

# HOG

FOR THE HARLEY-DAVIDSON ENTHUSIAST SINCE 1916

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PROJECT RUSHMORE REVEALED RETURN TO BEARTOOTH TWO KINDS OF CRAZY

\$4,999<sup>us</sup>

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HOG.COM

# THE ALL-AMERICAN TIRE

For nearly 30 years, Harley-Davidson® motorcycles have rolled out of the factory on the only motorcycle tires designed, tested and manufactured in the U.S.A.—Dunlop® tires. Through all these years, Dunlop never halted its efforts to advance the state of motorcycle tire performance, bringing innovations to riders that were developed at our Dunlop Proving Grounds in Huntsville, AL, and proven on highways and byways across America. And that means only one motorcycle tire company owns such a solid connection with Harley-Davidson® motorcycle owners: Dunlop.



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Do not overload your tires. Never exceed vehicle load capacity found in your owner's manual. Never exceed maximum load molded on the tire sidewall. Check your tire pressure frequently and always before extended trips. Obey all traffic and safety laws. Dunlop does not endorse or encourage exceeding safe, legal speed limits.

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## FILIGREE ROSE QUARTZ HEART COLLECTION

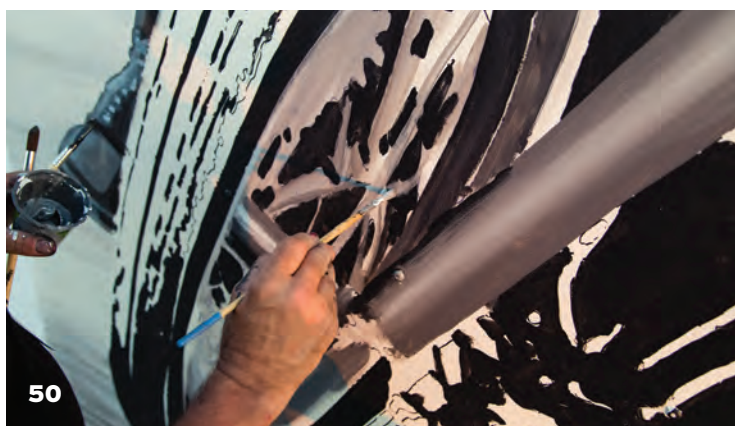


Available at Authorized Harley-Davidson® Dealerships

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H-D Filigree Rose Quartz Heart Post Earrings (HDE0325), Ring (HDB0331), Necklace (HDN0282), and Bracelet with Rose Quartz Stones (HDB0304)

See the full collection at [www.modjewelry.com/hearts](http://www.modjewelry.com/hearts)



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# Rockin' the Eternal City

ROME HAS LIKELY NEVER SEEN ANYTHING LIKE IT - and likely never will again. At least not until the next H-D Anniversary European Celebration. Thousands of Harley® riders and H.O.G.® members converged on the Italian capital city June 13-16 to stage a party for the ages. Highlights included an Anniversary Parade, dozens of top musical acts, an appearance by Pope Francis, and four days of the kind of electric atmosphere that can only be generated by the combined passion of Harley riders from around the world. To see more 110<sup>th</sup> Anniversary images and video, visit [h-d.com/110](http://h-d.com/110).



# Vintage Cycle Action

**BACK IN HARLEY-DAVIDSON'S EARLY DAYS**, most photographs of motorcycles used in catalogs and other marketing materials were shot in static locations because that was the only way they could be taken using the slow and cumbersome cameras of the era. But motorcycling is all about motion, which an enterprising photographer captured in this rare circa 1915 shot of two Harley-Davidson racing motorcycles: a model 11-KT (left) and model 11-KR (right), built for road courses. The photo, one of the earliest known motorcycle action shots of its kind, is part of a large collection of vintage glass plate negatives recently acquired by the Harley-Davidson Archives. To learn more about the photographic treasures in the Archives collection, see Archives on Page 72.



## Freedom Through Technology



**YOU KNOW THAT FEELING** when you jump into a rental car you've never driven before and need a few minutes to figure out where the key goes, how to adjust the seat, and how the turn signals and wipers work? I'm happy to report that although there are many significant changes in style and function incorporated into the new 2014 Project RUSHMORE Touring family motorcycles (see Pages 26-36 for all the details), riding a Harley® is nothing like driving a rental car.

