE KIDD'S HAIR RAISING LEAP FROM THE FILM 'RIDING HIGH'



EDDIE KIDD SAFETY CODE

Eddie urges his fans not to imitate him, nor to take undue risks – and he also urges them always to remember that his bikes, especially those which he uses for jumping, have been strengthened and re-modelled to take the heavy punishment they receive during his dangerous stunts.

If you are an observant spectator, you will have noticed that Eddie is constantly checking and double-checking his machine. His commitment to safety is total, and before each show every bike is examined and re-examined thoroughly.

The three most common causes of bike accidents illustrated in the show can all be easily evaded. They are:

- 1) Driving too close to a moving vehicle.
- 2) Riding too close to parked vehicles – beware of opening doors, and cars pulling out from their bays.
- 3) Wear bright clothing so that you can be seen by other road users.

Many of Eddie's stunts are deceptive – they appear easy. Remember that he is an expert, who has spent years learning his profession with experts. Eddie rehearses and works on his tricks on private land, never on the roads. Wheelies are far more dangerous than they appear, and if done on a public highway, they are illegal.



Eddie Kidd's Stunt Bike



The game where you must time it right and gain the height to clear the obstacles—cars, oil drums, posts—or you crash the bike.

Hand held game
requires 2 HP11 batteries or equivalent.

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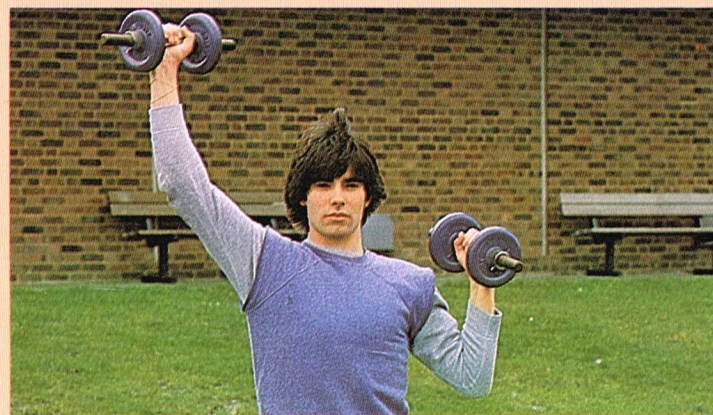
THE WORLD CHAMPION'S WAY OF KEEPING FIT

What keeps Eddie Kidd at the pinnacle of his chosen profession is a strict and uncompromising schedule of diet and exercise; in addition to his lightning reflexes, Eddie needs his body to be as meticulously tuned as his bikes.

When your life, and the lives of others, depend on split second timing, it is imperative to observe certain rules. The paramount of these is to avoid two evils – drink and drugs.

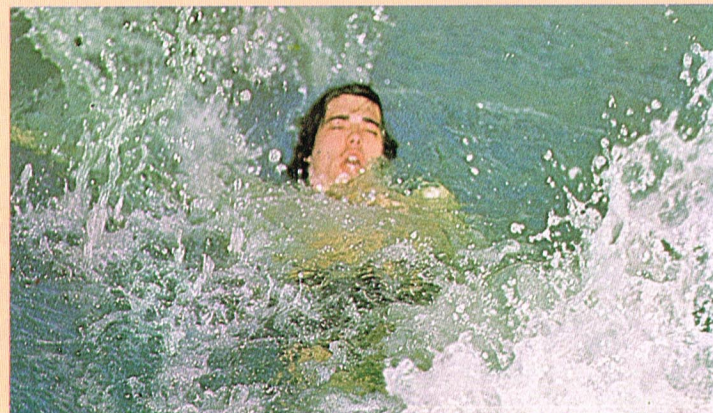
A life like Eddie Kidd's is very exhausting – especially with the added strains of touring.

Eddie's diet, like that of most champions, consists of a careful balance of foods: his favourite meal is steak, salad and fresh fruit. He drinks milk and fruit juice, avoiding tea and coffee as much as possible.

