

FUEL



TRACK ATTACK!

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ON THE COVER:

Leon Winfrey, a Regional Lead Instructor for Harley-Davidson's Rider's Edge® Program, puts his knee down at a recent track day event at GingerMan Raceway in South Haven, Michigan.

Cover photography by SliderPhotos.com.

erik buell

Well, this is looking to be a great year for me so far; I'm enjoying good physical health so I'm getting in some real riding time. Boy, did I miss it last year when I was injured! We have been getting some spectacular blue sky days here in Wisconsin, and I'm loving every mile. And it's great to be riding a Buell® in these days of rising fuel prices, isn't it? Better acceleration than a Ferrari and 50+ mpg to boot – that's a bonus!

I sure hope to see a lot of you at the Homecoming event this year. The other folks at Buell really enjoy having you come, as well. This year, we have more cool stuff lined up than ever before. There will be tours, of course, and technical seminars straight from the engineering team. Learn the stuff that the magazines don't cover, and find out the details on how we do things differently at Buell – all for your benefit!

On Friday night the Buell band will be playing, and we'll be happy to have some of you join in – either playing or taking your turn at what I like to call "live karaoke." Or, feel free just to listen, dance, and relax. Hey, we don't get an official summer vacation like the kids, so we've got to make it happen! See you there!

Erik Buell

Photography: www.superbikepics.com



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WE CARE ABOUT YOU! Ride safely, respectfully, and within the limits of the law and your abilities. Always wear an approved helmet, proper eyewear and protective clothing, and insist your passenger does too. Never ride while under the influence of alcohol or drugs. Know your Buell®, and read and understand your owner's manual from cover to cover.

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SERIOUS TRACK TIME

It's not just for racers anymore.

It's mid-morning at your first track day, and you feel totally lost. You had arrived with high expectations about how you would perform. Sure, you'd probably pick up a few tips or tricks on how to get around a little faster, but for the most part, you came to the track to show off your skills, not to hone them.

But then you got here and everything changed. After the bike inspection and a bit of classroom time to learn the rules and the ropes, you excitedly took to the track – and almost immediately had your proverbial doors blown off. You are shocked, impressed, and humbled all at the same time – and absolutely hooked right down to the bone.

"This is the greatest thing I've ever done," you think, "and I'm going to keep working at this until they have to pry me off the bike at the end of the day."

Bustin' out all over

It wasn't that long ago that a "track day" was almost unheard of. Even ten or fifteen years ago, it was extremely uncommon for everyday ordinary motorcycle riders to be able to spend time on a racetrack. Only licensed racers need apply, thank you very much.

But today – driven by a dramatic rise in the number of new racetracks and fueled by a growing desire of riders to test the ever-increasing limits of their high-performance motorcycles – finding a time and a place to take it to the track can be as easy as Googling the phrase "motorcycle track day."

"There has been a resurgence in roadrace courses over the last five or ten years," explains Buell Communication Manager and regional racer Paul James. "There are new tracks coming online all over the country, and the owners need people on them to make money. So they're leasing them out more and more to groups that conduct track days."

If you're a race fan, this gives you the chance to experience some of the same tracks that your favorite racers ride. When you watch them on TV you can say, "Man, I know just how it feels to ride through that corner!"

And even if you're not a racer, a day at the track lets you test the limits of your Buell® (or even your cruiser or touring bike) in a way that you just can't do on the street.

The great brakes, handling, and power of a Buell are a real benefit to safety on the street, but the place to learn how to use them is at the track. There you can find the limits in a controlled environment so that if you get in a surprise situation on the street, you'll be able to make the best use of them.

And track days are not just about going fast – they're also about having the time of your life with a bunch of guys (and more and more often, women as well) who share your passion making their motorcycle live up to its potential. It's about sharing an experience unlike any other.

"It's really like an amusement park for grown-ups," James says. "At many track days they'll even have photography and video crews on hand to document your experience. And there's nothing like being handed a picture of yourself with your knee down for the first time."

Just don't expect to be the fastest one out there right off the bat. A lot of first-time riders come in with misguided ideas of what "fast" is. ("There's 'fast' and there's 'fast on the track,'" James explains.) Besides, you won't be competing against other riders – but you will be competing against yourself. Once you're out there, it's all about "finding time." As in, "I wonder if I can find another tenth of a second if I take a later apex on Turn 7 ..."



Photography: SliderPhoto.com

TRACK DAY TIPS

You already own the perfect bike

If you own a Buell® (and that's why you're reading this, right?), you already own perhaps the best track day bike around. Everything that goes into making Buells the best handling bike ever – the Trilogy of Technology (chassis rigidity, low unsprung weight, and mass centralization) and broad powerband – also make it just about perfect for the track.