But I'll admit that the first time I sat on one of the new motorcycles and began playing with the Boom! Box audio system I was a bit overwhelmed. It looked fabulous, but I didn't quite know where to start. (Hint: read the manual before you leave the garage.)

These new radios can do so much more than anything you've ever seen before on a motorcycle that it's truly a game-changer for the rider. Once I did get started, the combination of buttons, switches on the hand controls, and touchscreen interface (on the premium Boom! Box 6.5GT) made navigating through the various menus and options very intuitive. With the simple pairing of the radio to a smartphone, you can now stream music over the Internet, make and receive hands-free cell phone calls, receive text messages directly through the radio, or ask for directions to the nearest dealership or gas station. I was stunned the first time I made a phone call from a bike while riding. Using the integrated voice recognition feature, I announced my desire to call my wife, and within seconds she was on the line, unaware I was even riding. The audio quality of the connection through the helmet-mounted headset is so good, many people will have a hard time believing you're calling from the road the first time you try it.

Admittedly, some riders may have mixed feelings about this new technology. For many of us, the blissful hours we spend alone on a bike are a way to recharge our batteries and gird ourselves for battle with the daily grind of life. Sometimes you want to be alone with the wind and the thoughts in your head, undistracted by anything trying to suck you back into the non-riding world.

But as distracting as 24/7 connectivity can be if you let it take too much control over your life, it also can represent a powerful freedom from the cages of our existence. How many times have you been able to unchain yourself from the desk for a day or an afternoon, comfortable in the knowledge that the cell phone in your pocket was there to help extinguish the inevitable brush fires of life before they erupted into full-on conflagrations? Sometimes all it takes is one email or text to literally save the day.

One of the many beautiful things about new technology is that if you control it, rather than letting it control you, it really does make your life better. With Project RUSHMORE's new Boom! Box audio systems, the power to tune in or check out is at your fingertips. Your ride may never be the same.

Matt King



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ON THE COVER: The innovative Project RUSHMORE Touring family motorcycles headline the Harley-Davidson® lineup for 2014.

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Visit Harley-Davidson Motor Co. on the Internet at [www.harley-davidson.com](http://www.harley-davidson.com).

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 Harley® motorcycle and read and understand your owner's manual from cover to cover.

HOG magazine is published by Harley-Davidson for owners of Harley-Davidson® motorcycles and anyone interested in news about the Motor Company, its products, and activities. Subscriptions are limited to the U.S.

We reserve the right to edit all submissions for publication in HOG.

All submissions become property of Harley-Davidson Motor Co. If you'd like your photo returned, please send a self-addressed stamped envelope with your submission.

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# GO TO HELL, MICHIGAN.

And lots of other great places with ABCs of Touring. Take pictures and win prizes, too. As if you need an excuse to escape Boring, Maryland. Discover Opportunity, Montana. Feel the pull of Gravity, Iowa. Or spend a night in Intercourse, Pennsylvania.

Get contest details and an entry form at [members.hog.com](http://members.hog.com)





**THE BAJA LIFE**

I'm always interested in reading *HOG* magazine from cover to cover as soon as it arrives – it's informative, interesting, well-written, engaging, and has done a great job articulating the message of Harley Owners Group. In the last issue (021), I really liked "Life. Death. Baja." It was sad, but it engaged the reader about life on the open road.

**LORI RACEY**  
DOVER, PENNSYLVANIA  
.....

I really enjoyed "Life. Death. Baja." by Simon Bois. It's not just a great article about how precious life is but a story with an important safety lesson for everyone riding in the hot summer sun. Simon knows what the real meaning of riding motorcycles is all about.

**MARK BRADLEY**  
GREENWOOD, ARKANSAS  
.....

I'm a MSF Certified RiderCoach, and I think this story should be read by more people. Motorcyclists need to pay attention to their own health and well-being at all times but even more so when riding in extreme temperatures. Heat exhaustion can sneak up on a person with little

warning – everyone has to be extra cautious when riding in the heat. My condolences go to the author and Dave's family, and I would like to thank you for sharing Simon's story.

