

THE OFFICIAL BRAG® COMMUNICATIONS SOURCE

VOL 5.6 NOVEMBER/DECEMBER 2005

# FUEL

**ROLL  
IT ON**



# FUELL

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VOL 5.6 NOVEMBER/DECEMBER 2005

*A few riders attending BRAG's Riding the Rockies Adventure descend 11,990-foot Loveland Pass.*

Peggy S. Utphall » FUELL Editor / BRAG Manager  
Peggy Lamb » Director, Rider Groups

GS Design, Inc. » Design and Production

Cover photography by Nathan Harrmann.

**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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Photography: Nathan Harrmann.

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Isn't technology wonderful? It has given us lightweight computers, tiny cell phones, (and now cell phones with music players), and, of course, compact, nimble, groundbreaking motorcycles that go by the initials "XB."

But smaller isn't always better – at least not for everyone. And that's why we're so excited about the 2006 Buell Lightning Long XB12Ss. It takes all the stuff we learned about motorcycle handling while building the original XB models and stretches it out, just a bit, to accommodate larger riders. You can read all about this exciting new bike starting on Page 8.

Meanwhile, enthusiasm for the 2006 Ulysses™ XB12X continues unabated. Sales are brisk (to say the least) and in August we had an enormously successful live online chat about the Ulysses. As more people realize the full potential of our bikes, the more minds are being changed. As one BMW owner told us: "I wish I would have known about the Ulysses before I purchased my 1200GS!"

But the introduction of two great new bikes is not the only thing that made 2005 a very memorable year for Buell and BRAG. Keeping with the technology theme, we introduced tech seminars to the BRAG adventures this year and got a wonderfully positive response. It's very gratifying to share my engineering passions with such an appreciative audience.

As always, my gratitude goes to everyone who helped make 2005 a banner year for Buell – especially to you, the members of BRAG, who prove year in and year out how important you are to our ongoing success.

Erik Buell

A FEW LAPS WITH

# MATT AND FAMILY GUIDERA

A NEW GENERATION OF RACING

*What do you do when you love racing in all its forms, but get “too old” (by your own estimation) to continue being a serious motorcycle roadracer? Why, switch to something more mundane, of course – like launching yourself down a quarter-mile strip of asphalt on two wheels at speeds approaching 200 mph.*

And if you're Matt Guidera of Loomis, California, you make sure it's on a Buell® – and that your father and brother come along for the ride.

Matt's father, Vic, is something of a legend in these parts. He started his first motorcycle dealership, California Cycle Works, in 1969, and his first Harley-Davidson dealership in 1976. Today he owns two California dealerships, Rocklin H-D/Buell and Folsom H-D/Buell. And the common denominator at each place has been a dedication to racing.

Both boys raced go-karts and sprint cars in their younger days, and Matt thought for a time that he might go into auto racing as a career. “But we didn't have a car, and no one really wanted to give us one,” he says.

But they did have motorcycles, so Matt took to road racing. He raced 883s for a while (which was a natural, he says, seeing as the family owned Harley-Davidson dealerships), and had considerable success racing 600s at the AMA level, holding track



records for a time at Daytona and Homestead. But by 1998, at age 28 he felt it was time to hang up his leathers.

“Motorcycle road racing is the most exciting sport on the face of the earth,” he explains. “But the downside is that it's very dangerous. I realized that if I keep doing it, it was only a matter of time until I got seriously hurt. And I have responsibilities at home.”

Rather than push his luck on the track, he went to work managing his father's dealership in Rocklin. But a year later, he had a new idea, so the family went

racing again in 2000 – in this case, just a quarter-mile at a time.

“Drag racing is a totally different pace than road racing,” Matt explains. “It's not nearly as dangerous or intense.”

By 2005 they had learned enough and experienced enough success on the All Harley Drag Racing Association (AHDRA) pro stock and pro modified circuits to take things to the next level: the National Hot Rod Association (NHRA) pro stock class.

Riding a Buell Firebolt® drag bike (with a chassis by Sandy



Kosman, who happens to be an old family friend), success at this level has come quickly – but not exactly instantly. It took the team (which includes Larry Cook as crew chief and brother Len as technical assistant) a couple of races to get the bike to “go straight,” Matt says. But once they got it dialed in, they qualified for the next eight straight races (and counting), a considerable feat for a rookie team in this highly competitive professional class.

The season's best result so far was making the semi-finals in Indianapolis. But Matt's favorite memory was beating Antron Brown of the Army team, who was third in the points standings at the time, in the first round at Memphis.