"The XB is the first bike I ever got my knee down on," says Leon Winfrey, Harley-Davidson Rider's Edge® Regional Lead Instructor, amateur racer, and track day organizer. "The torque, the handling, the bike is just so easy to ride, you forget about the bike and you can concentrate on the track. And the next thing you know you're knocking seconds off your time. You're still getting passed by the really fast riders two or three times a race! But you're going a little quicker."

Air-cooled V-twins like the Buell models are also easier to prep for the track. You don't have to replace any coolant (with water), as you are often required to do with liquid-cooled bikes (because coolant spilling onto the track is a much bigger problem than water spilling). Bike requirements vary, but most often all you'll have to do (depending also on the level or "class" you'll be riding in) is tape up the lights and mirrors (to keep broken glass off the track in the event of an accident) and make sure you have no leaks and a good set of tires. Safety wiring (or "race wiring," drilling holes and threading wires through certain bolts to keep them from coming loose on the track) is not typically required anymore at entry-level track day events.

And no, they won't take your word for it. Your bike will have to undergo a tech inspection before you're allowed on the track. Requirements have eased over the years, however, making the track more accessible than ever.

Continued ...



- Consider trailering your bike to the event. It may seem like a strange idea, but riding home after a long day on the track may be the last thing you feel like doing. It's a lot more physically demanding than you might think. You'll also be able to carry other things that make track days easier, like lawn chairs, basic tools, a fuel can, a spare quart of oil, tire pressure gauge, and a cooler, so you can ...

- Bring some of your own snacks and drinks. Staying hydrated and keeping your energy up is important, and sustenance may not be as readily available at the track as you wish it was. (And be sure to get plenty of rest the night before!)

- Use blue "painters tape," not duct tape, to tape up your lights, mirrors, and displays. It cleans up more easily than duct tape.

- Get some fresh tires. Tires are cheaper than body work. Fresh tires will improve your handling, enhance your experience, and help keep the rubber side down.

- Think "technique," not "speed." If you concentrate on good form and staying smooth, faster speeds will be the result.

- Bring some friends. You'll want to share your experiences with them at the end of the day (just don't race each other!).

- Don't take your mechanical problems to the track. Wasting valuable track time fixing minor problems is extremely frustrating.



“An educated rider is the best performance modification you can make to a motorcycle, and I highly recommend that riders take the opportunity to enroll in a track school or attend a track day.”

Singin' a different tune

Setting your bike up properly for optimum performance is another matter altogether. The most important aspect of this involves the suspension.

“The suspension on a Buell® has a greater range of adjustability than most,” James explains. “On the street, you may not immediately notice the difference the suspension can make, but on the track, riding lap after lap, you really start to learn how small changes can make a big difference in how the bike feels and performs.”

“The racetrack is the place to explore that, because it’s consistent. It never changes. You can make very small changes and know immediately whether you’re going in the right direction or not.”

It’s not a good idea, however, to start making adjustments on your suspension if you don’t know what you’re doing. It’s easy to “get lost” and have trouble finding your way back to settings that work. (See “Getting In Tune” below.)

Many events will have experts on hand to help you with these things – find out before you go what sort of technical assistance will be available. Ask at your Buell dealership to find out if there’s anybody there with the necessary expertise. If they are involved in racing, you’ll stand an excellent chance of getting some excellent advice. Or, go with a friend who has track day experience and a good knowledge of tuning a bike for the track.

In addition to making sure you’re bike is prepared, you’ll also be required to attend a riders’ meeting. At that meeting you will get an orientation to track safety procedures, flags, and passing rules for the day, Winfrey explains. Many track day organizations provide track and classroom instruction for novice track riders. They will instruct you on proper sport riding posture, throttle control, braking techniques, and reference points.

“An educated rider is the best performance modification you can make to a motorcycle, and I highly recommend that riders take the opportunity to enroll in a track school or attend a track day. The experience may give you the extra skill or courage needed to get out of a difficult situation on the street.”

Of course, with safety being a prime concern, you’ll also be required to wear a minimum amount of protective gear. Again, the requirements vary widely, but will usually include, at minimum, a DOT and/or Snell approved helmet, boots, and leathers, either a one-piece suit or two pieces that zip together. Some track day events or riding will include the opportunity to rent or borrow leathers, but don’t count on it. Always check the requirements before you go.

“In many ways, going to track days is even better than actually racing,” James concludes. “For instance, if you look at the cost per lap, there is just no comparison. You get way more track time at a track day than you do during a typical race weekend. And it’s a different experience entirely. You’re totally focused on the track and not on other racers, so you can concentrate on your technique, experiment with different lines, with different set-ups It’s a great way to learn – and the best way I can think of to fully enjoy your Buell® motorcycle.”

