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THE MUSE

REFLECTIONS FROM THE HAAS MOTO MUSEUM

AUGUST 2026

SPECIAL EDITION COMING SOON

OKTOBERFEST!



HAAS MOTO MUSEUM

AFTER DARK

LEARN MORE

- UNLIMITED ADMISSION
- ### \$125 ANNUAL MEMBER BENEFITS
- **Unlimited Admission** | Members enjoy unlimited free admission for one year.
 - **Four Guest Passes** | Bring friends or family to share the museum experience (passes valid anytime during the year).
 - **Exclusive "The Motorcycle" Book** | One complimentary copy of the Haas Moto Museum coffee table book.
 - **Special Event Access** | Invitations to members-only receptions, exhibition previews, and behind-the-scenes talks. Includes complimentary admission to Haas After Dark, our new evening offering.

START USING YOUR BENEFITS TODAY

Craig-apedia

5 FASCINATING FACTS ABOUT

MOTO GUZZI

In this episode of Craig-apedia, Craig shares some of his favorite Moto Guzzi facts, from the company's origins and aviation-inspired heritage to groundbreaking innovations like the motorcycle industry's first dedicated wind tunnel.



CLICK TO WATCH

The museum is proud to have two Moto Guzzi bikes on display:

- 1960 Moto Guzzi Galletto (192cc)
- 1984 Moto Guzzi Le Mans III Café Racer (850cc)

Entri e diate un'occhiata!

English Translation: "Come in and take a look!"

UPCOMING EVENTS

SEPTEMBER 4-6, 2026	2026 MOTTO GUZZI OPEN HOUSE IN ITALY More information coming soon!
SEPTEMBER 17, 2026	HAAS AFTER DARK - EDITION
OCTOBER 25, 2026	TEDDY BEAR RIDE CHILDREN'S ADVOCACY CENTER OF COLLIN COUNTY More info to follow
OCTOBER 29, 2026	HAAS AFTER DARK: A SPOOKY SPECIAL EDITION
NOVEMBER	PRIVATE MEMBERSHIP APPRECIATION • TBD

MORE DETAILS

MUSINGS FROM... THE DIRECTOR

MUS-ING
/myoozing/
noun: a period of reflection or thought

Which motorcycle is your favorite?

That's one of the questions we hear most often. Bobby and I always refused to answer because we considered them all our children—and no one wants to admit they have a favorite child. That philosophy has remained at the heart of the Haas Moto Museum. Every motorcycle in the collection earned its place here for a reason. Each represents an important piece of history, exceptional craftsmanship, or a story worth preserving.

What makes this collection unique isn't just the motorcycles themselves, but the lives they've lived. Some changed the course of motorcycle history. Others were ridden by remarkable individuals or represent extraordinary engineering and design. And every motorcycle has its own journey into the Haas collection. Those stories, combined with a thoughtful and intentional approach to collecting, are what give each motorcycle a Haas pedigree.



One of the greatest privileges of our work is sharing those stories with our guests. Every member of our team brings a unique perspective. Brent's passion for the collection is contagious. His extensive knowledge and enthusiasm bring the motorcycles to life as he shares the history, significance, and fascinating stories behind them. Sparky, our Chief Engineer, possesses an extraordinary depth of knowledge about the collection and is the trusted caretaker who ensures these remarkable machines continue to run and be enjoyed for generations to come. Craig brings a lifetime of experience as a master builder and craftsman, offering a unique perspective on the artistry, engineering, and innovation behind custom motorcycles. My favorite stories are the adventures Bobby and I shared while building the collection—traveling the world in search of extraordinary motorcycles, forming lifelong friendships with collectors, racers, and custom builders, and discovering the stories that ultimately became part of the Haas Moto Museum. And while Nancy may not be part of those conversations, she works tirelessly behind the scenes to ensure every guest has an exceptional experience from the moment they arrive.

Whether you're visiting for the first time or returning to see a favorite motorcycle, I encourage you to look beyond the machines. Ask questions. Hear the stories. Discover the people, history, engineering, artistry, and adventures behind the collection. We look forward to welcoming you to the Haas Moto Museum and sharing those stories with you.

STACEY MAYFIELD
Co-Founder/Director

To learn more about the Haas Moto Museum and the stories behind the collection, explore two documentary films that capture the spirit of the museum and the journey of building the collection in greater depth.



Documentaries available on AMAZON Prime, Apple TV, iTunes, YouTube and more!



LET THE PARTY PLANNING BEGIN!

Prep (6-12 Months Out)



- Set the Budget
- Secure a Venue & Date
- Determine a Theme

Planning (4-6 Months Out)



- Hire Caterers, Photographer, DJ, etc.
- Send "Save the Dates"

Finalize (2-4 Weeks Out)

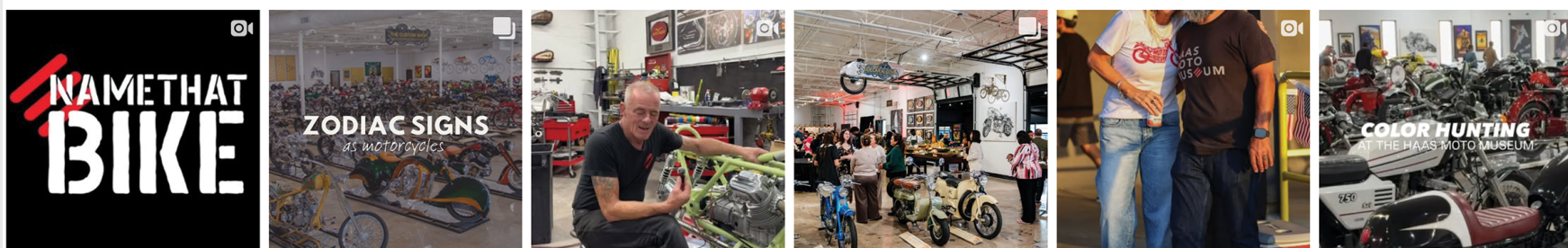
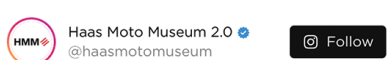


- Send Invitations & Calculate the Final Headcount
- Plan Decorations & Activities

Lastly, enjoy!

Visit the website for details.

FILL OUT THE EVENT FORM



Excellent on Google 4.8

Amazing spot to check out some of the rarest and most unique machines you'll find. All of the staff are super friendly and passionate... Read more

chamster88 (Chas...)

David Leslie

Beautiful showcase of very unique bikes. Bobby's place is truly inspiring. Hoping to visit again in the future with my own bike! Read more

Shane

Awesome motorcycle collection. Highly recommended

Michael Mallery

Super!

William Abraham S.

HAAS MOTO MUSEUM

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