“Other teams now know when they come up against us that they better be ready or they're going to lose,” Matt says. “And that's a really good feeling to have racing against these professionals. We feel like the sky's the limit.”

In fact, the team is in Year 1 of what they're considering a three-year plan to win the championship. So far, so good, Matt says. But he knows it's a very lofty goal. “The competition is fierce. We're going up against guys like the H-D factory team, so we know we've got our work cut out for us.”

Lofty ambitions aside, what makes this team truly special is the literal “family atmosphere.”

“Doing it as a family is the best part of all,” Len explains. “Being on the road with our dad and just watching him absolutely enjoying himself. I love him to death, and my brother is my best friend. It's more fun than you could possibly imagine.”

“The bottom line is,” Vic says, “the success we're achieving this year is the result of a true team effort. It extends into the dealerships and the enthusiasm everyone there has for Harley-Davidson and Buell. It's what we ride and what we race.”

And, if things keep going their way they are, what they someday win a championship on.

## ESTOK WRAPS UP THUNDERBIKE TITLE



Photography: www.superbikepics.com

With only the season finale at Daytona International Speedway remaining (October 23), Millville & Wildwood Harley-Davidson/Buell rider Dave Estok has clinched the 2005 Formula USA™ Thunderbike series season championship with a second-place finish at the Autobahn Country Club in Joliet, Illinois.

“It's great to give Buell another Thunderbike title,” said Estok. “It's nice to be able to lock up the championship before Daytona, so there's not much pressure.”

Estok took the series lead the previous week with a win at Barber Motorsports Park in Birmingham, Alabama. In one of the closest races of the year, Estok edged out Hal's Performance Advantage rider Dan Bilansky by less than half a second. Suzuki rider David Yaakov, who entered the race tied with Bilansky for the points lead, finished third. Buell® riders Sam Rozynski and Walt Sipp rounded out the top five.

“Dan challenged me throughout the race, but I held on in the end for the win,” Estok said. “I'm excited to be on top of the points race with two races remaining.”

Bilansky extracted some measure of revenge four weeks later with a victory in Joliet. But Estok's runner-up finish was enough to wrap up the season title. Due to injuries he sustained earlier in the week, Yaakov did not compete in that race, in which Buell riders claimed seven of the top 10 spots.

“Dan led every lap of that race,” said Buell Racing Manager Henry Duga. “Dave was right on his tail most of the way, but Dan pulled away late. I think Dave realized he probably wouldn't be able to make the pass, and then backed off knowing that second place would be enough to clinch the season title.”

It's the second Thunderbike crown for Estok, who also won the title in 2003.

“I want to thank my team for all the hard work they put in this season to make sure I had the best bike I could,” he said.

### THUNDERBIKE SERIES STANDINGS (with one race remaining)

1	190 points	Dave Estok (Millville & Wildwood Harley-Davidson/Buell)
2	149 points	David Yaakov (Suzuki)
3	126 points	Dan Bilansky (Hal's Performance Advantage) (Buell)
4	120 points	Clint Brotz (Daytona Harley-Davidson/Richie Morris Racing)
5	116 points	Sam Rozynski (Kenwood/Sirius Satellite Racing) (Buell)

### JAMES WINS CANADIAN THUNDER CHAMPIONSHIP – AGAIN

With a third-place finish in a season-ending race in Shannonville, Ontario, Buell rider Darren James wrapped another championship in the Canadian Thunder series. Fellow Buell rider Bill Card won the race to finish second in the season standings, while Ducati rider Derek Vammus claimed the season's third spot.

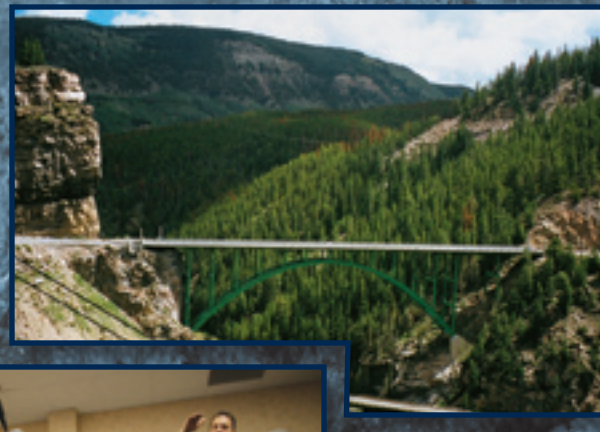
It was the fourth championship in a row for James in the Canadian Thunder series.

