

FUEL



THERE'S NO PLACE LIKE HOME

THE MASS GATHERING OF HOMECOMING 2006



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Well, it's that time of year again: the longest of days, the summer vacation plans, the weekly race events, and new motorcycles of all sizes and colors shining in the dealership windows ... it definitely makes you feel good to be alive!

Other than that, the ongoing debut of the XBRR motorcycle, along with recovering from another exciting and successful Homecoming event, has been occupying much of my thoughts. It's always great to get together with so many BRAG members and Buell riders at one time, and this year's Homecoming was no exception. Throw in the opportunity to watch the XBRR in action on one of its first outings, and you have a truly special event.

And it's very rewarding to all of us who have been working so hard here at Buell to see that sales of new Buell motorcycles continue to rise faster than motorcycle sales are rising in the industry overall, led by the Ulysses™ XB12X and the Lightning® Long XB12Ss. Seems like more and more people are beginning to appreciate the special experience of bikes that are built for the ride, not just for the spec sheet.

All things considered, it looks like it's going to be a very big year for Buell. No, scratch that. It already *is* a big year.

Thanks for being a part of it.

Erik Buell

ABOUT THE COVER:
BRAG® members and Buell® riders from far and wide follow the sun to the Buell factory in East Troy, Wisconsin for the Annual BRAG Homecoming event, June 2-4.

Cover Photography: Nathan Harmann

ABOVE:
A test rider puts a Buell Ulysses™ XB12X through its paces at the Desert Proving Grounds in Arizona.



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ASRA THUNDERBIKE

Buell® Riders Close In

A dominating sweep by Buell riders in the ASRA Thunderbike race at Summit Point Raceway in West Virginia on May 28 put Buell riders hot on the trail of points leader Nate Kern (BMW) with five (of eight) races remaining on the season schedule.

Starting from the pole position, Hal's Speed Shop rider Dan Bilansky took the top podium spot, followed by Bryan Bemisderfer (Harley-Davidson/Buell of Frederick) in second and Veatch Motorsports rider and defending Thunderbike champion Dave Estok in third, just ahead of Kern in the fourth spot.

From fourth position on the grid, Kern got the best start and jumped out to lead the first few laps. But the race quickly turned into a three-way battle, with the podium finishers swapping the lead back and forth.

"By lap four, the three Buells were out in front, swapping the lead position constantly, and slowly pulling away from Nate," said Buell Racing Manager Henry Duga.

Bemisderfer was actually in front coming out of the last turn, but Bilansky caught him in the final straight, just nipping him at the line. Estok finished right behind. "You could have thrown a blanket over the three of them at the finish line, it was that close," Duga said.

"It was a real good weekend for us," Bilansky said following the race. "We scored maximum points and that's important for the Thunderbike championship. We need every point possible."

Bemisderfer's second-place finish closed his gap in the ASRA Thunderbike Championship points standings to just two points behind Kern, who leads with 81 points.

Buell racers also took four wins and 11 podium finishes during the Championship Cup Series support races at Summit Point, with Estok nabbing the expert CCS Thunderbike and SuperTwins race wins and Roanoke Valley H-D/Buell rider James Delk, Jr. winning the amateur Lightweight Supersport and Thunderbike classes.

THUNDERBIKE STANDINGS

- | | | |
|---|-----------|---|
| 1 | 81 points | Nate Kern (BMW) |
| 2 | 79 points | Bryan Bemisderfer (H-D/Buell of Frederick) |
| 3 | 73 points | Dan Bilansky (Hal's Speed Shop) |
| 4 | 61 points | Sam Rozynski (Sound Waves/Hal's Speed Shop) |
| 5 | 58 points | Dave Estok (Veatch Motorsports) |

Throughout the ASRA/CCS race weekend at Road America, expert and amateur Buell racers accounted for six class wins and 26 podium finishes. Friday highlights included a GT Lights class win and seventh overall finish in the ASRA Team Challenge by teammates James and John Fox aboard a Firebolt XB12R; a 1-2 finish in CCS Thunderbike by Bilansky and Johnson; and two class wins by Julian Soell in amateur Lightweight Supersport and Lightweight Superbike. On Saturday, Johnson, Estok, and Bilansky swept the CCS Thunderbike podium.



Photography: Riles & Nelson

Road America

In the previous Thunderbike race at Road America in Elkhart Lake, Wisconsin, on April 23, Suzuki rider Ed Key rode to victory in front of Estok and Bilansky. Estok took the pole, riding his Buell Firebolt® XB12R to a new ASRA Thunderbike track record in qualifying with a lap of 2:31.885 (94.809 mph average) on the four-mile Road America course. Bilansky qualified second.