**STEVEN STEELE**  
ROSARITO BEACH, BAJA CALIFORNIA, MEXICO  
.....

I haven't been reading the *HOG* magazines I have received in the mail over the past 2-1/2 years since my husband, Dave, passed away in 2010. The Harley motorcycle on my Facebook page was his and now mine. It has taken me that long to say it's mine and to even sit on the bike. But after reading your story and what you went through on that ride, to put it all out there, in black and white ... I had been scared to ride the bike, but I was ready this spring. And I did it. I got on it and rode. Not far, just around the rural area. But I did it. And now when I get on it again, I will look at it a lot differently.

You really had a terrific story to tell. Thanks for the inspiration. I know my Dave will be looking down and smiling, thinking, "She did it ... and she can do it." Thanks.

**ALICE CIENKI-VASICEK**  
(SENT TO AUTHOR SIMON BOIS VIA FACEBOOK)  
.....

**ABOUT TIME**

If you would have told me that a Harley-Davidson motorcycle would change my life, I would have called you crazy. I was convinced that all motorcycles were created equal, but what a difference a ride can make. So I sold my bike and bought a Heritage Softail Classic model and then a 2002 Road King. Why does every sunrise and sunset look so much better from the seat of a bike? I can't explain it, but it took about 30 years before I realized riding motorcycles was more about emotion than transportation. Here's to another 30 years!

**JEFF MADDOX**  
WHITE CITY, KANSAS  
.....

**PAY IT FORWARD**

On April 13 my wife and I drove to the parking lot of the Harley-Davidson of Waco dealership on a flat tire. When the stock jack failed to raise our truck high enough to put on a spare, the service department brought out another jack and soon got us back on the road. To show our appreciation, we returned to the dealership the following week to pick up a gift card, and while we were at the dealership, our house was destroyed by the West Fertilizer Company plant explosion. If we hadn't received help from the dealership, we wouldn't have been away from home that evening. We realize how fortunate we are to have avoided that tragedy.

**MIKE SULAK**  
WEST, TEXAS  
.....

**TRAVEL FRIENDLY**

Traveling for work as often as I do, I try to pack as light as possible and carrying magazines adds unnecessary weight. The iPad edition of *HOG* magazine is awesome and just what the doctor ordered. Thanks for a great publication.

**JOHN LOH**  
VIA E-MAIL  
.....

**If you have a problem on the road, there's a large family of members to call on .... Thank you for keeping this family going.**

**JAMES HOOPER**, PADUCAH, KENTUCKY  
.....

**THANK YOU**

While I've been a H.O.G. member since 1995, I've been riding motorcycles most of my life and have ridden across the country several times – and every time H.O.G. has been right there for me. Recently, a fellow rider had an accident in Missouri, and though he wasn't hurt bad, he couldn't ride! Calls were made to the nearby H-D dealer, and shortly thereafter we were in contact with the local H.O.G. director. Soon, with H.O.G. member help, the injured rider (and his bike) was on his way home to Kentucky. What a family! If you have a problem on the road, there's a large family of members to call on for help if needed. Thank you for keeping this family going.

**JAMES HOOPER**  
PADUCAH, KENTUCKY  
.....



**AUSTIN LOVE**

As a 30-year resident of Austin and an avid rider of a 90th Anniversary Edition Heritage Softail Classic, I readily agree with Mr. Kurpius' article, "The Importance of Being Austin," in *HOG* 021 (Pages 42-47). Austin is the best U.S. city to ride

in. From downtown, one can be in the rolling hills of Texas Hill Country within 20 minutes, and having a cool beer and barbecue within an hour. So Mr. Kurpius, everyone else is moving to Austin. Why don't you?

**HAROLD MINDLIN**  
AUSTIN, TEXAS  
.....

**STAY DRY, STAY SAFE**

In *HOG* 021 (Pages 24-25), Becky Tillman writes "... you may not mind your jeans getting a little wet if it's warm out." I have a friend who got caught in the rain on his way home from work and decided to continue without donning his rain gear. He came to a stop in traffic and put his feet down. When one wet leg got too close to the exhaust pipe, he received a severe steam burn in an instant. This might be a good safety tip to pass on to fellow riders – wet pants and hot pipes don't mix!