Photography: Nathan Harrmann



The BRAG® Riding the Rockies Adventure, August 17-19, dropped members smack dab in the center of the Colorado High Plains – more specifically, Silverthorne, a city literally surrounded by mountains. Numerous “fourteeners” – mountains whose peaks top 14,000 feet, for all you flatlanders unfamiliar with local lingo – encompassed the host city, beckoning to members who were more than willing to explore their rollercoaster roads. Mother Nature cooperated by providing spectacular seasonal weather – cool nights and warm days with hit-or-miss fast-moving afternoon showers.

The three-day adventure was action-packed, to say the least, but allowed members plenty of time on their own to discover roads not designated on the two provided loops. There were so many highlights – insane roads and the chance to ride them with other Buellers, free dyno runs courtesy of Rocky Mountain Buell, and admission to CycleFest and AMA SuperMoto, to name a few. But the biggest highlight of all was the technical seminar by Erik Buell where a brand-new Ulysses™ was rolled into the hotel conference room. It was the first time most members had laid eyes on it, so after pretty much everyone had sat/scrutinized/inspected it, Erik spent a few hours talking about the new bike and Buells® in general, fielding questions, and most of all, reaffirming what everyone in the room already felt ... *there ain't nothin' like a Buell.*



# HIGH PLAINS DRIFTERS

# A Buell® for the **Big and Tall**

## NEW XB12Ss GOES TO GREATER LENGTHS TO SATISFY

Let's say you're an innovative motorcycle designer ... no, make that a radical motorcycle heretic (in the eyes of many of the mainstream establishment), and you want to make a big impact on the marketplace with some new concepts you've been kicking around. Do you ...

- a) Decide to play it safe, keep your radical ideas to yourself, and instead build mainstream bikes for the masses?
- b) "Moderate" your ideas in order to build a bike that will be accepted right away by more riders? Or ...
- c) Take your ideas as far as you possibly can, for maximum impact, and not worry (yet) about whether your new bike will "fit" every rider?

If you're Erik Buell, you grab onto option "c" and run with your radical new concepts as far and as fast as you can. And that's just what the Buell Motorcycle Company did with the initial introduction of the XB lineup of motorcycles.

"We wanted to break a lot of the rules with the original XB models," Erik says, "and shock the world with what we could do: Make this incredibly compact, super-handling motorcycle that was still stable. And that's just what we did."

But now, three years later, there's another step. With your concepts proven and the world's attention grabbed (the Buell Firebolt® XB12R was just named the #1 "Top-cornering Bike" of all-time by the British magazine *Bike*), it's time to stretch your legs a little (somewhat literally) and build an XB with a bit more room for bigger, taller riders: the 2006 Lightning® Long XB12Ss.

"This is very much a customer-driven motorcycle," Erik says. "But it's also something we've had in mind from the beginning. The ergonomics are similar to the Cyclone® M2 or the original (tube frame) Lightning X1, but with much-upgraded handling and technology of the XB series."

At first glance, the Lightning Long looks very much like the shorter Lightning XB12S. But that first impression belies the amount of science that went into the "simple" act of stretching out its extremely flickable predecessor.

Continued...



# A Big Shift Forward

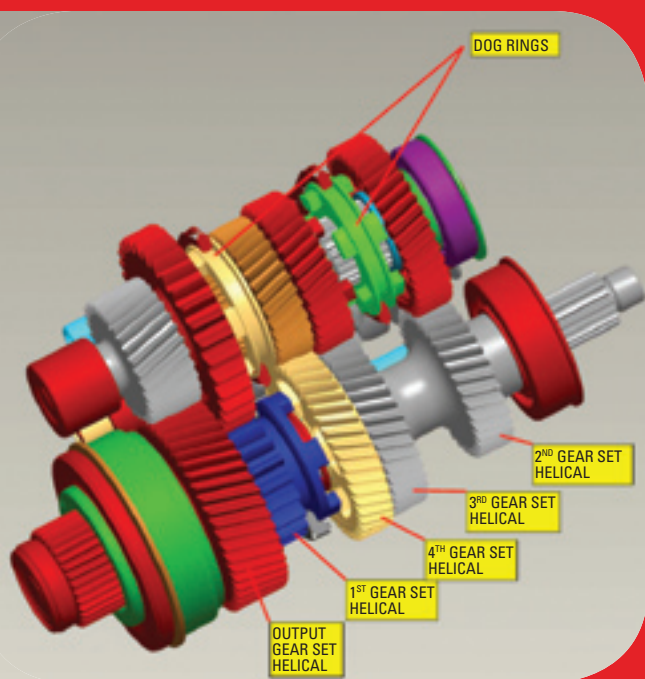
One of the major improvements on all 2006 Buell XB models is an all-new transmission. Featuring helical gears, which are smoother and quieter than straight-cut gears, and thin steel "dog rings," which slide to effect gear changes, the new design offers improved shift quality, reduced noise, and extended service intervals.