Estok and Bilansky dominated the start of the race, but Key prevailed at the end.

"At the drop of the flag, Dave and Dan just took off," Duga said. "They got in a great drafting duel and built probably an 8- to 10-bike-length lead over Ed Key. But I think Ed was just biding his time. His strategy seemed to be to let those two guys duke it out, then go for it at the end. It must have worked."

By the beginning of lap seven, Key had closed the gap and began to race with the leaders. Key passed Bilansky in turn one, then got by Estok in turn five to take the lead. Bilansky spun his rear tire coming out of the Bend following the Carousel and left the course before regaining control, still in third place but out of contention for the lead.

"I was out there battling with Dan, and I think we were both surprised when Key suddenly caught us," Estok said. "It was a great race and he did an excellent job out there."

Fourth place went to Nate Kern on a BMW, while Appleton Buell/Hoban Brothers Racing rider Jeff Johnson was fifth on a Buell Firebolt.

AMA FORMULA XTREME

"Meatball" Trips up Buell Formula Xtreme Effort

One weekend it's rain, another it's rain and a meatball – flag, that is: the black banner with a juicy, red/orange circle at the center the AMA uses to signal a rules violation. That's what turned what might have been a red letter day for Steve Crevier – riding a Buell XBRR™ for Deeley Harley-Davidson/Buell Canada in the AMA Formula Xtreme race at Road America – into an exercise in frustration.

After qualifying a disappointing 14th for the race, Crevier and his team made some adjustments before the start of the race, helping him move quickly through the field at the drop of the green flag. By lap three, Crevier was running seventh when he was assessed a stop-and-go penalty by race officials for jumping the start. The videotape showed that Crevier had indeed rolled his bike out of his starting spot early; and even though he rolled it back and was not moving when the flag dropped, it was still considered a violation.

The unplanned stop dropped Crevier to 17th, but he moved back up to 12th on lap seven before crashing in Turn 1 to end his day (he was not hurt in the crash).

Meanwhile, Classic H-D/Buell-Millville H-D/Buell-Fastbuells.com rider Dave Estok, a last-minute replacement for injured Mike Hale, struggled getting his suspension tuned in after Friday's practice session was rained out. After qualifying 20th, Estok moved up to finish 14th on another Buell XBRR.

"We're proud of the effort these Buell dealer teams and their

riders put in today," said Buell Chairman and Chief Technical Officer Erik Buell. "And the XBRR was reliable this weekend, so we've made progress in that regard. These are teams on the go."

The Road America race was also special because of all the Buell owners and BRAG® members who came to the races following the Buell/BRAG Homecoming event in East Troy.

"Road America is always a special place for Buell, and it was extra-special because of Homecoming," said Buell Race Manager Henry Duga. "Hundreds of our most loyal customers got to see the XBRRs race in person. And we thank all the BRAG members and Buell owners for their support throughout the weekend."

In the previous race, at Infineon Raceway in Sonoma, California, rain also washed out practice time. Jeremy McWilliams, riding a Buell XBRR for the combined Warr's of London Harley-Davidson/Buell (Great Britain) and Hal's Harley-Davidson/Buell (New Berlin, Wisconsin), qualified 11th for the AMA Formula Xtreme event. He moved up to 7th position before retiring with an ignition problem on lap 10 of the 17-lap event.

A second Buell XBRR, ridden by Harley-Davidson/Buell of Vallejo rider Shawn Reilly, finished 22nd after qualifying 27th. Reilly is a regular competitor on the AFM circuit and scored the first points for the XBRR in AMA Formula Xtreme. The race was won by Yamaha USA factory rider Eric Bostrom on a YZF-6R.

XBRR™ Sets Lap Record at Road America

At Road America in April, Hal's Speed Shop rider Dan Bilansky, Veatch Motorsports rider Dave Estok, and Deeley Harley-Davidson/Buell Canada rider Steve Crevier also used various ASRA and CCS races to test new components on the Buell XBRR that were developed since the new model's competition debut at Daytona. Estok won the Solo Challenge class in the 250-kilometer (155-mile) ASRA Team Challenge race and crossed the finish line first, ahead of the overall Team Challenge winner (solo entries are not included in the overall team results), aboard an XBRR. Crevier finished second in the Solo Challenge.

"All three bikes entered in the endurance race ran very well and finished the race with no problems," said Buell Racing Manager Henry Duga.

Bilansky, Estok, and Crevier also rode the XBRR in the Superbike race, one of the premier classes in ASRA racing. The primary purpose was to conduct additional race testing, and the bike (and riders) performed very well. Bilansky qualified 6th, while Estok and Crevier had to start from the back of the 22-rider field.

