

THE OFFICIAL BRAG® COMMUNICATIONS SOURCE

VOL 5.5 SEPTEMBER/OCTOBER 2005

FUEL



THE DIRT **ON ULYSSES™** STRAIGHT FROM **ERIK BUELL**

FUELL

contents

VOL 5.5 SEPTEMBER/OCTOBER 2005

4 Racing Recap

Action is heating up in the Formula-USA™ Thunderbike series, with Buell rider Dave Estok moving into a first-place tie in the season standings.

6 A Few Laps with Darla Martinelli

The pink leathers and the long ponytail hanging out of her helmet help get her noticed on the track. But they're not what put her on the podium.

8 The Odyssey Gets Epic

The incredible journey of the Buell Motorcycle Company takes an epic turn with the introduction of the Ulysses™ XB12X model, the world's first "Adventure Sportbike." Erik Buell himself helps us take a closer look at this groundbreaking new machine.

12 Meet the New Boss

Meet Jon Flickinger: passionate rider, devoted family man, Buell fanatic, and now President and Chief Operating Officer of the Buell Motorcycle Company.

14 Last Call for LaVale

BRAG is set to take the Appalachians by storm (by Thunderstorm, to be specific!). Will you be among those joining us in LaVale, Maryland? It's not too late to register – but hurry!

15 BRAG® Clubs

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

GS Design, Inc. » Design and Production

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.

FUELL is mailed prior to the first week of the issue date. Due to various circumstances, some information in this issue is subject to change. Buell, BRAG, FUELL, Buell and BRAG logos, and the FUELL masthead are registered trademarks of the Buell Motorcycle Company. No part of this publication may be reproduced for any reason without written consent from the editor.

All member submissions become property of Buell Motorcycle Company and will not be returned. Member submissions may be published in FUELL. Buell Riders Adventure Group reserves the right to edit member stories for content, length, and clarity. All Rights Reserved.

©2005 Buell Motorcycle Company. All Rights Reserved.



Production at Buell's East Troy factory is ramped up and ready to meet the big demand expected for the new Buell Ulysses™ XB12X, Lightning® Long XB12Ss, and the rest of the XB lineup of motorcycles, which feature significant refinements for 2006.

Photography by: Nathan Harrmann



The brilliant minds at Buell responsible for creating the first true Adventure Sportbike.

ready to roll!

As the article starting on Page 8 puts it, these are indeed "heady times" here at the Buell factory. Two new models are rolling off the assembly line – the Ulysses™ XB12X and the Lightning® Long XB12Ss – and being shipped all over the world. Both are important motorcycles in the continuing evolution of the Buell lineup: the Ulysses opens up whole new unpaved worlds for sportbike riders, while the Lightning Long makes Buell motorcycles more accessible to taller riders.

But perhaps what's even more exciting to me personally is how the attention these new bikes are getting is causing some in the motorcycle world (particularly in the press) to take a second look at the rest of the Buell lineup. As a comment I recently read online put it, it's not that the basic XB platform has radically changed (though we have added many refinements for 2006) – the real difference is "the opening of minds."

For instance, after accompanying a magazine editor on a ride on the Lightning Long, he raved about the new bike, then asked to ride the Lightning® CityX XB9SX model that I was on. This was an editor who hadn't previously paid much attention to the XB9SX. But wouldn't you know it – along with the magazine's review of the Lightning Long was a fresh (and very positive) look at the CityX.

This is truly gratifying for me personally – and it should be for readers of FUELL,™ as well. Because you are the ones who have known all along that there's something special about what's going on here in little East Troy, Wisconsin.

And I'm enormously grateful for that.

Erik Buell

Things Get Tight in Thunderbikes

... in the standings and on the schedule

As the Formula-USA Thunderbike™ series moved from Loudon, New Hampshire to Virginia International Raceway (VIR) in Alton, Virginia on consecutive weekends, the standings got as tight as the schedule. With a win at VIR, Milleville & Wildwood Harley-Davidson/Buell rider Dave Estok pulled into a tie for the points lead (123 points) with Suzuki rider David Yaakov.

The season has been an uphill battle for Estok, who earned a “DNF” in the season opener at Daytona. But his first Thunderbike victory of the season puts him in a strong position to make a run for the title with three races left.

Meanwhile, defending series champion Bryan Bemisderfer has struggled a bit this season, dropping into third place in the standings. He sits 32 points behind the leaders, with 91 points.

At Loudon, Estok qualified third, but a bad start put him in sixth place on the first lap. New Hampshire International Raceway is known as a tough track to pass on, and Estok had to fight hard to work his way back to third place by the halfway point of the 12-lap race.

“As the race went on, a dry line started to appear ... the guys on rain tires started backing up. Dave started passing guys left and right, eventually took the lead, and pulled away for a solid victory.”