"The biggest change in the new transmission is going from moving the weight of the entire gear with each shift to just moving the dog ring, which is much lighter," explains Erik Buell. "That just makes it much easier. But it took a complete redesign of the transmission in order to do it that way."

One of the major challenges, Erik says, was incorporating helical gear technology to work with a hard-thumping V-twin engine like the Thunderstorm®.

"People have said that Buell will never shift as well as other sportbikes because they have big, long-stroke engines, unlike most other sportbikes," he explains. "But now we know that's not true. It just took redesigning the transmission with some improved technology to make it happen."

The new transmission also makes it possible to reduce the clutch effort. And new Formula + Oil extends the service intervals for the primary/transmission lubricant to 10,000 miles.



## Extended Swingarm

One significant difference can be found in the swingarm, which has been extended by two inches, giving the Lightning Long (as its name suggests) a longer, 54-inch wheelbase. But even with its extended length, the new swingarm is lighter than the previous versions, as the swingarm has been redesigned on all 2006 XB models to be stronger and lighter.

Lengthening the swingarm isn't as simple as lengthening the swingarm – because doing so affects the belt geometry, as well.

"The design process to determine where the belt path is, what the exact wheelbase is, and where the idler is, involves a very complex set of calculations," says Dane Hoechst, Lead Design Engineer at the Buell Motorcycle Company. "You want the belt drive geometry to result in just the right amount of belt tension, and you want to maintain that level of tension throughout the range of suspension travel. You then take the optimal design and fine-tune it based on the gearing desired and the belt length – because the belt lengths available to you are limited by the pitch of the teeth. You can't have a belt with half a tooth!"

In addition, the oil cap (the XB swingarm also houses the oil reserve, remember?) has been relocated and redesigned to be easier to access and open.

## "Relaxed" Steering Geometry

Also contributing to the longer wheelbase is the increased fork rake (fork angle was increased from 21 to 22 degrees; the steering head from 21 to 23.5 degrees) and extended trail (from 3.3 to 4.7 inches).

"The steering head angle and the rake and trail are more on the 'relaxed' end of the spectrum – at least from our perspective!" Erik says. "This makes the bike less likely to move if you're looking around at the scenery, for instance."

"But it's still very nimble and fairly radical compared to most other sportbikes. You'll definitely know it's a Buell when you ride it."

## Bigger Frame

Another notable difference from the other XB models is a wider frame (which it shares with the Ulysses™ XB12X). In addition to giving the bike a bit of a more substantial look, it also provides additional fuel capacity: 4.4 gallons vs. 3.7. This, coupled with a fuel efficiency of up to 65 miles per gallon (U.S. EPA highway fuel economy test\*), gives the Lightning Long a cruising range that should easily exceed 200 miles. (Of course, your results will vary, depending largely on your personal inability to lay off the throttle on occasion.)

A small portion of that additional fuel capacity comes courtesy of the repositioned air intake, a feature shared by all the 2006 XB models. Previously, the air intake ran through the frame, eating up

about 0.1 gallons of potential fuel capacity. Starting this year, the 1203cc Thunderstorm® engine breathes through an aluminum hex screen that wraps around the fuel cap cowling on the air box cover.

The tail section has also been lengthened, which enhances the stretched look and provides more passenger room than a "standard" Lightning.

## Styling Touches

As you would expect, designers also took great pains to make sure the new bike maintained the overall smooth and seamless look you expect from the original streetfighter.

For instance, take a close look at the frame from the side. Do you notice anything different? Probably not – and that's the point. But look again at the "cutout," just ahead of where your knees would be. It's been angled slightly to accommodate the bike's overall stretched-out look.

(If you did notice that subtle change, give yourself 12 bonus points and go to the head of the class.)

"That's the kind of thing that drives our engineers nuts," Erik says, "the subtle stuff we agonize over during development."

"We spent a huge amount of time on styling issues, but it's worth it. I think the bike turned out beautifully and I'm very proud of that. It doesn't look like we took something and modified it; it looks like it was designed that way from the beginning. There's nothing that's out of proportion with the rest of the bike."

The Lightning® Long in Sunset Orange is also the first XB model to come with a monochromatic paint scheme, where the wheels and all the bodywork are all the same color. Additional color choices are Thrust Blue and Midnight Black, each of which comes with transparent amber wheels.