"When the race started, all three got an excellent start, but Crevier was the one that was really on the move," Duga said. "From the back row, he charged all the way up to finish in the fifth position."

In the process, Crevier and the Deeley XBRR set a new class track record with a lap of 2:22.763 (100.866 mph average).

CANADIAN THUNDER Another 1-2 Punch

At Tremblant on June 4, the Buell team had its work cut out for it, which was clearly evident as BMW rider J.F. Cyr quickly vaulted into the lead. However, Darren James, with fellow Buell rider Brett McCormick under his wing, soon hunted Cyr down to score a commanding victory.

The drama continued trackside, however, when Cyr claimed that Brett had bumped him off the track, which landed him in seventh place. But after Cyr's challenge was denied, there was nothing left to do but pop the champagne, where 14-year-old Brett needed a few pointers from his mentor, Darren.

WALT SIPP



FAST FACTS

Name: Walt Sipp
Residence: Kansas City, Missouri
Started Riding: Age 5
First Race Bike: Buell® Lightning® S1
Current Race Bike: 2003 Buell Firebolt® XB9R
Future Race Bike: 2007 Buell XBRR™
Family: Wife, Dechaven; Daughter, Tessa (5)
Racing Number: 221 (Tessa's birthday)
Quote: "A lot of people have invested time and money in me when they didn't need to, so I want to make sure that I give something back. Not just to the sport, but to the people who are racing the same type of bike that I am, walking the same trail that I've been on."

OFF THE STRAIGHT AND NARROW

What's the point of racing the best handling bike in the world if there are no corners to carve?

That may well have been what Buell® racer Walt Sipp was thinking in 1998 when he decided to steer away from the drag strip and turn his Buell® Lightning® S1 back toward the twisty kind of racing. He had just gotten his first taste of road racing at the Learning Curves racing school, and was instantly hooked.

"That first time on the track, it was like the funnest thing I ever did!" Walt recalls. "I decided to go road racing and quit drag racing, even though it was in the middle of the season."

And it's not like drag racing was just a "whim" or anything. At the time, Walt was running near the top in the Superstock Buell class with the American Drag Bike Association. He finished the season in the top five, despite leaving the series late in the year.

Plus, drag racing had been something of a "family business."

"I grew up in a racing family," he says. "We had cars. We did classic car parts and a lot of restoration stuff when I was younger. Both my brothers are involved in auto racing, and I drag raced cars from the time I was 16 up until I was 21 or 22."

That's when Walt decided to sell his cars to raise enough money for a down payment on a house, which pretty much ended his auto racing career. The transition from cars to motorcycles came fairly naturally – his father had motorcycles and Walt had been riding

since he was about five years old. But it was also somewhat dictated by circumstance.

In 1997, Walt took a job at Harley-Davidson's new plant in Kansas City, his hometown. Before long, he was transferred into the New Products department, which eventually led to a gig with Buell at the East Troy, Wisconsin facility.

"I lived outside of East Troy for two years, actually working for the Buell Motorcycle Company," he says. "I met a lot of cool people. And that's when I started getting more interested in the road racing side of things. After all, Buells aren't really meant for drag racing. I used to get a lot of reactions like, 'You do *what* with a Buell!?'"

"I enjoyed drag racing, but the main reason I enjoy road racing more is because in drag racing, you get that pumped-up adrenaline feeling for a short time. In road racing, it's different. You get pumped up before, during, and after the race. You also get to do more than just go fast in a straight line. You get to run at high speeds, through lots of curves, in close quarters with other racers."

A Strong Restart

In 1999, Walt took an unscheduled season-long break from racing after he totaled his Lightning while practicing for the Daytona

season-opener. He picked it up again with a new bike in 2000, starting slowly, "just trying to figure out what I wanted to do."

In 2001, he entered a few races in the AMA Pro Thunder series and was successful enough to decide to give it a go full-time in 2002. In his first full season of AMA racing, he finished 13th in points for the year.

These days, Walt campaigns full-time in the ASRA Thunderbike class, and is hopeful he can take the season title before his career is finished. "But before I can win the Thunderbike championship, I need to win a race! I've been close a few times ..."

"In fact, one of the proudest, and also craziest, moments came this year at Daytona," he recalls. "I had to work on Saturday, the day of qualifying, so I had a friend haul my bike down there, and then I flew in Saturday night. With no track time, I started at the back of the grid and worked my way up to second place with one lap to go. But then I crashed, remounted, and ended up finishing ninth."