“He finished a good, solid third,” says Buell Racing Manager Henry Duga. “He was never really challenged, but he never got close to the lead, either. This is one of the toughest tracks we go to, in terms of the competition. They have a lot of very talented local riders who know the track well. And it certainly showed in the results.”

The race was won by Eric Wood of Mansfield, Massachusetts, on a Ducati. Richard Doucette of Sandown, New Hampshire, finished second after starting in the pole position.

“Eric Wood actually qualified with the fastest time, but was moved to the back of the starting grid because he had registered under the wrong number,” Duga said. “For him to win on this track from that position is remarkable. I give him a lot of credit; he could probably find his way around this place blindfolded.”

Bemisderfer also had some qualifying problems. After earning the fourth position on the grid, he was disqualified and moved to the back of the 27-bike field when his Firebolt® motorcycle failed to complete the mandatory post-qualifying dyno test. From there, he fought hard to pass a lot of people and salvage a few points by finishing ninth.

Two other Buell® riders also finished in the top ten. Williams Harley-Davidson/Buell rider Randy Rega was seventh, riding a Firebolt model, and Kenwood/Sirius Satellite Racing rider Sam Rozynski was tenth, also on a Firebolt motorcycle.

VIRGINIA OR BUST

Just a week later, on June 26, the series moved 740 miles down the coast to VIR. Racing on back-to-back weekends presents special challenges to the teams, but it can also provide certain advantages, Duga says.

“Racing on back-to-back weekends can be a bit of a hardship, since that’s not normally the case. But since the teams know well in advance, they typically prepare to be gone for the whole week, without returning home. In some ways, that’s an advantage. It’s easier to get your mind in a racing groove and then keep it there. You finish a race, and then a few days later you’re back at the track, getting some laps in. There’s a definite rhythm established there.”



Whether it was due to a good rhythm left over from Loudon or just plain hard work and determination, Estok capitalized on it by riding to victory at VIR – in a race that required more than the usual amount of strategy. The weather was variable throughout the weekend, shifting from rain to sun, to overcast and back again, making tire choice a guessing game at times.

“It had been raining before the Thunderbike final, but it stopped not long before the start of the race,” Duga says. “After the warm-up lap, Estok and some of the other guys took the opportunity to come in and put on an intermediate tire instead of their rain tires.”

The strategy worked. Starting in the pole position (with a record qualifying time for Thunderbike at the 2.25-mile VIR North Course), Estok quickly dropped back in the pack on the wet track, while the riders with rain tires moved to the front. But things were about to change.

“As the race went on, a dry line started to appear,” Duga says. “And the guys on rain tires started backing up. Dave started passing guys left and right, eventually took the lead, and pulled away for a solid victory.”

In fact, Estok finished the race more than 13 seconds ahead of fellow Buell rider Dan Bilansky (Hal’s Performance Advantage). Joining them on the podium was Suzuki rider Darren Danilowicz. Yaakov placed fourth, giving Estok just enough of a points boost to pull even with Yaakov in the season standings.

Only one other Buell rider finished in the top ten – Sam Rozynski in fifth (Blue Springs Harley-Davidson).

Meanwhile, Bemisderfer struggled again, qualifying fifth but dropping out of the race after four laps due to a mechanical failure. All hope is not lost, however, for Bemisderfer to repeat as Thunderbike champion. With three races remaining, anything can happen. Especially considering that the season’s penultimate race (September 10-11) takes place at a track few of the riders have much experience on.

“The Autobahn Country Club in Joliet, Illinois is a brand-new track,” Duga explains. “So it will be a real learning experience for most of the guys. In some respects, it’s going to be a race to see who can get their bikes geared properly and chassis set up the fastest. And being so close to the end of the season, it’s no doubt going to end up being a very important race.”

In other words ... stay tuned for another exciting Thunderbike finish.



The season has been an uphill battle for Estok (third from left), who earned a “DNF” in the season opener at Daytona. But his first Thunderbike victory of the season puts him in a strong position to make a run for the title with three races left.

THUNDERBIKE SERIES STANDINGS

1	123 points	Dave Estok (Milleville & Wildwood Harley-Davidson/Buell)
1 (tie)	123 points	David Yaakov (Suzuki)
3	91 points	Bryan Bemisderfer (Evo-Twin Racing/Harding Harley-Davidson)
4	84 points	Darren Danilowicz (Suzuki)
5	83 points	Joe Rozynski III (Kenwood/Sirius Satellite Racing) (Buell)
6	82 points	Clint Brotz (Daytona Harley-Davidson/Richie Morris Racing)
7	77 points	Sam Rozynski (Kenwood/Sirius Satellite Racing) (Buell)
8	63 points	Walt Sipp (Blue Springs Harley-Davidson/Buell)
9	61 points	Dan Bilansky (Hal’s Performance Advantage) (Buell)
10	42 points	Randy Rega (Williams H-D/Buell)

FASTRACK

FORMULA USA™ SCHEDULE

Thunderbike Series

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.formulausa.com for Formula USA schedule updates.