Last laps

It’s late afternoon at your first track day – and they practically have to pry you off the bike to get you home. You’re stiff, sore, exhausted (you had no idea how physically challenging this was going to be), and absolutely elated. You learned more about what riding fast is really all about in this one day than you have in all your previous years on two wheels – and shaved 4.35 seconds off your lap time. All in a little over 100 tightly controlled, extremely educational miles.

You peel the tape off your lights and mirrors, pack up your gear, strap it onto your bike, and can barely summon the strength to swing your leg over the seat one more time. So that’s why so many guys trailer their bikes here!

But before you head for home, you make a quick stop on your way out and ask ...

“When’s the next track day and how do I get signed up?”

FOR MORE INFORMATION

www.privatetracktime.com
www.sportbiketracktime.com
www.nesba.com
www.formulausea.com/sportrider



fastrack

Formula USA™ Schedule
Thunderbike Series

May 28-30	Summit Point Raceway Summit Point, West Virginia
June 17-19	New Hampshire International Speedway Loudon, New Hampshire
June 24-26	Virginia International Raceway Alton, Virginia
August 12-14	Barber Motorsports Park Birmingham, Alabama
September 10-11	Autobahn Country Club Joliet, Illinois
October 19-23	Daytona International Speedway Daytona Beach, Florida

(Dates are subject to change. Check out www.formulausea.com for Formula USA schedule updates.)

Canadian Thunder Series

May 20-22	Shannonville Motorsport Park (Pro Track) Shannonville, Ontario
July 15-17	Mosport International Raceway Bowmanville, Ontario
August 5-7	Atlantic Motorsport Park Shubenacadie, Nova Scotia
September 2-4	Shannonville Motorsport Park (Long Track) Shannonville, Ontario
September 9-11	Le Circuit Mont-Tremblant Mont-Tremblant, Quebec

(Dates are subject to change. Call Deeley’s House of Buell at 604-299-3278 or check out www.buell.ca for final confirmation of this schedule.)

GETTING IN TUNE

BY SHAWN HIGBEE, PRO-RACER, AMA FORMULA XTREME SERIES DEVELOPMENT TEST RIDER, BUELL MOTORCYCLE COMPANY

The Buell XB is one of the best choices on the market for the track day enthusiast. The combination of aggressive chassis geometry and user-friendly V-twin engine provides inspiring roadracers with loads of confidence. Similar to the MotoGP “big bang” style of engine, the Buell’s 45 degree V-twin engine delivers power to the ground in a very predictable fashion. This makes it easier to increase cornering speed right to the limit of your tires. And the stiff Buell chassis responds to the rider inputs instantaneously, making steering very intuitive. Finding your way around the track with this “sixth sense” allows the rider to feel like they are one with the bike.

Setting up suspension is an important step to tune the bike so that it responds to the rider and track inputs in a predictable, confidence-inspiring fashion. It’s important to understand that the track suspension chart provided here is just a baseline for a typical rider on a smooth racetrack. Factors such as ambient temperature, track surface, track layout, rider type, and riding style may also influence the suspension settings.

BUELL XB9R/12R SUSPENSION SETTING RECOMMENDATIONS FOR SMOOTH RACETRACK USE

RECOMMENDED SPRING PRELOAD AND DAMPING SETTINGS

RIDER WEIGHT(LBS)	FRONT			REAR		
	PRELOAD # OF LINES	COMPRESSION	REBOUND	PRELOAD (NOTCH)	COMPRESSION	REBOUND
150-170	6 1/2	3/4	1 1/8	4	1/4	7/8
190-210	5 1/2	1/2	1	6	1/8	3/4

All compression and rebound settings represent the number of turns out from maximum.

ROCKY THRILLS

SAY IT OUT LOUD.

GO ON, JUST SAY IT: "THE ROCKY MOUNTAINS." Say it again: "The ... Rocky ... Mountains." Hearing those three words can charge a streetfighter's heart like a lightning bolt passing through an electric tower. The Rocky Mountains. That's right ... the Rockies. You better get ready to ride 'em, because when BRAG's Riding the Rockies Adventure rips through Colorado this summer, you'll find yourself throttling some of the best roads the range has to offer!

Take, for instance, Trail Ridge Road. Soaring to an elevation of 12,183 feet, this "All American Road" slices through the heart of Rocky Mountain National Park, and is higher than any other paved through-road in the country. As you ride this 48-mile stretch of cliff-hugging highway, you'll enter a world of rare alpine beauty – distant peaks looming all around as you scrape pegs in the curves. People revere this road as much for its engineering as for its breathtaking vistas. You'll revere it for its twisties.

How's that for sweet? And that's just one road ...

You'll ride many roads like Trail Ridge when you stare this adventure in the face. After a day of activities at Littleton's Rocky Mountain Buell, you'll venture out into the Rockies time and again with one simple, shared goal in mind: Find the gnarliest roads around and tackle them with no abandon. Just an hour's ride from Denver, Silverthorne is known as the Gateway to Summit Country, but when we come to town, it'll best be known as the Gateway to Thrill Country.