He also tries to squeeze in a few AMA Formula Xtreme races when he has the opportunity. Sponsored by Blue Springs Harley-Davidson in Kansas City (where he also works), the team – which includes crew chief Chuck Light – has a Buell XBRR race bike on the way, which Walt is confident will further boost their racing fortunes.

"One of our goals," he says, "is to run some ASRA Superbike races on the XBRR, and to try to get on the podium there."

Aside from racing, Walt is a dedicated family man who spends as much time as possible with his wife, Dechaven, and daughter Tessa, 5, both at and away from the track. His racing number, 221, represents Tessa's birthday.

"Making the whole schedule is a real commitment," Walt says. "You have to travel all over the country to do it. But my wife and daughter travel with me most of the time, which helps a lot."

When he's not racing, spending time together is a priority, though that often still means spending time at the track, watching one of his brothers race.

But that's how it works when you come from a racing family – and would like to see the tradition properly passed on to the next generation.

FASTRACK

FORMULA XTREME SCHEDULE

- August 4-6 Mid-Ohio Sports Car Course
Lexington, Ohio
- August 18-20 Virginia International Raceway
Alton, Virginia
- September 1-3 Road Atlanta
Braselton, Georgia
- September 29-October 1 Superbike Shootout, Mid-Ohio
Lexington, Ohio

2006 ASRA THUNDERBIKE SCHEDULE

- August 11-13 Barber Motorsports Park
Birmingham, Alabama
- September 9-10 Autobahn Country Club
Joliet, Illinois
- October 20-22 Daytona International Speedway
Daytona, Florida

CANADIAN THUNDER SERIES

- July 14-16 Mosport, Ontario
Doubleheader
- August 11-13 Shubenacadie, Nova Scotia
- September 1-3 Shannonville, Ontario

Dates are subject to change.



» THIS WILL BE ON THE TEST

Testing is important, of course, because it results in a better product. Early Buell models developed something of a reputation for being unreliable. But the newer models, based on the XB platform, have put that reputation in the distant past. The designs have improved – and so have the testing procedures.

Buell testing consists primarily of two types: developmental and durability. Developmental testing, which involves seeing how well new motorcycles and components perform and function, is the “easy” part – at least from the riders’ standpoint. Test riders ride more like they would on the street or the track.

Durability test riding, on the other hand, involves abusing the motorcycle to make sure it holds up well under harsh, real-world conditions once it gets into the customer’s hands. And it can be just as hard on the rider as it is on the motorcycle.

“Our general overall philosophy is that we test the full vehicle according to the needs of our most aggressive customers, our 95th percentile customers,” Jon says. “We do surveys on how they ride, and we tailor our durability testing to reflect that.”

Most Buell durability test riding takes place at the Harley-Davidson Desert Proving Grounds (DPG) in Arizona. The 3,300-acre facility includes more than 72 miles of paved testing surfaces.

At the DPG, however, “paved” is a relative term. Test areas offer a wide variety of both friendly and unfriendly road surfaces, including Belgian blocks, gravel roads, a twist course, a high-speed track, and curb climbs, to name just a few. In addition, riders subject Buell motorcycles to a variety of high-stress maneuvers.

Sound like fun? It is – for a while. But keep in mind that summertime temperatures at the DPG routinely top 100 degrees. And riders don’t have the option of doing only as many durability loops as they feel like. They do them over and over (and over) until the needs of the test are met.

Other challenges faced by durability test riders at the DPG include: severe weather (such as dust storms, torrential rains, and even sub-freezing temperatures after dark in the winter); animals (such as coyotes, jack rabbits, wild pigs, and rattlesnakes); and, perhaps the most intimidating part of the job to many new riders, paperwork.

» THE GOLDEN YEARS

Like all Buell riders, Buell test riders come from many different walks of life and span a wide range of age and riding experience. Perhaps surprisingly, it’s not just a young man’s job. Larry Fort, for example, who’s been riding at the DPG since late 2004, is a retired engineer.

“I’m either 68 or 86, I can’t remember which,” he joked, before confessing to being the former age. “I got tired of working so I decided to retire. Then I got tired of being retired – I was climbing the walls. My wife told me to either do this (become a test rider) or become a greeter at K-mart, and I thought this sounded like a better deal.”

continued >

» HEAVEN OR HELL ?

BEING A BUELL® TEST RIDER = ~~AGONY~~ OR ~~ECSTASY~~

So which is it: Is being a Buell durability test rider the absolute best job in the entire world? Or is it a grueling, tedious, mental, and physical challenge that tests the rider as much as it tests the machine?

The answer, of course, is both. As long as you’re the right type of rider.