CANADIAN THUNDER SERIES

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.

DARLA MARTINELLI

FAST MOVER

Growing up as the daughter of a U.S. Air Force officer, little Darla Martinelli seldom stayed in one place very long. She was born in the Philippines, and lived in Texas, Tennessee, and California (among other exotic locales) as a child.

But now that she's all grown up, she seems to have found a home at the track. Almost literally. She currently lives with her husband, George, about a half-mile from the Daytona Speedway, home to some of the best motorcycle and auto racing in the world.

Her first motorcycle ride came on the back of George's sport-bike. And it only took about three rides before she realized she needed to be on her own motorcycle – with plenty of room for her to stretch out and be in complete control. When he started attending a few track days, she would work the corner. And again, she quickly realized that wasn't good enough. So she started doing track days, too. And when he started racing ...

"I just kept seeing him doing it and thinking, 'I can do that!'" she explains.

In 2000, Darla's steadily increasing skills caught the attention of Richie Morris of Daytona Harley-Davidson, who offered her a ride on a Buell® motorcycle. In fact, it was the very same bike Mike Ciccotto had ridden to the Buell Lightning® championship the year before. Needless to say, it was an offer she couldn't refuse.

"I was still getting my feet wet at the time, and I hadn't actually raced yet. So I took some time, went around and learned all the tracks, and when I was comfortable, started racing."

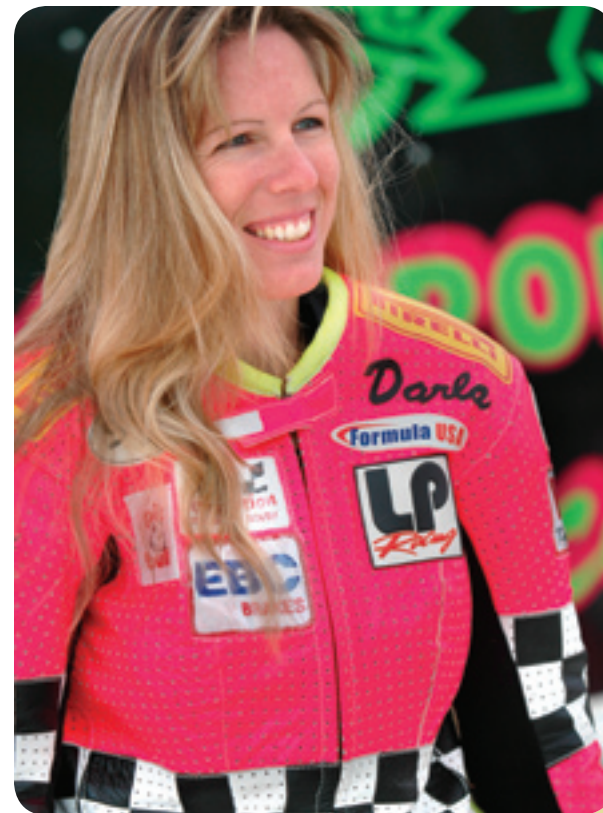
As if she didn't already have enough to do, she and George started a racing school, Martinelli Motorsports, about that same time. In truth, however, helping out with the school gave her a lot of valuable track time.

She's had numerous podium finishes in the subsequent years, but her first race win came earlier this year in a CCS race at Jennings

GP in Jennings, Florida. Her consistency, however, has always kept her near the top of the season standings (at press time, Darla was sitting in second in the Amateur GT Lights class in the Southeast region). In fact, she prides herself on not ever crashing until about three years into her racing career.

"Some people would say, 'Oh, she must not be pushing very hard if she's gone that long without crashing.' But the way I look at it, I just try to push myself a little harder each time I go out. Baby steps."

Oh ... and did we mention that she's a "girl" (as she puts it)? Though it's still somewhat unusual to see a woman racer, it's not something that she's ever let others make a "big deal" out of.



"When I first started out, it was a big deal to me, because I felt like I was in the way. But once we put our helmets on, we all look the same."

Well ... almost the same. The pink leathers and the ponytail hanging out from her helmet are subtle indicators of some significant differences. And though they may get her a bit of extra attention now and then, those "differences" are not what's going to keep her in the hunt for a season championship.

FAST FACTS:

Name: Darla Martinelli

Age: 32

Home: Daytona Beach, Florida

"Day Jobs": Martinelli Motorsports; Design by Darla Custom Embroidery

Hobbies: Physical fitness; "Anything that keeps me moving."

Race Bike: Buell Firebolt® XB9R

Street Bike: None

Quote: "Once we started doing track days, we haven't ridden on the street since."