And just when you think you've experienced all the excitement you can possibly take in three days, you'll head to Copper Mountain Resort and Village for the third annual Suzuki CycleFest and AMA Supermoto racing. Admittance to Saturday's race is included with registration to BRAG's Riding the Rockies Adventure – and as an added perk, you'll also get access to the paddock.



You'll stay at the luxurious La Quinta Inn, but won't want to spend much time in your suite ... not with all the action you'll find during this adventure. So pre-register now and prepare yourself for three days of intense riding ... three days of Riding the Rockies!

Registration opens May 18 and closes July 13. The cost is \$40 for BRAG/H.O.G. members and \$65 for non-members. Call 1-888-432-BRAG to register, or fill out the form on the back cover of this issue of *FUELL*. Accommodations can be handled by Omega World Travel, the official BRAG Travel Center. Just call 888-400-8041 (toll free within the U.S.) and they'll book rooms for your entire trip.

SCHEDULE

DATE	ACTIVITY	LOCATION
WED/AUGUST 17	Registration/Check-in, Day Routes Riders' Meeting/Dinner	Rocky Mountain Buell, Littleton, CO Silverthorne, CO
THUR/AUGUST 18	Breakfast Route 1	La Quinta Inn
FRI/AUGUST 19	Breakfast Route 2 Farewell Dinner	La Quinta Inn Silverthorne, CO
SAT/AUGUST 20	Suzuki CycleFest and AMA Supermoto	Copper Mountain Resort and Village

Photography: Tom Darden, Office of the Governor, State of Maryland

STATE OF NIRVANA

**Appalachian Adventure
LaVale, Maryland - October 5-7**

BRAG's Appalachian Adventure will introduce you to some of the wickedest roads in three different states. But no matter how many state lines you cross during this adventure, you'll always find yourself in a state of streetfighter nirvana.

The Appalachian Mountains stretch from Maine to Georgia, but you'll hone in on the segment that runs through Pennsylvania, Maryland, and West Virginia. An area rich in Civil War history, these states also possess some really sweet roads – many of which lead to (or through) breathtaking state forests, valleys, and mountains.

Savage River State Forest, Garrett State Forest, Deep Creek Lake ... you'll explore them all, leaving room for a jaunt through Casselman Bridge State Park and a peek at the Casselman Bridge. Built in 1883 for the National Road – which you'll also explore – the bridge was, at the time, the largest single-span stone arch bridge in the United States. After you're through marveling at history, you'll twist the throttle and head for the mountains. Taking to the roads that lead through the Big and Little Savage Mountains, you'll ride every twisty in the area.

The adventure kicks off with a dealer party at Highland Buell Shop in LaVale, Maryland – your home base for three days. From one state to the next, the Appalachian Adventure will bridge the gap between history and beauty ... and add to both a strong dose of adrenaline.

Registration opens June 17 and closes August 5. The cost is \$40 for BRAG/H.O.G. members and \$65 for non-members. Call 1-888-432-BRAG to register, or fill out the form on the back cover of this issue of *FUELL*. Accommodations can be handled by Omega World Travel, the official BRAG Travel Center. Just call 888-400-8041 (toll free within the U.S.) and they'll book rooms for your entire trip.

SCHEDULE

DATE	ACTIVITY	LOCATION
WED/OCTOBER 5	Registration/Check-in, Day Routes Riders' Meeting/Dinner	Highland Buell Shop Best Western Hotel
THUR/OCTOBER 6	Breakfast Route 1	TBD
FRI/OCTOBER 7	Breakfast Route 2 Farewell Dinner	TBD TBD

HOMECOMING

TURF

2005 BRAG® HOMECOMING WEST BEND, WISCONSIN • JUNE 2-5

No matter what model of Buell® you throttle, when Homecoming hits Wisconsin this June, you'll spend some quality time on Erik's home turf with a different kind of Buell ... his band!

That's right, Erik Buell and *The Thunderbolts*, will be headlining Homecoming 2005 on Friday night, which means the man who's given you reason to roll will now give you plenty reason to rock as well.

The four-day event kicks off Thursday at East Troy's Buell Motorcycle Company, where you'll have a chance to attend technical seminars, kick tires with Erik, eat with the employees in the lunchroom, and tour the facility. Seeing the step-by-step process of the making of a Buell motorcycle will lend a greater appreciation for your machine of choice as you carve your way back through southeast Wisconsin's scenic Kettle Moraine toward West Bend for the riders' meeting and dinner.

When Friday's surge of events hits in full force, you'll feel energized enough to run – from dawn to dusk – on the rush of adventure alone. Take all the time you need to explore the best roads the area offers, whether it's a jaunt up the Lake Michigan shoreline or a feast of curves in the Kettle Moraine. Once you're through exploring (or before you even begin), swing by West Bend Buell for BattleTrax, lunch, and a dyno run (free to all registered Homecoming participants).