“I don’t know how those guys do it,” says Jon Bunne, Buell Test Engineering Manager. “I mean, I like riding motorcycles as much as anybody, but to do what they do, day after day after day ... it takes a special kind of person.”

On one hand, you get to ride motorcycles all day (well, almost all day), every day. On the other hand, you have to ride motorcycles all day, every day. Exactly as you’re told to ride them, sticking to very specifically defined “duty cycles.”

“You can’t get bored. You have to pay attention not only to your surroundings but also to the motorcycle,” Jon says. “How it feels. How it’s working. And you have to report all that to us, clearly and accurately. It’s not just riding around all day having fun. The test riders are our eyes and ears, and they tell us how our product is working.”

“They tell us what our customers are going to be telling us. In that way, they’re kind of our look into the future.”





"I've lived here since 1962, and I always knew about the Proving Grounds, because General Motors has been testing here since the 1950s. But I had no idea that Harley-Davidson and Buell were out here. I saw an ad on the Internet looking for a motorcycle test rider, and I thought it was a joke! But sure enough, it was for real."

Larry has been a die-hard motorcycle rider since he was 14, so adjusting to life in the saddle was not a big challenge. The worst part of the job, he says, is having to go home on Friday night. He no longer owns a street bike, preferring to satisfy his riding needs on one of his dirt bikes or on the controlled conditions of the test range.

Fellow test rider Hari Milne, a 50-year-old native of Australia, takes a different approach. Not only does he own only motorcycles (no car or truck), he commutes more than 100 miles round-trip each day – to a job where he spends virtually the entire day on two wheels.

» REQUIREMENT #1: YOU HAVE TO LOVE TO RIDE

"The first year I was here I rode just over 80,000 miles," Hari says. "I did 54,000 out here at the test site and 26,000 on my own bikes. All without a single incident."

Safety, of course, is one of the overriding concerns at the DPG. New riders undergo a thorough 30-day training period, in which rider safety is one of the primary subjects, before they actually do any test riding. And all the riding is conducted under controlled test conditions.

"I personally don't consider it hazardous at all," Hari says. "Safety is the primo thing here. And the duty cycles we run ... it's a lot safer than anything I did growing up in Australia, I'll tell you that right now!"

"Hari nails it exactly right," Larry adds. "If you have any riding skills at all, you're not going to fall down out here. When they have you go around a corner at a certain speed, for example, you can be confident it's safe at that speed. When someone has an incident out here, it's because he lost concentration, his mind went someplace else, and things got out of hand on him."

Both riders agree that the mental challenges of the job are more demanding than the physical.

"There are a lot of things you have to remember to go do every day," Larry says. "And you can't just pick your path around corners. You have to do it very precision-like and ride exactly the same way every day. But I find that very enjoyable."

"In fact, every time I hear someone complaining [about the physical demands], I tell them the only real exercise you get is pushing the bike out of the shop!"

"The mental discipline is what helps you overcome the physical challenges," Hari adds. "That's the bottom line. We've had riders come here who have never even put together a 300-mile day, let alone strung five of them together back-to-back. They haven't done enough miles in enough conditions to realize what it's like – when that dust storm's coming through or it's raining or it's cold or it's hot. You have to keep riding. And you really have to concentrate to keep doing your job well in those conditions."

» DESERT CONFIDENTIAL

It can also be difficult at times to keep your mouth shut. Test riders are given early access to a lot of new motorcycle models and technology – all of which is extremely confidential. It helps that the new motorcycles never leave the test site, but the temptation is great to tell a few close friends what you've been working on. People are curious, after all – and they ask questions.

"But I think the longer you're here, the more you brush it off, make a joke about it," Hari says. "After a while they know they're going to get the same answer: 'I can't tell you.' I tell them they'll read about it later on."

A prime example is the introduction of the Ulysses™ XB12X. Both Larry and Hari spent a significant number of hours riding this exciting new model – and were not allowed to breathe a word of it to anyone until its official introduction.

"The minute Buell put the Ulysses on their website, I e-mailed the link to about 50 friends!" Larry says.

"That's probably the most significant thing that's happened to me here, that first ride on the Buell® Ulysses. And the next most significant thing was the second ride on it. And then the third ride on it ... I absolutely fell in love with that motorcycle."

The Ulysses also provides a great example of how test procedures are tailored to specific models. And how riders and staff at the DPG work with engineers at Buell and Harley-Davidson to get things just right.

"When we first started testing down here, most of our Buell testing was done on paved roads," explains Don Check, Facility Manager at the DPG. "But the Ulysses brought up new challenges. So Tom Wolcott, a Buell Staff Engineer, worked with Abe Askenazi [Buell Director of Analysis, Test, and Engineering Process] to define a duty cycle that included gravel roads, dirt roads, you name it."