SWEET SEATS AT LAGUNA SECA

BRAG® HOSPITALITY A HIT AS MOTOGP
COMES TO THE U.S.



Sure, the place was a zoo – there were traffic jams; long lines for food, refreshments, and bathrooms; tons of people everywhere you looked, creating one massive impending crowd. But the BRAG® members in attendance were spared some of the headaches others were forced to endure ... they were able to take refuge at the BRAG hospitality tent, and given VIP treatment while they took in the action of one historic race.

Not only did the Laguna Seca race mark the return of MotoGP to the United States for the first time in 11 years, it saw two Americans take the top two spots on the podium as well. Twenty-three-year-old Nicky Hayden edged out Colin Edwards by a margin of two seconds for his first MotoGP victory, while defending world champion Valentino Rossi finished behind both, taking third.

BRAG members looked on from the hospitality tent where they enjoyed a sweet view of the turn-five shelf and the straight-away between turns four and five. To a greater extent, they enjoyed the company inside the tent, which included the president of Buell Motor Company, Jon Flickinger, accompanied by Erik Buell, who hung out and signed autographs for Buell riders taking in the race.



To make the excitement-filled weekend even more enjoyable, the weather was just perfect – neither too hot, nor too cool. It was a highlight the BRAG event

organizers couldn't claim responsibility for, even though they might like to. But there were plenty other highlights that coaxed smiles out of those who attended, including three closed-circuit television sets airing coverage of both practice sessions and races, paddock access, Buell®-only reserved parking, trackside seating, beverages, and lots more ... proving what? Well, proving this: you can never be too comfortable when history's being made. Nor can you enjoy yourself too much.

Ulysses™ XB12X



THE ODYSSEY GETS

EPIC

Buell Breaks New Ground with the All-new Ulysses™ XB12X

These are heady times for Erik Buell and his team at East Troy. They have just created an all-new category of motorcycle, and it has hit the motorcycle world like a tempest. It's the Buell Ulysses™ XB12X model, the first-ever "Adventure Sportbike."

What separates it from a "sport touring" or an "adventure touring" motorcycle? It combines the best of both, boasting long-haul ride quality and roominess that rivals the cushiest bagger ... plenty of torque and agility to flick through the twistiest mountain roads like a true sportbike ... and enough off-pavement capabilities to leave your conventionally thinking companions stopped in their tracks when they reach the sign that reads "PAVEMENT ENDS."

Seems impossible, right? Well, don't take our word for it. Read what some editors at *Cycle World* magazine had to say in an early review (September 2005 issue) of the new Ulysses XB12X model:

"It's the best thing Buell® has ever made. Versatile and aggressive at the same time, the Ulysses is unlike anything else. It's comfortable enough for 10-hour days, yet it flat-out rocks on a twisty road. ... Riding the Ulysses brings a grin to your face. It's a great bike."

—Steve Anderson,
Contributing Editor

"The Ulysses is poised to become one of the great utility machines of our time."

—Don Canet, Road Test Editor

"The XB12X will be Buell's best-selling bike in 2006. It deserves to be."

—David Edwards, Editor-in-Chief

"This thing is the best, the very best, American motorcycle ever."

—Calvin Kim, Online Editor



Continued ...

So how did they do it? How do those benevolent mad scientists come up with a bike that does so many things so well? Some of it, of course, will no doubt stay forever locked up deep inside Mr. Buell's very special gray matter (some things simply defy explanation). But much of the magic is simply an extension of the same core principles that have always made Buell® motorcycles ... well, you know: different.

BACK TO THE DIRT

There was probably something deep within Erik Buell (or perhaps quite close to the surface) that always longed to return to the dirt. In fact, after spending his youth riding day and night on the dirt (which is also where he started racing), he says it took a serious leg injury to get him started racing on pavement ...

"I bashed up my leg so badly they almost had to amputate. And once I was able to ride again, I started road racing because you don't have to stand up. I started to do well very quickly, and I didn't have the money to do both, so I never went back to race motocross and dirt track. But I still did all my practicing on the dirt."

So, in a sense he has come full circle (or nearly so) with the introduction of the Ulysses™ model, a bike he says has been in the back of his mind since he first started dreaming up the XB platform.

Take the XB muffler, which is mounted low and center, underneath the bike, instead of up and on the sides where you find it on ordinary sportbikes. Did he have in mind from the beginning that such a placement might also make the muffler serve as a sturdy skid plate for off-pavement use? And that moving it there would free up room to mount some of the most-spacious touring luggage available – in any class?

"Oh, yeah!" he says. "Sometimes you come up with concepts where you say to yourself 'There's almost nothing wrong with it!' It's like, it's 90 percent perfect and 10 percent things we'll have to work out."