Homecoming wouldn't be Homecoming without a trip to Elkhart Lake for the AMA races at Road America. A special Buell-only parking area close to the track will put you nearby BRAG hospitality, where you'll find a place to store your gear and relax while you watch the high-intensity race. Registration includes admission to the race, a lap around the track, catered snacks and beverages, and more!

For those of you who haven't pre-registered, fear not – on-site registration will be available on Thursday and Friday (full event only). The cost is \$100 for BRAG/H.O.G.® members, \$125 for non-members, and \$65 for kids ages 13-17. Set up your accommodations through Omega World Travel, the official BRAG Travel Center. Just call 888-400-8041 (toll-free within the U.S.) and they'll book rooms for your entire trip.

HOMECOMING SCHEDULE

DATE	ACTIVITY	LOCATION
THUR/JUNE 2	Registration/Check-in	Buell Motorcycle Company
	Lunch with Buell Employees/Tours	Buell Motorcycle Company
	Dinner and Riders' Meeting	Clairemont Inn & Meeting Center
FRI/JUNE 3	Registration/Check-in, BattleTrax, Dyno Runs, and Lunch	West Bend Buell
	Dinner	Clairemont Inn & Meeting Center
SAT/JUNE 4**	Self-guided Ride to Road America*	Elkhart Lake
	BRAG Hospitality at Road America	Elkhart Lake
SUN/JUNE 5	Self-guided Ride to Road America*	Elkhart Lake
	BRAG Hospitality at Road America	Elkhart Lake

*Ticket included with registration fee.

**Members purchasing weekend-only packages will have their tickets mailed to them in advance with a site map of Road America showing where the hospitality is located.

Dates and locations subject to change.

streetfighters

STREETFIGHTER MOGNIAT DUCLOS JEAN-PIERRE
HOME BASE GRENOBLE, FRANCE
MACHINE 2003 LIGHTNING® XB9S

I'll never forget the first time I saw a Buell® Lightning XB9S. I was in a Buell dealership in Fairbanks, Alaska on a business trip. And there it was! The moment I returned home to France, I hustled to the dealership to demo a Firebolt® XB9R. It didn't take me long to order a Lightning XB9S for myself. It took a few months before the bike finally arrived, but when it did (in January 2003), I felt an immediate rush of excitement.

I've been riding for 30 years and have experienced many different bikes. But the Buell is the one I feel I've waited my whole life for. Living in Grenoble, I am privileged enough to be near the French Alps. And riding them, I am convinced this is the best bike I've ever owned. Thank you for giving me an extraordinary bike I enjoy every single day.



STREETFIGHTER PAT RAYA
HOME BASE PRINCETON, NEW JERSEY
MACHINE 2004 BLAST®

When I was a little kid, my cousin gave me a ride on his mini-bike ... it thrilled me. Unfortunately, I let far too many years creep by before I finally did something I should have done long ago: I took a Rider's Edge® course and bought a Buell Blast. Talk about realizing a dream! There's nothing like riding my Buell out in the country or in the mountains, enjoying the scenery, feeling the freedom of the open road. I can't count the number of times people have complimented me on the design and style of my bike. I've heard it all – how slick it is, or high-tech, or European. But my favorite description is always the same: cool.

I admit, I'm an adrenaline junkie (I scuba dive and skydive as well), but riding my Buell Blast is the icing on the cake. I look forward to more sunny day adventures and the thrill I get every time I take to the road!



STREETFIGHTER PAUL H. MARTINEZ
HOME BASE LOCKPORT, ILLINOIS
MACHINE 2002 CYCLONE® M2 LOW

I've been an avid rider since I was legally able to ride and have always loved motorcycles. In my early days, I considered myself a sport rider, dreaming of owning an American-made cycle. So when I was poking around the showroom of a nearby Harley-Davidson® dealership in 1996, I came across a Buell and was stopped in my tracks. I thought to myself, if this bike handles as good as it looks, I'd be an easy sell. As it turned out, it did ... and I was. Here I am – eight years and three Buells later, and still in the game.

If it wasn't for that red Lightning S1 I saw years ago, I'm not sure I would have even considered purchasing another bike. I truly enjoy every moment I spend on my Buell.



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

Photos taken and provided by Buell 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.

SPARKS WILL FLY; ATTITUDES WILL SHIFT

LOOKING SO GOOD HAS NEVER BEEN SO EASY – OR AFFORDABLE.

By now we all know about the Buell Trilogy of Tech, right? Mass centralization. Low unsprung weight. Chassis rigidity. Just three of the things (well, three BIG things) that help Buell® motorcycles stand out from the crowd.