## The World Responds

So, how has the world reacted to this big, beautiful new Buell®? Early indications are that the Lightning Long will be, well, a "big" success. In the words of *Rider* magazine, which gave the bike an exclusive first look in its September 2005 issue:

"... you simply won't find another sportbike that offers this level of technological uniqueness, handling, performance, and easy-shifting ohmygod torque. The Lightning Long has the kind of high-tech-with-style look that's hard to take your eyes off, too, particularly in the Sunset Orange color of our test bike."

Sounds like a winner to us. No matter how tall in the saddle you sit.

\*Based on test conducted under lab conditions per U.S. E.P.A. test procedures. Mileage will vary depending on personal riding habits, weather conditions, trip length, and vehicle condition.

**The Lightning Long's extended tail section accommodates a taller, longer seat; offers more passenger room; and houses a larger under-seat storage compartment.**



# LOOK FAST!

Adding a racing stripe can't make a motorcycle go faster – can it? Well, probably no. But you'll certainly look and feel a lot quicker with this Magnesium Race Stripe paint set on your Buell Lightning XB.

Reminiscent of the broad race stripe patterns popular on "muscle cars" of the 1960s, this distinctive design reinforces the Buell "American Muscle" image. It also recalls previous Buell race stripe designs, such as those developed for the 1991 Lightning X1 (blue and white) and the 2000 Lightning X1 (red and white).

This year's magnesium color was chosen to complement the translucent amber wheels of the XB12S, but sets can be purchased to fit Lightning XB12S and XB9S models from any previous model year. Available in three- and four-piece sets, the three-piece is intended for motorcycles already sporting a midnight black color scheme, and thus not needing to replace the lower chin fairing.

For details, visit [www.buell.com](http://www.buell.com) or your local Buell dealer. And give your Lightning some added flash.

## PARTS AND PRICING

<b>Three-piece Set</b>		
M5003.3ACYCK	Fits '03-'05 XB9S and '04-'05 XB12S models.	\$499
M5003.4ACYCK	Fits '06 XB9SX and '06 XB12S models.	\$499
<b>Four-piece Set</b>		
M5004.3ACYCK	Fits '03-'05 XB9S and '04-'05 XB12S models.	\$649
M5004.4ACYCK	Fits '06 XB9SX and '06 XB12S models.	\$649



# MEDIA DARLINGS

NEW BIKES HELP OPEN MINDS AND IMPROVE MEDIA OUTLOOK ON ENTIRE BUELL® LINE-UP.

Who'da think it!? Not all that long ago, motorcycles bearing the name "Buell" were often treated by the mainstream motorcycle press with something ranging from benign indifference to malicious neglect (not to mention the occasional outright slander).

But these days ...

Buell motorcycles have gotten an unprecedented amount of coverage in late 2005, almost all of it overwhelmingly positive. And it hasn't only been the new models, the Ulysses™ XB12X and the Lightning® Long XB12Ss. The "original" Firebolt® Lightning XB, and even the Lightning CityX XB9SX models have all gotten into the act, as well.

Why, it's almost as if the new bikes have caused some people to (dare we say it?) "re-think" what they think about Buells in general.

"The article about the CityX in *Rider*, for instance, came about because of the article they did about the Lightning Long," Erik Buell explains. "They're a distance bike magazine and had never paid much attention to the XBs. They didn't even want to test it, because they thought it was too small to be of any value. But when they saw the Lightning Long they were definitely interested."

"So we took a ride with one of the editors, on these twisty California back roads, and I was riding a CityX. After we got done – and he loved the Lightning Long – he said, 'That bike looks pretty cool, too. Can I try it?' And it resulted in a very favorable one-page article, a year after the CityX had been introduced."

Across the pond, where sportbiking is treated with a deference usually reserved for heads of state and supermodels, good press has been a little more common. But it will be hard to beat being listed at #1 in a list of the "Top 50 Cornering Bikes" of all time, as the Firebolt XB12R was in the September 2005 issue of the UK publication *Bike* (to read the full article, visit [www.buell.com](http://www.buell.com)).

But the question remains: Will all this fanning and fawning go to Buell's proverbial head, and pull the brand away from its renegade origins? Not likely, says Erik.

"Whenever we start to feel a little bit comfortable, that's when we know it's time to look for some new rules to break. I'd rather go to bed at night worrying about who we might have just confused or ticked off, rather than feeling pleased about making everybody happy."

**"... THE ULYSSES IS POISED TO BECOME ONE OF THE GREAT UTILITY MACHINES OF OUR TIME."**

DON CANET, ROAD TEST EDITOR



## RIDER Magazine – September 2005

**LIGHTNING LONG ON THE COVER – EXCLUSIVE FIRST LOOK**

"Buell's solutions to each aspect of his goal elegantly combine high-tech where needed and low-tech where best, seemingly without ego influencing his choices."