"It also included a fair amount of straight sport riding, as well, because the vehicle is obviously designed to be ridden at a fairly fast pace if you'd like. So it included a large mix of testing conditions."

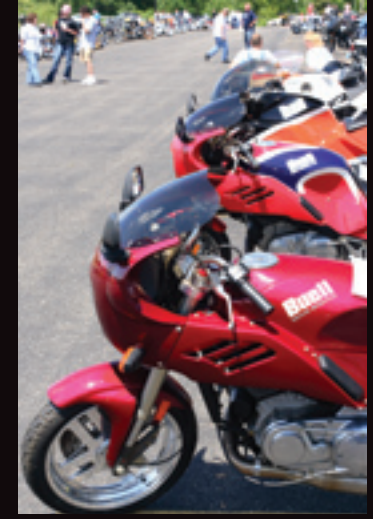
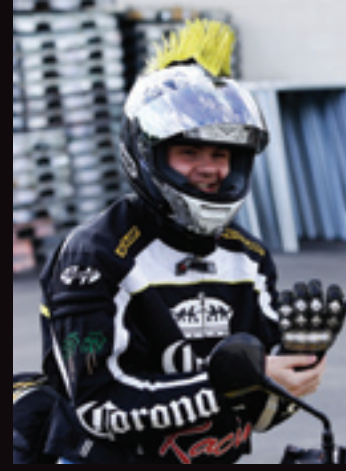
Other tests involve riding the bike – and riding it hard – with a significant amount of "ballast," simulating various size cargo loads, with and without a (simulated) passenger. Extensive telemetry is often used to gather precise, objective measurements of motorcycle performance, as well. But no instrument can ever truly replace the seat of a rider's pants, as so much of what is being measured is so subjective.

» THE FINAL ANSWER IS ...

So, back to our initial question: How cool is it to be a Buell test rider? For two motorcycle fanatics like Larry and Hari, the answer is "very."

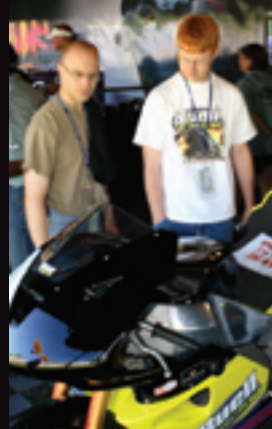
"When I come to work, it's like turning a kid loose in a candy store," Larry says. "I walk into a room full of motorcycles, and they pay me to ride them. For someone who loves motorcycles as much as I do, what more could you ask for?"

According to Hari, not much: "For me, I really don't envision being anywhere else. You go through life and hope one day you finally figure out exactly where it is you're supposed to be. This happens to be it for me. I really, really enjoy what I do."



HOME COMING 2006

It's inevitable. The more people you invite to a party, the more people show up looking for a good time. Why would it be any different for Homecoming 2006? For the first time, this BRAG event was open to any and all Buellers – members or otherwise. The result: an incredible turnout ... and lots of grinning faces.



PRIMARY OFFICER TRAINING (P.O.T.): NOT JUST FOR THAT "OTHER" CLUB

BRAG® club officers, take note: If you've been putting off attending a Primary Officer Training (P.O.T.) session because you think it's just for that other club sponsored by Buell's parent company (we won't say the name, but the initials are "H. D."), you're depriving yourself of a valuable learning opportunity. Sure, you'll be outnumbered, but you may be surprised to learn how well you'll be received at P.O.T.

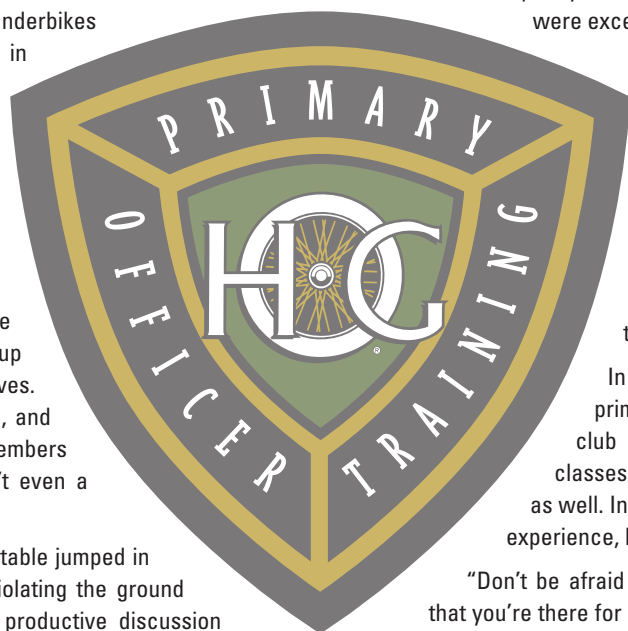
For Chris Robbins, director of the Thunderbikes of North Texas (TNT) BRAG Club in Dallas, the P.O.T. experience started on what could have been a sour note – one that was quickly turned into a positive one.