But now Buell is helping you stand out in a different way – with two new radical custom paint sets for your XB motorcycle: “Voltage” (for Lightning® models) and “Shifter” (for Firebolt®).

And, just as you would expect from Buell, it’s not just their good looks that makes these paint sets special – it’s also their quality. But the best part is, you can get them for about half of what you might expect to pay for a custom paint job.

A DECAL THAT’S NOT A DECAL

First things first: those cool Voltage and Shifter designs are not a decal. They’re paint. But the innovative process that applies the paint uses a decal – which is then melted away.

“The process is called ‘water immersion,’” explains Dave Braun, Category Manager of Color Shop/Wheels. “The pattern is silk screened onto a special decal, which is applied to the part and immersed in a special water bath. The water pressure then pushes the film into all the compound curves.”

The “decal” is melted away by a chemical process, leaving the paint bonded firmly to the solid-color substrate beneath it. Several layers of durable clearcoat are applied and the part is ready for shipping. It’s a very efficient process, but one that turns out parts that are each slightly unique.



Each of these particular design and color combinations will only be available for about a year, which means a limited number will actually hit the streets.

“It’s like a fingerprint,” Braun says. “Every person riding one of these Buells will have a unique design to call their own.”

TAKES THE HEAT – AND THE HUMIDITY

Before these parts were ready to bear the Buell logo, of course, they had to prove they were worthy. And that means going through hell on the way to the dealership.

Colorfastness. Of all the “hazards” your bike’s paint is exposed to, prolonged exposure to the sun is one of the most detrimental.



The black color you see in the “Shifter” design (and the red in “Voltage”) is actually the solid color plastic showing through the paint. This helps ensure that the design will continue to “pop” through many years and miles of hard riding.

To make sure these new parts keep popping after years on the road, Buell exposes them to extensive UV testing.

“We use a sunlight simulator to expose these parts to approximately two years’ worth of bright Florida sunshine in just 30 days,” Braun says. “If the color doesn’t hold up to our standards, we try something different. But these parts and this process passed with flying colors.”

Humidity. “Water always wins,” or so the saying goes. But not with these parts, which have been subjected to extensive humidity testing.

“What we do is take a razor blade and cut an ‘X’ deep into the part,” Braun says. “Then we put it in a humidity chamber, where the moisture tries to infiltrate the clearcoat and lift away the paint. It’s a very tough test to pass, and it actually took us four tries to get the formula just right, but in the end we were extremely pleased with the results.”



These four- and five-piece sets are easy to swap with your existing parts, making it a relatively simple matter to install them yourself.

Durability. “The durability is great,” Braun says. “The testing involved thousands of miles of road testing. The clearcoat really repels the rocks, and even if it does get chipped, it has to be quite deep to actually affect the graphics.”

Maintenance is easy, too. For small chips, a light hand or machine buffing will usually leave the finish looking as good as new.

SUBSTANCE AND STYLE

Once the process was developed and proven, all that was left was to come up with some distinctive designs. Erik Buell and his team even made sure that the Buell® branding on the new parts complemented both the new paint and other existing design elements, such as the translucent wheel colors.

The bottom line? You can get your XB model Buell tricked out with these dazzling new paint sets for just \$799.00 (Voltage, four pieces) or \$1,199.00 (Shifter, five pieces). A far cry from the \$2,000-\$2,500 (minimum) you can expect to pay for a truly “custom” paint job.

It’s one of the best ways yet to take the uniqueness of your Buell XB motorcycle – and push it just a little further.

GET YOURS!

To order, contact your local Buell dealership. Visit www.buell.com for a full listing of Parts and Accessories.

Shifter Custom Paint Set
95739-05YAE \$1,199.00
Fits '03-later XB9R and '04-later XB12R models.

Voltage Custom Paint Set
95738-05YAD \$ 799.00
Fits '03-later XB9S, '04-later XB12S, and '05 XB12Scg models.

CLUB EVENTS

To submit your club's events, fill out the "It Pays to Advertise" form found in the Marketing and Media section of the BRAG® Guidelines. Include event name, location, date, sponsoring club or Buell® dealer, information phone number, and e-mail address. Send it to: *FUELL*/BRAG Office, 3700 W. Juneau Avenue, Milwaukee, WI 53208 or fax it to 414-343-4515. Please note that only club events open to all BRAG members will be published.