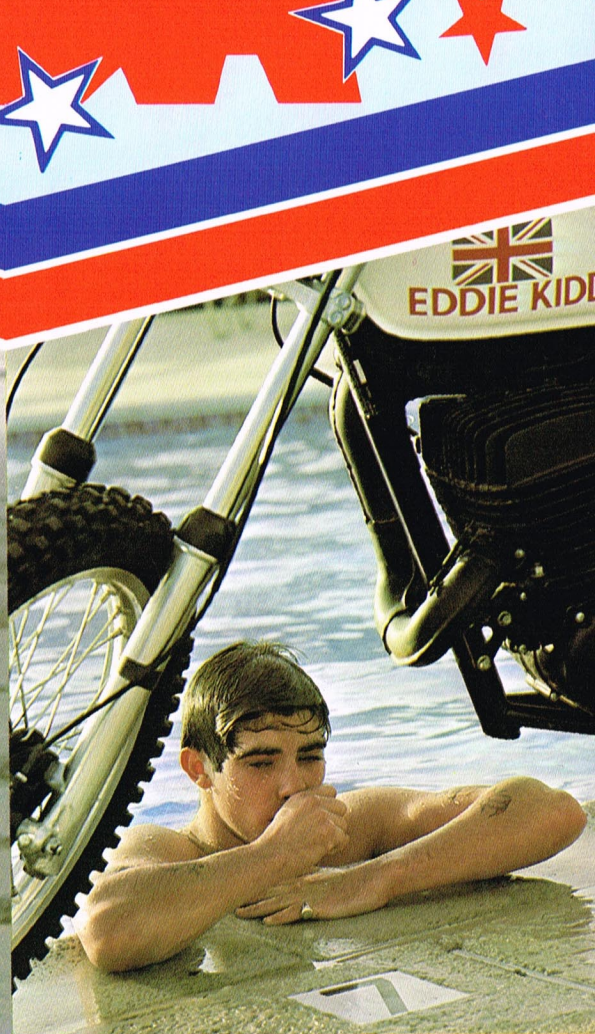
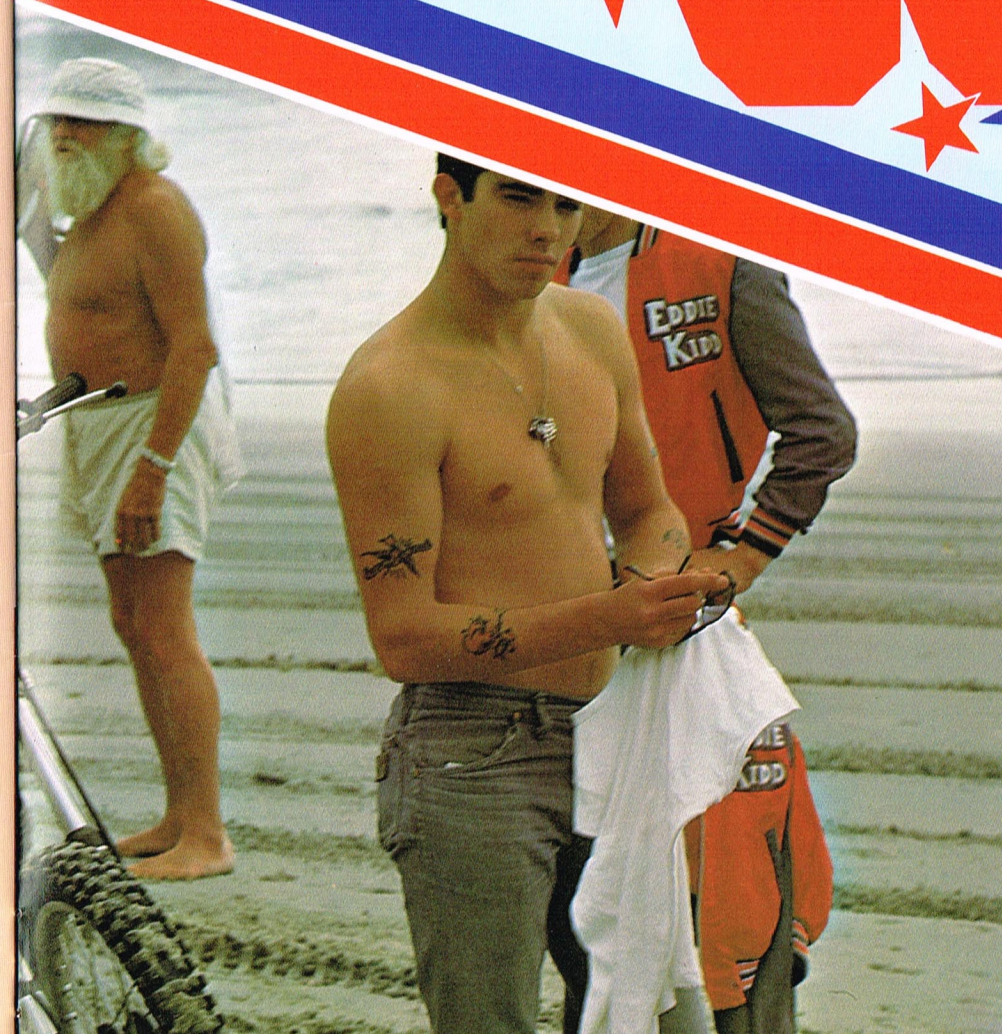


Each day Eddie trains for an hour and a half, and he also has a special training session once a week, with a trainer, at his local sport centre. Eddie varies his activities. He runs, swims and sometimes has a weight-lifting session at his local gym.

The key to keeping fit the Eddie Kidd way is to exercise regularly.



EDDIE IN THE USA



RIDING HIGH

GREAT NEW FILM

Be sure to see the most breathtaking and action packed scenes ever filmed as 21 year old Eddie makes his acting debut in a great new Michael Klinger movie called 'RIDING HIGH'

He stars as Dave Munday, a motorcycle messenger who challenges the World Championship Stunt Rider to jump the Devils' Leap.

Riding High will be released soon, don't miss it. See your local press for details.



FULL COLOUR POSTERS AVAILABLE NOW!

ONLY **£1** each
(Size approx 28"x20")
Postage & packing one or two posters add 45p



Send cheque or postal order, made payable to Eddie Kidd Entertainments Ltd 15 Old Church Street, Chelsea, London SW3

THE EDDIE KIDD OFFICIAL FAN CLUB

Join the official Eddie Kidd fan club and be the first with all the news as it happens. Don't delay, write today stating your name, address, age and enclose a cheque/postal order to the value of £2.50 (only £2.00 if you quote the special offer number 157L) together with a **large stamped addressed envelope** made payable to: Eddie Kidd Fan Club, 15 Old Church Street, Chelsea, London SW3.

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50^p off
your membership if you quote this number 157 L