And the torquey, air-cooled Thunderstorm® V-twin engine provides the perfect combination of low-end grunt and wide shifting latitude for the rigors of "unconventional" roads.

"The engine characteristics are absolutely wonderful for this sort of class. And it may be the legacy of the XR750 and all the influence the dirt track has had on this core engine design, but it's an enormously tractable engine, off the road. You can lug it down really low, which is just what you need."

The Ulysses model features long-travel suspension that both glides over potholes at highway speeds and soaks up bumps and ruts on dirt roads. The suspension provides plenty of ground clearance and 6.5 inches of travel in the front, 6.4 in the rear. Substantially more than conventional sportbikes.

BUILT FOR THE ROAD

Even so, off-pavement capabilities were not the primary goal of the Ulysses motorcycle's design. Rather, the bike is first and foremost a long-range sportbike. Which meant that the suspension – in spite of the longer travel – still had to have plenty of road-hugging sport performance. How to meet this monumental challenge?

"The way we did that was put the best guys we have on it, which means Shawn Higbee and Jon Bunne, along with our other talented test riders," Erik says. "These are extremely good riders who have been working on suspensions for many, many years."

Room for Roaming

Typically, major optional equipment for an all-new motorcycle such as touring luggage will be introduced a year or so following the launch of the bike itself. But knowing how important the touring aspects of the new Ulysses™ XB12X would be, Buell made a point of developing the optional matched touring luggage right along with the new motorcycle.

Available right now*, this is no ordinary touring luggage.

Among the many parts of the Ulysses model that were designed in partnership with world-class (literally) international suppliers, this sharp-looking top- and side-case system was designed with Germany's Hepco-Becko. It offers the largest capacity of any luggage available in the class, and rivals (and often surpasses) even that of traditional touring motorcycles.

This extra potential for luggage capacity is just one more advantage of putting the muffler underneath a bike, instead of on the sides, Erik explains.

"This luggage is just huge; you can carry a ton of stuff and it's very well-balanced," he says. "And we do all the 'worst-case' testing we possibly can, so you know it's high-quality and is going to stand up to a lot of abuse. I'm very pleased with how it turned out."

*All products may not be available in all markets. Check with your local dealer for details.

The "Other" New Buell

Overshadowed a bit in all the commotion surrounding the introduction of the Ulysses model has been the launch of the Lightning® Long XB12Ss. Aimed at providing a little more room for taller riders to stretch out, the Long features an extended swingarm and increased fork rake, which gives the new bike a more relaxed feel, as well as more seating space.

A more in-depth look at this important new model will be coming in the November/December issue of *FUELL*. In the meantime, talk to your local Buell dealer or visit www.buell.com for details.



"The final answer is yes, the suspension is softer, but it works incredibly well. You just have to know that it's going to compress a little more going into a corner. But the way the springs are set up, it won't bottom out. It just settles into a firmer position.

"Plus, it has a wide range of adjustment, so if you want a firmer, sportier feel, you can have it."

The longer suspension travel and higher ground clearance necessarily means a higher seat. In fact, one of the first things you notice about the Ulysses model up-close is the 33.1-inch standard seat height. It sinks down a bit with your weight on it, and a 1.5-inch lower seat is available as an accessory.

The Dunlop® D616 hybrid street sport/off-road tires also dance along that fine line that separates the asphalt from the gravel. Both the tread pattern and compound were developed just for the Ulysses model.

"Again, what we demanded of Dunlop was a tire that was extremely good on paved roads, and adequate performance off-road," Erik says. "We wanted the right kind of grip, along with self-clearing capabilities for off-road. But we wanted the carcass and shape characteristics optimized for the pavement. And there was no tire like that out there, so we had Dunlop invent one."

In addition, the Ulysses motorcycle also features a new aramid-reinforced Goodyear® Hibrex® final drive belt. Extra light and extra strong, the belt does not require any scheduled maintenance, lubrication, adjustments, or replacement. Just what you need when venturing off the asphalt.

And did we mention that the Ulysses model – along with the entire 2006 XB line-up – has a new transmission and reduced clutch lever effort? Big news, to be sure. The new transmission features a "dog ring" design and helical gears for quicker shifts with less effort. The new design – which incorporates a new, breakthrough "Formula+" transmission oil – reduces clutch effort by 22 percent on the 1203 cc powertrain.

All of which barely scratches the Ulysses motorcycle's very cool surface. The bike is absolutely loaded with special features and touches that put it in a class by itself. The exclusive, multi-position Triple Tail™ system. The double front fender. A new air intake system. Wider frame side panels for additional fuel capacity (4.4 gallons total). Multiple plug-ins to power items such as heated clothing, a GPS, or cell phone. Integrated helmet lock. Standard frame pucks, deflectors, and headlight grille. A two-piece detachable windscreen. A big, wide, comfortable two-up seat. And much, much more.