"It was one of the very first experiences we had, in the very first class, about dialoguing and goal setting," Chris recalls. "We were sitting at a table in a small-group discussion, introducing ourselves. After we said we were from BRAG, and what it was, one of the H.O.G. members at the table said, 'Buell? That ain't even a real motorcycle!'"

"Immediately, the dealer rep at the table jumped in and said, 'Wait a minute! You're violating the ground rules for this discussion!' A very productive discussion about Buell and BRAG resulted, and by the end of it we were all laughing and having a good time. The guy who made the original comment was like, 'Hey, you guys really aren't that different!'"

That set the stage for an overwhelmingly positive experience, Chris says. He attended the Dallas P.O.T. session with two other TNT officers: assistant director Kevin Taylor and secretary David Chapman. Their goal was to "divide and conquer" – to attend some of the basic sessions together, then split up and cover as many different subjects as possible, to gather a broad range of information to bring back to the club.

"With our club – like every BRAG club – it's all about the riding, so we attended a number [of sessions] about organizing and managing group rides," he says. "Beyond that, I tried to focus on topics like 'Communication for Action' – things that would help me lead the club. I also made a point of meeting the BRAG Manager and the H.O.G. Regional Managers, and asking them lots of questions."



Other breakout sessions attended by the TNT group included "Working with Interesting People," "Productive Conflict," "Organizing Events," and "Succeeding with Volunteers."

"Everything we learned has been put to good use by the club," Chris says. "I do leadership training for a living, and I was very impressed with the quality of the classes and the instructors. They were excellent."

Robert Poles, assistant director of the Liberty Streetfighters BRAG Club in Rahway, New Jersey, agrees that P.O.T., which he attended in Hershey, Pennsylvania, is a very worthwhile experience for BRAG club officers.

"I would strongly recommend it," he says. "I'd go every year if I had the chance."

In Hershey, Robert says he concentrated primarily on sessions that will help his club grow, though he found the financial classes and group riding sessions very useful, as well. In order to get the most out of your P.O.T. experience, Robert's advice is to speak up.

"Don't be afraid to ask questions, and make it known that you're there for BRAG," he says. "The instructors were very good about answering BRAG-specific questions – especially when I approached them between sessions. Everyone was very friendly and helpful."

Both Chris and Robert also see P.O.T. as an opportunity to be goodwill ambassadors for Buell and BRAG.

"We all wore BRAG T-shirts, which drew a lot of attention," Chris says. "The H.O.G. members were very curious about us, and it was fun engaging people and telling them all about BRAG."

Did it work? Did a strong BRAG presence have an effect on those "other club" members in attendance?

"Well, let me put it this way," Chris concludes. "Every time we went on a break, we would see people out in the parking lot looking at our bikes. At the end of the conference, when we fired up our bikes and rode away, there must have been 30 or 40 people out there watching us go."

BUELL® DEMO FLEETS – CORPORATE

Demo rides give you the chance to test ride any number of Harley-Davidson® or Buell motorcycles. Rides are free. Participants must bring a valid motorcycle license, sign a release form, wear closed-toe shoes with a heel strap, and wear a helmet that meets D.O.T. requirements and eye protection. Buell demo riders must also wear long pants and a full-face helmet. Check out www.buell.com for the most up-to-date schedules. Schedules are subject to change.

DATES	EVENT	LOCATION
July 21-23	World Superbike Races/Moto GP	Monterey, CA
August 5-12	Sturgis Rally and Races	Rapid City, SD
August 18-20	Copper Mountain Event	Denver, CO
October 19-21	Biketoberfest	Daytona Beach, FL

BUELL® DEMO FLEETS – DEALER

Demo fleets listed below are Buell motorcycles only.