Track Event
(for new and seasoned riders)
June 11-12
Spring Mountain Motor Park
Pahrump, Nevada
Golden State Club/Glendale Buell
and Sport Bike Track Time
Phone: 661-274-1096 or 818-734-5774
For more information:
www.sportbiketracktime.com



RONDOUT RIDERS CLUB

The Rondout Riders Club was formed in March 2004, and its members have since made a habit of exploring Midwestern riding opportunities every chance they get. Meeting once every other week at a local restaurant, they discuss future club events, which average one per month. Last year, some Rondout Riders took a weekend trip to Road America for the AMA races in June, while others headed out to Dubuque, Iowa, where they adventured the Mississippi River banks with area Buellers. Most recently, the club hosted a sportbike open house at its sponsoring dealer, Lakeshore Buell, which boasted an appearance by Erik Buell and his band, *The Thunderbolts*. Planning is in the works for a few track days in 2005 with Ponytail Dave and his riders from Appleton, Wisconsin. For more information, contact Kevin Kemen at 847-662-4500.

NEW CLUBS

Buell Riders Adventure Group™ welcomes the following new clubs and their sponsoring dealerships to the family.

Battle Born American Sportbike Club

Henderson Buell
Henderson, NV
702-456-1666
Judy Tweedy

Island Thunder Club

Steve Drane Buell
Victoria, B.C., Canada
250-475-1345
Chris Last

Triad Thunderbike Club

Buell of Greensboro
Greensboro, NC
336-273-1101
Jimmy Furman

BUELL® DEMO FLEETS – CORPORATE

Demo rides give you the chance to test ride any number of Buell or Harley-Davidson® motorcycles. Not all events are sponsored by Buell, but rides are free to both members and non-members at all locations. Participants must bring a valid motorcycle license, wear long pants and a full-face helmet, and sign a release form. Check out www.buell.com for the most up-to-date schedules. Schedules are subject to change.

DATES	EVENT	CITY
May 13-15	Sonoma – Vintage Event	Sonoma, CA
May 21-22	Pikes Peak Event	Colorado Springs, CO
June 2-6	Road America	Elkhart Lake, WI
June 22-25	Honda Hoot	Knoxville, TN
July 8-10	World Superbike Races/Moto GP	Monterey, CA
July 22-24	Mid Ohio Sportbike	Mansfield, OH
August 3-6	2005 National Biker Round-up	Rockingham, NC
August 6-12	Sturgis Rally and Races	Rapid City, SD
August 19-21	Copper Mountain Event	Denver, CO
October 20-22	Biketoberfest	Daytona Beach, FL

BUELL DEMO FLEETS – DEALER

Demo fleets listed below are Buell motorcycles only.

DATES	DEALER	CITY
May 7-8	American Harley-Davidson	Ann Arbor, MI
May 7-8	H-D of Frederick, Inc.	Williamsport, MD
May 7-8	Kutter Buell	Janesville, WI
May 13-14	Hal's Buell	New Berlin, WI
May 14-15	The Harley-Davidson Shop	Baltimore, MD
May 21-22	Uke's Buell	Kenosha, WI
May 21-22	Woodstock Buell	Woodstock, IL
June 4-5	F&S Buell	Dayton, OH
June 10-11	Schaeffer's Buell	Orwigsburg, PA
June 11-12	Buell of Utica	New York Mills, NY
June 17-18	Buell of Reading	Leesport, PA
June 18	Toledo Buell	Toledo, OH
July 17-18	Gary Surdyke Motorcycle, Inc.	Festus, MO
July 22-23	Downtown Buell	Tukwila, WA
August 12-13	Gateway to the West Buell	St Louis, MO
September 10-11	Buell of Miami	Miami, FL
September 10-11	North Higgins Capital	Missoula, MT
September 22, 24	Lancaster Buell	Willow Street, PA
October 14-15	Buell of Glendale	Glendale, CA
October 14-15	Buell of Tampa	Tampa, FL
October 28-29	American Eagle Buell	Corinth, TX

JOIN THE TEAM

You already ride with us. Now, here's your chance to work with us. Harley-Davidson is looking for someone to fill the position of Riders Group Event Manager – a position that represents both Buell and the Buell Riders Adventure Group™ at various events.

The Event Manager will develop and affect team environments, partnering with other departments within Buell and Harley-Davidson. Collaborating with the H.O.G.® Event Team, the Manager will help develop strategies for BRAG® relative to programs, services, benefits, activities, publications, and events. He/she will also provide guidance, direction, and support to BRAG events, member services, and dealer-sponsored operations and related volunteer networks. The manager will edit and publish the membership magazine *FUELL*®, as well as provide support in coordinating and executing Harley Owners Group® national rallies and other selected events.

JOB SPECIFICATIONS

- Bachelor's degree in Marketing and/or Communications field, plus five or more years experience in organizational planning, management and administration, promotions and events, cultivating customer relationships, and in writing and editing publications.
- Requires background and experience in managing a variety of customer services programs and projects to meet stated department outcomes.
- Experience also required in negotiating with vendors and suppliers and in print production.
- Background in working with volunteer organizations, in developing programs, providing training, and managing programs through the volunteer network also required.
- Must have skills in organization and planning, ability to establish objectives and meet goals independently and as a team member, meet deadlines and exhibit strong commitment to task while working in a dynamic, fast-paced environment.
- Ability to travel 50 percent of the time. This includes travel on the weekends.