Along with the overwhelmingly positive press, initial sales have been brisk, to say the least. It's no wonder everybody at the Buell motorcycle factory seems to be wearing a bigger-than-usual grin these days!

"I knew this great reaction would come over time," he explains. "Everybody involved expected this to be big. I just can't believe how fast it's happened."

"The engineers we have here, this whole team – and it's a small team; we're still a small company – these guys are good! That's what I wish people would notice more – not just the big ideas, but how well they're executed. This is a very special group, and I'm very proud to work with every one of them."

"QUOTED" COMMENTS COURTESY OF ERIK BUELL ...



Ulysses™ XB12X

- Dry weight: 425 lbs.
- Hand deflectors
- **NEW** extra-wide dual-textured seat
"This seat is incredibly comfortable – for both the rider and passenger. Even on a 10 hour, two-up ride on the highway."
- **NEW** extra-bright LED tail light
- Large under-seat storage area
- **NEW** Goodyear® Hibrex® final drive belt with Flexten® Plus technology Reinforced for added durability
- **NEW** air intake system
"Initially, we designed this system with the intake up high, integrated into the fuel cap cowling, just for the Ulysses model, to aid in water crossings. But it worked so well we put it in the entire XB lineup."
- **NEW** extended swingarm
"I wanted to build a bike like the Ulysses way back in the tube-frame era. But the swingarm design at that time wouldn't have allowed the extra suspension travel. So we redesigned the XB powertrain and frame to get the swingarm pivot much closer to the outlet sprocket. Of course, on the Ulysses model, the longer swingarm stretches the chassis, which creates more room for passengers and taller riders."
- Neutral footpeg position
- Thunderstorm® 1203 cc engine
84 ft. lbs. of torque; 103 hp @ 6800 rpm
- **NEW** 6.51-inch front suspension travel; 6.75-inch ground clearance
- **NEW** double front fender: high-mounted upper; fork-mounted rear
"The frame-mounted upper/front portion keeps mud and crap off you; the fork mounted lower/rear portion keeps it off the engine."
- **NEW** wider frame with 4.4-gallon fuel capacity
- **NEW** two-piece, quick-release windscreen
Optimizes air flow over rider and bike
- Headlight grille
- **NEW** electrical outlets on dash and under seat (10 amps, 12 volts)
- Upright handlebar with cross brace
- Barricade Orange (shown) or Midnight Black bodywork
- **NEW** patented Triple Tail™
"The guys came up with a multi-tooth engagement piece that has a bunch of surface area, so it's plenty strong. And it looks like it's made of rubber, but it's actually cast aluminum with a soft rubber cover."
- Four tie-down locations under tail section
- **NEW** integrated helmet lock
- **NEW** standard frame pucks
- **NEW** Dunlop® D616 hybrid street sport/off-road tires

For full specs and other details, see your local dealer or visit www.buell.com.



MEET THE NEW BOSS



Father and daughter on the new Ulysses™ motorcycle, somewhere in Colorado. (Look at all that room back there!)

He's Jon Flickinger, the "new" (he started in August 2004) President and COO of the Buell Motorcycle Company. He's smart (MBA from Drake University) ... experienced (he's been with Harley-Davidson Motor Company since 1995 and was with the Ford Motor Company for 13 years before that) ... a devoted family man (lists spending time with his wife Brenda – married 25 years – and their two daughters among his top priorities) ... excited about his new position ("The products are great, they're high quality, their owners love them and are passionate about them, and there's a growing desire for people to one day own a Buell motorcycle. You can feel it.") ... and quite content to stay in the background as he helps lead Buell into the future ("You don't really want to do a whole two-page article about me, do you?"). He also loves to ride (has both a Harley-Davidson® Screamin' Eagle® Road King® motorcycle and a Buell® Lightning® CityX XB9SX motorcycle in his garage). In fact, when we spoke with him, he had just returned from a three-day dealer ride in Colorado – on the just-introduced Ulysses™ XB12X model ...

FUELL: So, what did you think of the new model after giving it such a thorough "test ride"?

Jon Flickinger: It's just a phenomenal motorcycle. I knew it was going to be an extremely capable touring motorcycle – an adventure touring motorcycle – but what really surprised me was how it still has all the sport characteristics you expect from a Buell. We threw it at every imaginable corner and twisty mountain road we could, and it was just awesome. It does everything well. It really is an Adventure Sportbike.

When you're cruising down the highway and you're hitting potholes, you go right through them. You hardly even feel them. In fact, one of the dealers even said that he felt like this motorcycle was even better on the highway than an Ultra – which is really saying something. The Ultra Classic® Electra Glide® is the best Harley® of all in terms of highway comfort and touring capability.

FUELL: Even with a passenger?