DATES	EVENT	LOCATION
August 25-26	High Desert H-D/Buell	Boise, ID
August 25-26	Benson Motorcycles	Muncie, IN
September 8-9	Harley Shop of Wildwood	Wildwood, NJ
September 9-10	H-D/Buell of Lakeland	Lakeland, FL
September 9-10	Peterson's H-D/Buell	Miami, FL
September 23-24	Jim's H-D/Buell	St. Petersburg, FL
October 7-8	Fletchers H-D/Buell	Clearwater, FL
October 27-28	H-D/Buell of New Orleans	Matairie, LA

QUEENSRYCHE ROLLS AND ROCKS WITH BUELL

Members of the legendary metal band Queensryche will be taking the Buell Ulysses™ on the road this summer. Lead singer Geoff Tate and guitarist Mike Stone will ride Ulysses motorcycles between select tour stops, raising money for the VH1 Save The Music Foundation. Fans who make a donation to the foundation will be invited to join them as they ride between shows.



The promotion will culminate on Saturday, September 30 as Tate and Stone fire up their Buells to lead a caravan of 3,000 riders from Legends H-D in Ledgewood, New Jersey to Times Square prior to the band's New York City concert. For details or more information on how you can participate, visit www.buell.com, www.queensryche.com, or www.vh1savethemusic.com.

BUELL AND SENTRY PARTNER TO LOWER INSURANCE RATES

As a result of a new partnership between Buell Motorcycle Company and Sentry Insurance, many Buell owners in the U.S. will pay significantly lower premiums on their motorcycles insured through Sentry.

"We're excited to work with Sentry Insurance to provide Buell owners lower insurance rates," says Jon Flickinger, President and COO of Buell Motorcycle Company. "This is the most comprehensive alliance we are aware of between a manufacturer and an insurance company with the common objective of reducing the costs of ownership and insurance."

Buell worked closely with Sentry for two years to find the best way to lower rates on Buell motorcycles. Sentry has developed a special process for calculating insurance quotes for Buell motorcycles. The key difference is it does not use other sportbike insurance losses as part of the formula.

The new arrangement applies to older Buell motorcycles as well as new models, and additional coverage can be purchased for Buell optional equipment. For details, contact Harley-Davidson Insurance at 866-816-5816.

ERIK PICKS TRICKEST LID

Shandon Walker of Etters, Pennsylvania has been named the winner of the Sony PlayStation Buell Helmet Design Competition. The winning design, selected by Erik Buell, will be made into a one-of-a-kind helmet to keep and wear.



STREETFIGHTERS



STREETFIGHTER **BOB BECKER (A.K.A. HULIO)**
HOME BASE **KASOTA, MINNESOTA**
MACHINES **2001 CYCLONE® M2 AND 2001 BLAST®**

I'd been an avid motorcycle racer and Harley-Davidson® motorcycle enthusiast for a long time until something strange happened: An H-D dealership opened in my hometown ... and it turned me into a Buell® fanatic, almost immediately. I was bitten by the Cyclone bug!

Since buying my 2001 Cyclone, I've enjoyed track days, BattleTrax, and plenty of sport touring – including one insane 1,000-mile day. I also bought a Buell Blast! I use it as my street tracker/commuter have-fun-on-weekends bike – modified slightly with a rear Cyclone tire. My goal is to have a different bike for every possible whim or fancy: touring, sport, track, twisties, hills, and whatever other reason I can come up with to take to the road on two wheels. There's a Buell for every mood!



STREETFIGHTER **WILLIAM STEWART (middle)**
HOME BASE **VIRGINIA CITY, NEVADA**
MACHINE **1998 LIGHTNING® S1**

Years ago, a friend told me the "Run for the Border" Taco Bell commercial featured a Harley-Davidson motorcycle. So when it came on, I watched with eager eyes. But what I saw wasn't any Harley. It was a Buell® – the first one I'd ever seen! Three years later, I visited Pikes Peak H-D in Colorado Springs and happened upon three Thunderbolt® S2 motorcycles lined up in a row. Of course, I had to test ride one of them. The moment I got back, I said without hesitation, "I'll take the blue one!" It was mine the very next day.

Several years later, I'm still in love with Buell! I even have the Buell logo tattooed on my left arm. Someday, my youngest son will inherit my current Buell, and my other son will get my old '77 Super Glide.® But until that happens, I'm spending their inheritance and wearing out their (future) toys.

IF YOU ARE A BRAG® MEMBER, SEND IN YOUR PHOTO AND TWO TO THREE PARAGRAPHS ABOUT YOURSELF, YOUR BUELL® MOTORCYCLE, AND WHY YOU'RE "OUT ON THE STREET."

Photos taken and provided by Buell motorcycle owners. All Streetfighter submissions become property of Buell Motorcycle Company. If you would like to have your photo returned, please send a self-addressed stamped envelope with your submission.



MOVING? **FUELL®** is mailed Third Class and will not be forwarded. Please notify the BRAG Office with any address changes.



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