If you are interested in this opportunity please visit our career opportunities link at www.harley-davidson.com. Please click on requisition 142-Riders Group Event Manager and submit your resume electronically.

2005 NATIONAL BRAG® ADVENTURES

PRE-REGISTRATION FORM

THERE ARE THREE SIMPLE WAYS TO PRE-REGISTER FOR BRAG ADVENTURES:

PHONE For credit card registrations, call toll free 1-888-432-BRAG, or 414-343-7824 (outside the U.S.), Monday-Friday, 8AM-4:30PM (CST)

MAIL Copy and complete this form and mail it to:
BRAG Adventure Registration
3700 West Juneau Avenue
Milwaukee, WI 53208

FAX For credit card registrations, copy and complete this form, and fax it to the 24-hour fax line: 414-343-4515

SPECIAL ASSISTANCE – If you require special arrangements at this event, please submit your written requests in advance to: BRAG Adventures, 3700 West Juneau Avenue, Milwaukee, WI 53208. TTY inquiries: 1-800-242-2464.

****CANCELLATIONS** – PLEASE READ CAREFULLY BEFORE REGISTERING. Full refunds will be given for written cancellations (including BRAG number and signature) accompanied by a confirmation letter received at the BRAG office by the date listed for each event. After this date, no cancellations will be accepted.

2005 National BRAG Adventures Package Prices and Benefits

PRE-REGISTRATION

		Adventure Guide	Commemorative T-Shirt	Commemorative Souvenir
Riding the Rockies Adventure	\$40 BRAG/H.O.G. Members \$65 Non-members	• • •	• • •	• • •
Appalachian Adventure	\$40 BRAG/H.O.G. Members \$65 Non-members	• • •	• • •	• • •

ON-SITE REGISTRATION

		Adventure Guide	Commemorative T-Shirt	Commemorative Souvenir
Homecoming (FULL EVENT ONLY)	\$100 BRAG/H.O.G. Members \$125 Non-members \$65 Kids 13-17 FREE! Child Age 0-12	• • •	• • •	• • •
Riding the Rockies Adventure	\$40 BRAG/H.O.G. Members \$65 Non-members	• • •	• • •	• • •
Appalachian Adventure	\$40 BRAG/H.O.G. Members \$65 Non-members	• • •	• • •	• • •

CHILD AGE 0-17

FREE!
Membership not required.
Must be accompanied by a registered parent or guardian.

Optional event packages for children ages 0-17 may be purchased at the above pre-reg price.

*On-site event supplies are available while quantities last.

ATTENDING AMOUNT ENCLOSED

BRAG/H.O.G.® MEMBER \$

NON-MEMBER \$

BRAG/H.O.G. MEMBER \$

NON-MEMBER \$

BRAG/H.O.G. MEMBER \$

NON-MEMBER \$

\$ _____ Total US\$ Enclosed

BRAG HOMECOMING

West Bend, WI • June 2-5
ON-SITE REGISTRATION – FULL EVENT ONLY
BRAG/H.O.G. MEMBER: \$100
NON-MEMBER: \$125
KIDS 13-17: \$65

RIDING THE ROCKIES ADVENTURE

Silverthorne, CO • August 17-19
\$40 BRAG/H.O.G. MEMBER • \$65 NON-MEMBER
Registration start date: May 18
Registration/cancellation deadline (must be received by): July 13**

APPALACHIAN ADVENTURE

LaVale, MD • October 5-7
\$40 BRAG/H.O.G. MEMBER • \$65 NON-MEMBER
Registration start date: June 17
Registration/cancellation deadline (must be received by): August 5**

Payment: Check/Money Order Visa MC Cardholder Name _____
(make payable to BRAG)

Card # _____ Expires _____

First Person's Name _____ BRAG # _____ Expires _____

Address _____ City _____

State _____ ZIP _____ Phone (_____) _____

E-mail* _____ T-shirt Size: (circle one) S M L XL XXL XXXL

Second Person's Name _____ BRAG # _____ Expires _____

Address _____ City _____

State _____ ZIP _____ Phone (_____) _____

E-mail* _____ T-shirt Size: (circle one) S M L XL XXL XXXL

Child's Name _____ BRAG # _____ Expires _____
(if member)

Indicate whether you want: CHILD T-shirt Size: (circle one) S M L
OR ADULT T-shirt Size: S M L XL XXL XXXL

*E-mail address may be used to send you updated event information and will be kept confidential.



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



Buell Riders Adventure Group™

3700 West Juneau Avenue
Milwaukee, Wisconsin 53208
1-888-432-BRAG
Fax 414-343-4515
www.buell.com