JF: Absolutely. Each of the three days I had one of my two daughters riding behind me – the other would ride in the car with her mother. And once, just out of curiosity, I slid back in the saddle to see how much room there was between us, and I just kept going and going. There must have been eight or ten inches to spare, even riding with side and top cases on the bike!

FUELL: What has been the reaction so far from dealers?

It's probably the most impactful product we've ever introduced. I was involved on the sales side when we launched the Firebolt® model, and there was a lot of excitement around that as well. But now, along with the addition of the Lightning® Long model, dealers have seven different XB models to sell.

FUELL: Has the new Lightning Long, the XB12Ss, been overshadowed by all the fanfare over the Ulysses model?

JF: Probably a little bit, because the Ulysses goes someplace we haven't been before. But the Lightning Long is going to be a very impor-

tant product as well, because it meets our customers' request: to build a bike that better fits a taller rider. I think a lot of riders who are clinging passionately to the M2 Cyclone® models, for instance, are going to be looking very closely at the Lightning Long model.

FUELL: It's no secret that some of the dealerships have struggled to sell Buell motorcycles, and that some dealers are no longer carrying the brand. Is this product expansion going to help that situation?

JF: We're trying to focus on the dealers who are passionate about the Buell brand, and not worrying so much about the numbers right now. This may result in fewer dealers – and maybe some inconvenience for some customers, because they don't have a dealer as close by – but we believe it will result in having more dealers who are successful with Buell motorcycles. Both selling and servicing them.

And yes, we're already seeing that these new products have rekindled some of that passion. Dealers are saying, "Wow, this is a business I can be successful with." There is a lot of energy among the dealers right now, and a lot of them are recommitting to the brand. It's happening in all markets around the world.

FUELL: Speaking of international markets, Buell motorcycles are selling very well in Europe these days. Are overseas markets going to continue to play an important role?



"Dealers are saying, 'Wow, this is a business I can be successful with.' There is a lot of energy among the dealers right now, and a lot of them are recommitting to the brand. It's happening in all markets around the world."

JF: Yes. The biggest sportbike market in the world is Europe, and the fact that things are taking off over there is important. It tells us we're doing some things right. Being successful in international markets is crucial to our overall success. In fact, we're getting ready to start selling bikes in Brazil very soon.

FUELL: It must be difficult in some ways being the president of a company where the man whose name is on the motorcycle plays such a vital – not to mention visible – role. How do your job functions fit together?

JF: We try to "co-lead" the organization, I would say. Erik has direct responsibility for the engineering, design, R&D, and purchasing development – the long-lead purchasing stuff, when we're developing

or identifying suppliers for future parts or products. My responsibilities are on the operations side of things. Assembly and warehousing operations, human resources, finance, day-to-day purchasing, and planning. I also have the primary responsibility of interacting with Harley-Davidson leadership.

FUELL: Do you have a pretty good working relationship?

JF: Absolutely. You know, I think everybody who knows Erik well and works closely with him experiences some tension working with him – but it's the healthy kind. One of the great things is that we're both very upfront about things, and are not afraid to confront issues and challenge each other. Do we always agree on everything? No. But do we figure out a way, when it comes to big decisions, to talk it out? Yes. We do that very well. He is a very passionate guy. And part of my job is to balance his passion with more of the business side of things. In the end, we both "work for the customer," and I think it all works very well.

FUELL: What is your vision for where you'd like Buell to be in, say, five years?

JF: Erik and I both want to Buell to become more "relevant." And there are a number of dimensions to that. Being more relevant in the marketplace means seeing more Buell motorcycles on the street, and selling more of them every year. Being relevant within the Motor

Company means contributing positively to company results – beyond the other things Buell delivers, like engineering expertise, being quick to the market, and all the other things the Buell organization does so well. To do that means we need to continue to deliver fun-to-ride, high-quality motorcycles that more customers will enjoy riding.

FUELL: In other words: Keep doing what you're doing now, only even better.

JF: Exactly.

LAST CALL FOR LAVALE

APPALACHIAN ADVENTURE • LAVALE, MARYLAND • OCTOBER 5-7

If there's one thing you'll learn during BRAG's upcoming Appalachian Adventure – aside from the knowledge that the roads in this mountainous section of East Coast are as twisted as any around the country – it's that (oddy enough) it pays to get off your motorcycle now and then to take a look around ... go figure!

It's not something you'll find us recommending very often: "Get off my bike? Are you nuts?!" We certainly are not. The historic town of Frostburg, Maryland is one worthy of a closer look.

When the National Pike came into existence back in the early 1800s, it became the main route along which westward migration took place for the first half of the century. The road passed directly through Frostburg—which is, incidentally, only a few minutes outside LaVale, the adventure's home base. By the mid-19th century, Frostburg had become a major coal mining town. Today, the city is an historic Main Street community not to be missed. So when you ride through this quaint little town, find a place to park your Buell® motorcycle for a while, dismount, and you'll be guaranteed to quadruple the number of discoveries you would have made otherwise by just passing through.