## RIDER Magazine – September 2005

**SIDEBAR ABOUT CITYX**

"Although this is still a small motorcycle and big riders may prefer something that doesn't make their butt look so big, where other bikes lunge the CityX darts – and stops, and wheelies, too ... This is a bike perfect for the college set or young urban warrior who wants to look cool and ride one of America's V-twin sportbikes."

## CYCLE WORLD – September 2005

**ULYSSES™ ON THE COVER  
14 PAGES OF COVERAGE (INCLUDING COVER)  
ULYSSES FEATURE**

"... It's fully sportbike-quick on a mountain road, with more than enough cornering clearance to use absolutely all of its tires, and if the road surface gets rough or debris-covered, the Ulysses will simply leave a proper road-going sportbike in the literal dust."

"Cycle World Online Editor Calvin Kim said it best as he hopped off the Ulysses after a fast blast up 10 miles of twisty mountain road. With his face lit by a big grin, Calvin declared, 'This thing is the best, the very best, American motorcycle ever.' Ain't too shabby compared to the rest of the world, either."

"The XB12X will be Buell's best-selling bike in 2006. It deserves to be." David Edwards, Editor-in-Chief



## "THE NEW BUELL" (SIDEBAR)

"But perhaps the most impressive thing about the young Buell engineering staff (12 design engineers, two analytical, three powertrain) is that they almost uniformly ride motorcycles – and quickly at that. There aren't many motorcycle companies that when you go on a ride with the engineering wonks, you have to ride quickly to keep up. But perhaps that's best explained in part by the competitive spirit that clearly blazes at Buell."

## CYCLE WORLD – September 2005

**THREE-BIKE COMPARISON (BMW R1200GS, XB12X, AND DUCATI MULTISTRADA 1000 DS)**

"... the Buell specializes in *not* specializing, and therefore offers the broadest appeal. It's a jack of all trails, master of some."

## CYCLE WORLD – October 2005

**"QUICK RIDE" FEATURE ON LIGHTNING LONG (P. 34)**

"For those times when you must shift, toeing the new across-the-range transmission is a joy. Ditto clutchwork, thanks to a 20 percent reduction in effort (15 percent on 984cc models) at the lever."

"High marks to handling, as well. The relaxed steering geometry and added wheelbase have eliminated the breath-on-the-handlebars-and-away-we-go immediacy to inputs."

## CYCLE WORLD – October 2005

**"LONG-TERM UPDATE" ON LIGHTNING XB12S (P. 98)**

"Our long-term Lightning XB12S continues to hum along despite being hammered by a variety of riders and friends of the magazine, to date requiring no repair."

## MOTORCYCLE CONSUMER NEWS – October 2005

**ULYSSES SHOWN ON COVER  
FIVE-PAGE FEATURE**

"As delivered, the suspension uses its travel to maximum effect, for a remarkably plush and comfortable ride with great road feel – perfect for long-distance touring."

"... a remarkably fun and charming machine, full of in-your-face innovation and attitude, possessed of a great all-American V-twin engine and real long-distance sport-touring ability."

"As I sipped a beer in my garage, studying the Buell in front of me while I pondered my next purchase, it dawned on me: The Ulysses was perfect!" Dave Searle, Editor-in-Chief

## BIKE Magazine (UK) – September 2005

**FIREBOLT XB12R NAMED #1 IN LIST OF "TOP 50 CORNERING BIKES"**

"Erik Buell's creation may be oddball, yes, but it's also supremely satisfying, gifted and rewarding in the corners."

"It leans, leans, and leans before the pegs eventually skim the surface."

"Next day (road tester Mike) Armitage took off the peg ends and leant it even further. Honestly."



**"THE WHOLE MACHINE FEELS ALIVE AND FULL OF CHARACTER ... DO WHAT IT ASKS AND IT'LL CHANGE DIRECTION SO BRISKLY YOU FEEL AS IF YOUR HEAD IS GOING TO SPIN ROUND."**

"It remains as stable and composed in fast turns as it is nimble and accurate in tight switchbacks, keeps you fully engaged while riding and does it all better than expected. And better than GSX-R riders expect when you pass them on their favourite winding road."

## ROADRACING WORLD – October 2005

**FOUR+ PAGES: "THE REAL BUELL BLAST"**

"This Adventure Sportbike handles itself very well, weaving in and out of traffic and launching the front wheel into the air without hesitation. And once the road opens up things only continue to get better."