**WILLIAM DROOM**  
MARYVILLE, TENNESSEE  
.....

In "Easy Does It," there's no mention of what first gets wet when the rain starts: your hands! It's very difficult to ride when your hands are cold and begin to hurt. If you don't have waterproof gloves, a pair of latex or nitrile gloves under regular gloves will work in a pinch. Always carry more than a single pair because your riding buddies will want some when they see you wearing them.

**PATRICK McMILLIN**  
CHARLESTON, SOUTH CAROLINA  
.....



**NANCY INSPIRES**

*HOG* 021 had a wonderful article with great pictures about Nancy Davidson (Pages 36-40). We often see her and Willie G. at dealer shows and company events. They never seem to get a rest from the well-wishers and autograph seekers, yet I have never seen Nancy or Willie G. turn down any of these requests or show the slightest hint of annoyance – even when you can tell they had a long day. I remain in awe of Nancy's grace, dignity, and patience, and hope she and Willie G. can slow down a bit and enjoy life at a more relaxed pace in the future.

**DAVE FISCHER**  
OWNER, FRONTIER HARLEY-DAVIDSON  
LINCOLN, NEBRASKA  
.....

**WHAT'S YOUR STORY?**

We welcome your letters, photos, and riding stories. Please email yours to hogmagazine@harley-davidson.com or mail them to ... *HOG* magazine, P.O. Box 453, Milwaukee, WI 53201. Please include your name, address, telephone number, and/or email address. All submissions become property of Harley-Davidson. We reserve the right to edit submissions for length and content.

# Let Your Voice Be Heard

H.O.G. is your club. *HOG*® is your magazine. So when we make changes, we want you to have a say in how to make things better.

As we move forward together into the next 30 years of Harley Owners Group,® we want you to speak your mind on two important topics: a new H.O.G. logo and a redesigned *HOG* magazine.

## Vote for the Next Great H.O.G.® Logo

FROM THE VERY BEGINNING of Harley Owners Group in 1983, the “Official Riding Club of Harley-Davidson” has worn the same distinctive emblem. It has served H.O.G. well for 30 years, and we’re proud of the heritage, camaraderie, and passion it represents.

Now it’s time to give a fresh look to our classic logo – and we want you to help choose the new design. The current logo isn’t

going away; it will still be available on pins, patches, and other H.O.G. items. Now you’ll have a choice, because H.O.G. is all about freedom, individuality, and self-expression.

**Log on now to [hog.com/vote](http://hog.com/vote) to vote for your favorite of these four options. Don’t wait – voting closes September 30, 2013.**



## Tell Us What You Think About *HOG*®

*HOG*® MAGAZINE is consistently rated as the most popular benefit of H.O.G. membership – which just drives us to keep improving it in every way we can. So as we continue to bring you the best, most compelling content we can, we want you to help us give you more of what you love the most about *HOG* magazine.

What features do you enjoy the most? What kinds of stories do you like to read? What would you like to see more of? What could you live without?

To fill us in on these and other important questions, go to [hogmagsurvey.com](http://hogmagsurvey.com) – and let your voice be heard!



## \$100 Rides



I HAVE LONG BEEN A FAN OF *HOG* MAGAZINE'S \$100 RIDES. It's such a simple idea – take a motorcycle ride and keep the cost of the trip under a hundred bucks. I've always wanted to take the challenge myself. The problem has been finding the time.

Luck was finally on my side one recent summer weekend. It isn't often that my partner and I have free time to ourselves, especially with two boys

under the age of 11. But there I was, all alone in an empty house with nothing on the family calendar! I took a few minutes to think about my options. Should I plant flowers? Or log on and try to chip away at work emails overflowing my inbox? Neither was speaking to me. And then I thought about the \$100 Ride I have wanted to take. I knew the AHRMA Vintage Motorcycle Classic Race was taking place that weekend at Road America in Elkhart Lake, Wisconsin. Suddenly the decision was a no-brainer. I was out the door within 45 minutes to meet up with my good friend Kris.

When I arrived at Kris's house she had already mapped out a gorgeous ride along Wisconsin Highways 41 and 28. Kris was on her custom painted 2010 Street Glide.® I was on my much-loved 2009 Sportster® Iron 883™ that I have been customizing in the style of a café racer. After a fuel stop and the first hit to my \$100 budget, we were off to experience the rolling hills and green landscape of the northern Kettle Moraine State Forest. During the short but scenic ride to Elkhart Lake, we passed countless miles of natural Wisconsin beauty and at least six protected wildlife areas.