In addition to Frostburg, there'll be plenty of places for you to pull off the road and set out on foot in search of adventure – but don't think twice about keeping those riding boots on your feet. The walking's sweet ... but the riding's even sweeter! Two loops – one that leads east through the Allegheny Mountains and another west through the Appalachians – will introduce you to roads worthy of your Buell motorcycle. Roads that dip, climb, and curve through breathtaking mountainous terrain. You'll throttle through both thick wilderness and wide open fields, feeling the odd juxtaposition of perfect peacefulness and heart-pounding adrenaline rush.

If you're not drooling yet in anticipation of these roads, you will be upon completing them ... your lips uttering softly to yourself over and over ... "Let's do it again!"

A dealer party at LaVale's Highland Buell Shop will prep you for an adventure that'll live in your hearts forever. Not as a simple memory ... but as a slightly more rapid beat. Because this adventure will consume you completely. After all, you need look no further than Frostburg to realize that so much depends on a road.

Though registration closes September 9, late registration will be accepted by phone only. The cost is \$40 for BRAG®/H.O.G.® members and \$65 for non-members. Call 1-888-432-BRAG to register. 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 your room for the 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	Best Western Hotel
FRI/OCTOBER 7	Breakfast Route 2 Farewell Dinner	Best Western Hotel



BELLE CITY RIDERS CLUB

The Belle City Riders BRAG® Club was formed in January 2005 with about 15 members and Racine Harley-Davidson/Buell as sponsoring dealer. Current membership is approaching 20; over half are women. In addition to the monthly meetings, there's a monthly multi-chapter ride to the scenic Kettle Moraine, track days, trips to Deal's Gap and Daytona, and various rides looking for more twisty roads in the area. Bigger plans for this year include a trip around Lake Michigan to see the autumn colors, a trip to western Wisconsin, and another trip to Indiana to explore some of the state's hidden winding roads. With bikes ranging from tube framers to XBs to Blast® models and experience levels from first-time riders to long-time veterans, there's something for everyone. For more information, call Racine Harley-Davidson at 262-884-0123.



SUNSET THUNDER CLUB

The Sunset Thunder BRAG Club was founded in 2002. Currently the club has a dozen members. The club meets the third Tuesday of every month at The Ram Restaurant in Lake Oswego, at 7PM. During meetings they decide on the location of their monthly club ride, which happens on the Sunday following the club meeting. Rides take full advantage of Oregon's many twisted back roads and depart from Paradise Buell, the club's sponsor, at 10AM. Many club members participate in an annual ride called SPLASH (Sport Lap Around Saint Helens). This large and informal weekend event provides many turns, grand scenery, and great camaraderie. SPLASH draws Buellers from surrounding states and Canada as well. Local and visiting Buell riders are invited to join the club for any of its events. Just show up, or call Rocky at 503-407-7893.

NEW CLUBS

Buell Riders Adventure Group® welcomes the following new clubs and their sponsoring dealerships to the family:

Liberty Streetfighters

Liberty Buell
Rahway, NJ
732-381-2400
Christopher Tonstad

Indy-illi Club

Calumet Buell
Munster, IN
219-934-6376
Chuck Kreisli

Altitude Riders

Pikes Peak Buell Motorsports
Colorado Springs, CO
719-278-2300
Tim Bell

Please note that **Central Texas Riders** has now changed its name to **Central Texas Torque-a-dillos**.

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.

STREETFIGHTERS



STREETFIGHTER **LARRY ROBINSON**
HOME BASE **CHARLESTON, WV**
MACHINE **2005 BLAST®**

When I first started thinking about buying a motorcycle, I had in mind a bike I could ride to work; something with power and looks that would fit a shorter rider. I went to a couple of area dealerships but could not find just the right bike. But when I walked into my local Harley-Davidson/Buell dealership, there it was: the Buell Blast. It fit both me and my wallet perfectly, and I was instantly hooked on the power and maneuverability. It is way more than just a ride to work now. My wife, Crystal, and I look forward to many summer and autumn rides ahead.



STREETFIGHTER **HIROMI IKAWA**
HOME BASE **YAMANASHI, JAPAN**
MACHINE **2004 LIGHTNING® XB12S**

In Japan, you can choose from just about any kind of motorcycle you can imagine. And for three years I rode small Japanese bikes – 50, 90, or 250 cc. I didn't get my first big bike – my XB12S – until August 2004. And then I fell in love! Amazingly, even though I'm very short and slim, I can handle it perfectly. My husband has an XB12S motorcycle too, and we love to ride together using radios to communicate. When we ride, everyone on the street turns to look at us. This is such a great bike!

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

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