"And the faster the pace got and the more technical the road became, the better the Ulysses performed."

"The XB12X has no trouble reaching near-knee-dragging lean angles, and on twisty switchbacks it changes direction on a moment's notice."

"... I could ride the Ulysses all day and then some. It has, by far, the most comfortable seat I've ever been on."

"... considering how well it performs on the street, the Ulysses' overall abilities off the beaten path are quite remarkable."

"The Ulysses tackles everything from carving the canyon roads to bombing up dirt trails with ease while oozing Red, White and Blue fun."

## MOTORCYCLIST – November 2005

"... Buell has done an amazing job of transforming a sportbike into an adventure-tourer...er, excuse me, adventure sportbike, and one that shows no sign of being anything less than stone-ax reliable." Brian Catterson

## CYCLE SCENE Magazine – September 2005

"You can see over traffic, make quick evasive maneuvers, carve corners with the best of them, and cruise at highway speeds. Pretty much a do-it-all bike." John Marley

## CITYBIKE – October 2005

"The strong styling, elegant simplicity and innovative engineering of the Ulysses are remarkable, the pure utility and comfort commendable, but the most important element here by far is how fun this bike is to ride." Patrick Moriarty

## CYCLE NEWS – August 17, 2005

"The steering is lightning fast and makes weaving through urban congestion a breeze. Once out of the open road, the comfortable seating position, well-placed wide handlebars and incredibly comfortable seat made stacking on the miles a joy." Blake Conner

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. Fax it to 414-343-4515 or send it to:

**FUELL/BRAG Office**  
**3700 W. Juneau Avenue**  
**Milwaukee, WI 53208**

Please note that only club events open to all BRAG members will be published.



**CENTRAL ARIZONA BRAG**

It's common knowledge that Arizona offers year-round riding. What you may not know is that many of the state's best roads are high in twisties and low in traffic – much to the benefit of the Central Arizona BRAG club, which frequents them ... often. Formed in May 2005, the club celebrated its first "Get Acquainted" ride on August 27, a quick 260-mile jaunt through scenic Salt River Canyon. Ride count: 15 Buellers, with several traveling cross-state to participate. The group recently had its End of Summer ride through the White Mountains and has numerous rides and events in the works, including Autumn Buell Days, Spring Fling at Parker/Lake Havasu, and Track Time with the Buell Demo truck during Arizona Bike Week. The future looks bright for this new club, sponsored by Chandler Harley-Davidson/Buell. For more information about Central Arizona BRAG and its upcoming goings-on, contact secretary Nancy Cayer at buellriders@cablez.com.



**BAYOU THUNDER CLUB**

Harley-Davidson/Buell of Baton Rouge has helped the Buell® spirit thrive among Louisianans since 2001 by sponsoring the Bayou Thunder Club, a group that loves to Laissez Le Bon Temps Rouler ... that is, "Let the good times roll." The club has seen its membership fluctuate some over the past few years, but there's always a strong core of riders keeping the Bayou Thunder presence on the road. And members do plenty of riding during the course of their year-round riding season. With three BattleMasters in the ranks, you can bet the group loves its BattleTrax too. One of the club's favorite things to do is root on dealer-sponsored Thunderbike racer, Kurt Miller, as he attacks the track on his carbon fiber clad Firebolt® XB9R. With meetings taking place the third Saturday of every month, a new dealership currently being built in Hammond, Louisiana – and a long winter of great rides ahead of them – the Bayou Thunder Club has much to look forward to. For more information, e-mail Doug Coles at doug.coles@yahoo.com or call Harley-Davidson/Buell of Baton Rouge at 225-292-9632.

THE MORE THE MERRIER

The 2005 Primary Officer Training season wrapped up in March, with more BRAG® club officers having attended this year than ever before – twice as many, in fact. Not only are more BRAG clubs popping up all over the map, more individuals in each of those clubs are becoming increasingly willing to step up their involvement. The growing BRAG presence at Primary Officer Training sessions is a sure sign BRAG club officers are dedicated to giving their members the best possible experience imaginable.

To those of you who attended a 2005 Primary Officer Training session, we commend you. To those of you who couldn't make it, remember ... there's always 2006. And finally, to those of you out there eager to start a BRAG club of your own, contact Marie Zoromski at 414-343-8547 or e-mail her at marie.zoromski@harley-davidson.com.

What's there to do now? Check the "where's" and "when's" for the upcoming Primary Officer Training season and make note of the one that fits best in your schedule. More information on these sessions will be available to you in January 2006. Don't forget to mark your calendar! Help make 2006 the best year yet.