At the track, we were warmly welcomed by our friends Leah and Wes Orloff, fellow H-D employees who are avid racers with two young kids. After the races, we stopped at a 1950s-style ice-cream stand, where a few young riders-to-be admired my Sporty.

By the time we made it back to Milwaukee we had ridden about 160 miles, and I had spent just \$71 on fuel (\$13), lunch (\$18), and a race ticket (\$40).

I originally envisioned my \$100 Ride taking me farther away, but I found there was plenty of adventure and cool people to meet within 100 miles of home. H.O.G. member Andrew Henderson, whose \$100 Ride is featured in this issue, also found plenty of adventure on his 75-mile round-trip journey.

Now is the time to take your \$100 Ride! Remember: If we feature your story in *HOG* magazine, we'll send you a \$100 Harley-Davidson gift card. Here's to writing about your next ride on a shoestring budget. We look forward to reading it.

**Anne Marie Arroyo**  
Communications Lead  
Harley Owners Group





## Epic Rider Surprise

**WARREN HARMS, OF SAUK CITY, WISCONSIN**, got a big surprise recently when he was visited by Karen Davidson, Creative Director, Harley-Davidson MotorClothes®, and “Windell,” the Miller High Life beer truck driver featured in the popular TV commercials. Warren was chosen to receive a special batch of Miller High Life beer in honor of the “epic ride” he and some fellow Marines take every Memorial Day.

“Every year my friends and I have the “Great Memorial Day Ride,” Warren wrote. “[It] started in 2005 after we all got back from a tour in Iraq. As Marines we honor the men we lost by getting together and remembering them on Memorial Day.”

Harley-Davidson and Miller High Life beer were both born in Milwaukee in 1903. In honor of the joint 110<sup>TH</sup> Anniversary, Harley-Davidson and Miller High Life honored epic riders with surprise visits like this one throughout the summer.

Also on hand for the occasion were members of the Sauk Prairie H.O.G.® Chapter, taking part in Sauk Prairie H-D’s 28th Annual MDA Freedom Ride to benefit the Muscular Dystrophy Association.

## Renew the Ride

**PART OF THE EXHILARATION OF RIDING MOTORCYCLES** is being outside and exposed to the elements – the rushing air, the sun, and even the rain. It’s in this spirit that Harley-Davidson is introducing the Renew the Ride initiative to help protect and renew the environment for future generations of riders.

Harley-Davidson’s 110<sup>TH</sup> Anniversary is a time to reflect on our proud history and to invest in the future. So Renew the Ride is being kicked off as part of that celebration through a partnership with The Nature Conservancy, a leading global conservation organization. On behalf of the Harley-Davidson community, 110,000 trees will be planted in the Atlantic Forest in Brazil this fall, in support of The Nature Conservancy’s ongoing “Plant a Billion Trees” Campaign. Earlier this summer, Harley-Davidson employees planted 110 trees in the Menomonee River Valley, home of the Harley-Davidson Museum in Milwaukee, as part of the Valley’s continued revitalization.

In the future, Harley-Davidson will partner with the global community of Harley-Davidson riders to identify opportunities

that further support the environment through the partnership with The Nature Conservancy and beyond. For more information, visit [h-d.com/renewtheride](http://h-d.com/renewtheride).



## A New World (Ride) Record

**IF YOU THOUGHT LAST YEAR’S WORLD RIDE** total of 7,799,140 miles was impressive, the 2013 figure will blow you away. On June 23-24, riders from around the world joined forces to ride a combined 10,018,231 miles, a 28 percent increase over 2012.

“Riding 10 million miles in two days truly represents the passion we share as a global family of riders,” said Ken Knuteson, Director of Harley Owners Group.®

Riders from 65 countries participated in this year’s World Ride, with these five countries posting the highest mileage totals:

<b>UNITED STATES: 4,507,025</b>	<b>BRAZIL: 1,409,098</b>
<b>MEXICO: 1,022,319</b>	<b>INDIA: 983,431</b>
<b>SPAIN: 352,815</b>	

**HARLEY-DAVIDSON®**  
**WORLD RIDE™**

## Ride Planner

**THE ALL-NEW** Harley-Davidson® Ride Planner Mobile companion app is now available for BOTH Apple and Android devices. Check it out at [h-d.com/rideplanner](http://h-d.com/rideplanner).



## Flooring It

**A RECENT RENOVATION** of the fourth floor at the H-D Juneau Avenue facility in Milwaukee included a truly unique “floor treatment.” Montana-based motorcycle stunt artist Rob Carpenter created a one-of-a-kind burnout on the concrete and hardwood floors in the executive area. What else can you say except, “Don’t try this at home!”



**HDTLC**



## Hot Wire

**FOR MORE THAN 100 YEARS**, the speed of a Harley-Davidson® engine (and just about every other motorcycle in the world) was controlled by a cable connected to the throttle control on the handgrip. It remains a good, simple technology that serves its purpose well.

For the 2008 model year, the Motor Company introduced something even better on select motorcycles, starting with the Touring models: **Electronic Throttle Control (ETC)**, sometimes called “throttle by wire.” With ETC, instead of pulling on a mechanical cable, a twist of your right wrist sends electronic signals to a processor, which controls the engine speed. The two main components in the system are the throttle-grip sensor and the throttle-control actuator. The throttle grip itself is spring loaded to return to idle position when released.

Advantages include:

- **SMOOTH OPERATION:** ETC gives riders smoother, more precise control of their bike’s engine speed, for more precise and predictable performance.
- **LOW MAINTENANCE:** With no cable to adjust or lubricate, ETC is virtually maintenance-free.
- **ELEGANCE:** The elimination of a throttle cable creates a cleaner, more custom look.
- **IMPROVED “CRUISING”:** ETC also makes it possible to utilize an Electronic Cruise Control (ECC) system. ECC is a big improvement over mechanical cruise control systems, allowing riders to have more precise and consistent control over the speed of their motorcycle, regardless of hills, wind, or other factors.

The best thing about ETC is how little you have to think about it. It’s just there when you need it.

For more information about ETC, consult your Owner’s Manual. To make sure it keeps working the way it should, count on the Authorized Service technicians at your local H-D® dealership and follow the recommended scheduled maintenance program.

KEITH VILLA

# Custom Beer Builder

Keith Villa, a.k.a. the “Beer Doctor,” brings a rebel mentality to the world of craft brewing.



Continually coming up with new ideas for beer isn't easy, and he travels the world in search of inspiration. When his mind gets cluttered with new information, he jumps on a Road King® to clear his head. When he travels, he rents a bike to tour whatever city he's in. At home in Denver, he rides his 2003 100<sup>TH</sup> Anniversary Edition Road King to the top of Lookout Mountain.

Or he borrows one of his brother's H-D® motorcycles. That's because he's trying to keep his own bike – which he bought from a collector in 2011 with only 440 miles on it – as pristine as possible until he can ride it to the H-D 110<sup>TH</sup> Anniversary Celebration in Milwaukee. He plans to baby it until then – and then start piling up the miles.

“I'm also looking for a 2008 105<sup>TH</sup> Anniversary Screamin' Eagle® Road King,” he says. “And once I find one of those, my next bike will be a 2013 CVO™ Road King. That should be a nice little collection to start doing some serious riding down here in the Southwest.”

**“They both stand for personal freedom and expression. That's what turns me on to both beer and motorcycles.”**

As excited as he is about riding to the Anniversary Celebration, it won't be the first time he's visited the home of Harley-Davidson. Far from it. Because Milwaukee, of course, is also known as “Beer Town.”

“It's an amazing coincidence that Miller High Life was born the same year as Harley-Davidson,” he says. “So every time I go back to Milwaukee, the first thing I think of is that strong connection between Harley-Davidson and Miller.”

Villa says no matter where in the world he travels, he always gets the same reaction from people when he talks about Harley-Davidson: Their eyes get wide and a big smile crosses their face.

“It's one of those things, it's pure Americana – a pure expression of freedom. People love it.”

They also love beer – whether it's made from a traditional blend of hops and malted barley, or something more exotic. Harley-Davidson loves beer, too – as long as it's consumed responsibly *after* all the riding for the day is done.