2006 PRIMARY OFFICER TRAINING SCHEDULE

DATES	LOCATION
March 24-25	Dallas, Texas
April 7-8	Hershey, Pennsylvania
April 21-22	Milwaukee, Wisconsin
May 5-6	Las Vegas, Nevada

INTERNATIONAL MOTORCYCLE SHOWS®

If you're interested in the past, present, or future of motorcycling, you'll want to catch one of *Cycle World's* International Motorcycle Shows. You'll be able to check out everything from the large collection of vintage motorcycles to the new and improved lineup of 2006 Buell® and Harley-Davidson® motorcycles.

Schedule is subject to change. For more information, call the IMS InfoLine at 800-331-5706 or check out [www.motorcycleshows.com](http://www.motorcycleshows.com).

DATES	LOCATION	CITY
November 4-6, 2005	Fort Worth Convention Center	Fort Worth, TX
November 11-13, 2005	Reliant Park	Houston, TX
November 18-20, 2005	Colorado Convention Center	Denver, CO
December 2-4, 2005	Qwest Events Center	Seattle, WA
December 9-11, 2005	Long Beach Convention Center	Long Beach, CA
January 6-8, 2006	Rock Financial Showplace	Detroit (Novi), MI
January 13-15, 2006	Washington Convention Center	Washington DC
January 20-22, 2006	Jacob K. Javits Convention Center	New York, NY
January 27-29, 2006	IX Center	Cleveland, Ohio
February 3-5, 2006	Minneapolis Convention Center	Minneapolis, MN
February 10-12, 2006	Donald E. Stephens Convention Center	Rosemont, IL
March 10-12, 2006	Daytona International Speedway	Daytona Beach, FL
March 17-19, 2006	Cobb Galleria Centre	Atlanta, GA

2006 EVENTS

By now, you can feel it in your veins ... the addictive pull of Buell-specific, adrenaline-laced roads ... the steady build of anticipation for another BRAG adventure ...

The good news is the time has come to start marking your calendars!

2006 BRAG EVENT SCHEDULE

March	BRAG/H.O.G. Hospitality at Daytona Sportbike Night
June	Homecoming Event/AMA & Road America Hospitality
September	AMA at Road Atlanta

Look for more details on all events in the next issue of *FUELL*®, and watch the website for updated information.

NEW FOR 2006

The price of full and associate BRAG memberships has increased as of November 1, 2005. The new prices will be reflected in the renewal notices you receive in the mail. All prices are in U.S. dollars.

FULL MEMBERSHIP

- One-year full membership: \$45

ASSOCIATE MEMBERSHIP

- One-year associate membership: \$25

Log on to [www.buell.com](http://www.buell.com) for the most up-to-date information and additional details.



# STREETFIGHTERS



**STREETFIGHTER**      **GUS AND LYDIA ROESSLER**  
**HOME BASE**          **GRAND ISLAND, NEBRASKA**  
**MACHINE**            **2004 LIGHTNING® XB12S & 2005 FIREBOLT® XB9R**

My husband Gus and I have ridden all our lives – he since a young boy, and me since my late teens. We’ve logged hundreds of thousands of miles together on several different brands of bikes and have shared so many incredible experiences on the road, but nothing could have prepared us for our Buells®. We started with a 2001 Thunderbolt® S3, which was too tall for me, so Gus traded it in for a Lightning. That Buell was so much fun. When I saw the yellow Firebolt, of course I had to have it for myself.

We had an absolute blast at BRAG® Homecoming this year, the smiles plastered on our faces so long our teeth dried up! Gus tried a Track Day in July and loved it so much that I’ve decided to do one myself next year. We really can’t wait to experience more BRAG® adventures. Until then, you can take a guess where we’ll be ... seeking out the hilliest, curviest roads around.



**STREETFIGHTER**      **CHRIS CHIODO**  
**HOME BASE**          **JOPLIN, MISSOURI**  
**MACHINE**            **2005 FIREBOLT XB9R**

I first got hooked on Buell after taking a Rider’s Edge® course when I was 19. My instructor worked for Cycle Connection Harley-Davidson and called several weeks after the course to offer me a job. I started in Parts & Accessories (I now handle all Buell sales) and found out the dealership once sponsored a BRAG club, which had pretty much disappeared. I stepped in and became BRAG director and recruited as many people my age as I could.

We made the journey to BRAG Homecoming this year, which was by far the coolest thing we’ve ever done together. It was awesome seeing the Buell plant and meeting Erik Buell. He listened to my ideas about putting graphics on Buells off the assembly line – just talking to him was insane.

**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.



**Buell Riders Adventure Group™**

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

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