**WHILE IT'S CERTAINLY TRUE** that drinking beer and riding motorcycles should never be combined, it's equally true that beer *culture* and the Harley-Davidson experience go great together. So says Keith Villa, Harley® rider, H.O.G.® member, and founder and brewmaster for the Blue Moon Brewing Company.

“They both stand for personal freedom and expression,” he explains. “That's what turns me on to both beer and motorcycles.”

Beer as a form of personal expression? With a Ph.D. in brewing (University of Brussels, Belgium), that's how Villa sees it. He approaches the creation of craft beers as a personal art form. Ever in search of the next great breakthrough, he'll try using just about anything – including chicken; peanut butter; and “pretty much any fruit, herb, or spice out there.” Blue Moon “Golden Knot” from the Vintage Collection is a beer-wine hybrid brewed with wheat and Chardonnay grapes.

Not all concoctions, of course, have succeeded – or even made it to market. When he first tested the peanut butter beer in 1995, the response from the test subjects was virtually unanimous: “Wow, that's just about as disgusting as I thought it was going to be!”

But it turns out the market just wasn't ready for such an exotic brew. When he dusted off the recipe a decade later, it got a different reaction. And today it's one of Blue Moon's most popular offerings at the annual Great American Beer Festival.

“We get a line about 75 or 100 people long just waiting for us to tap the peanut butter beer,” he says.



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NEW MEXICO

# Jemez Mountain Trail

ONE OF THE MOST STUNNING ROADS IN NEW MEXICO, the Jemez Mountain Trail, is a ride through time. From the ancient ruins of the Jemez State Monument and Jemez Pueblo to the Bandelier National Monument, historical sites dot this national scenic byway, making it a history textbook come to life – but with much more impressive views. Don't miss the Gilman Tunnels, on a narrow, winding road carved from the mountains for the Santa Fe Railroad in the 1920s, along the Guadalupe River on Route 485.

[www.jemezmountaintrail.org](http://www.jemezmountaintrail.org)  
[www.byways.org/explore/byways/2061](http://www.byways.org/explore/byways/2061)



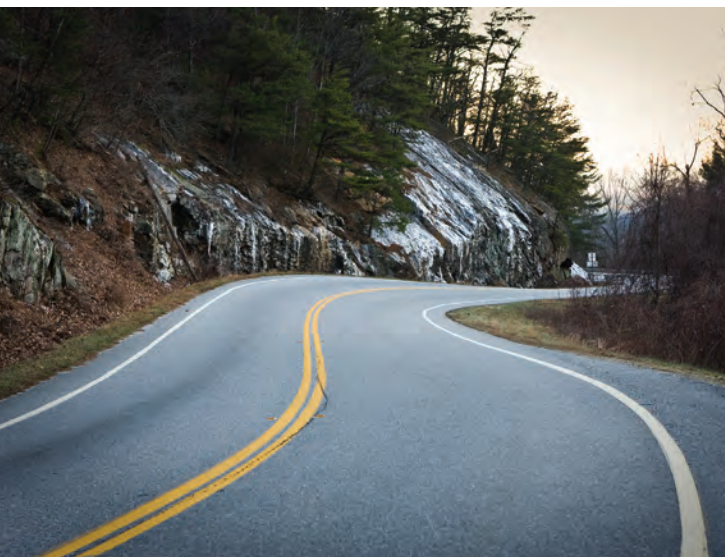
Photography: Dan Monaghan, New Mexico Tourism Department

GEORGIA

# Georgia State Route 60

GEORGIA STATE ROUTE 60 is the perfect mix of scenic open stretches of road and challenging winding curves. Snaking through the Blue Ridge Mountains to Woody Gap and Dahlonega, Route 60 is like a less demanding Tail of the Dragon. After flowing through tight twisties, ride into Two Wheels of Suches (formerly Two Wheels Only), a restaurant and motorcycles-only campground/resort. Eat, sleep, and hang out before heading back to the beauty – and fun – of Route 60.

[www.exploregeorgia.org](http://www.exploregeorgia.org)  
[www.georgiatrails.com/gt/Georgia\\_60](http://www.georgiatrails.com/gt/Georgia_60)



Photography: Taylor Davis

**YOU'RE NEXT!** Got an idea for a great Next Ride? Send your suggestion, along with a high-quality photograph to [hogmagazine@harley-davidson.com](mailto:hogmagazine@harley-davidson.com).

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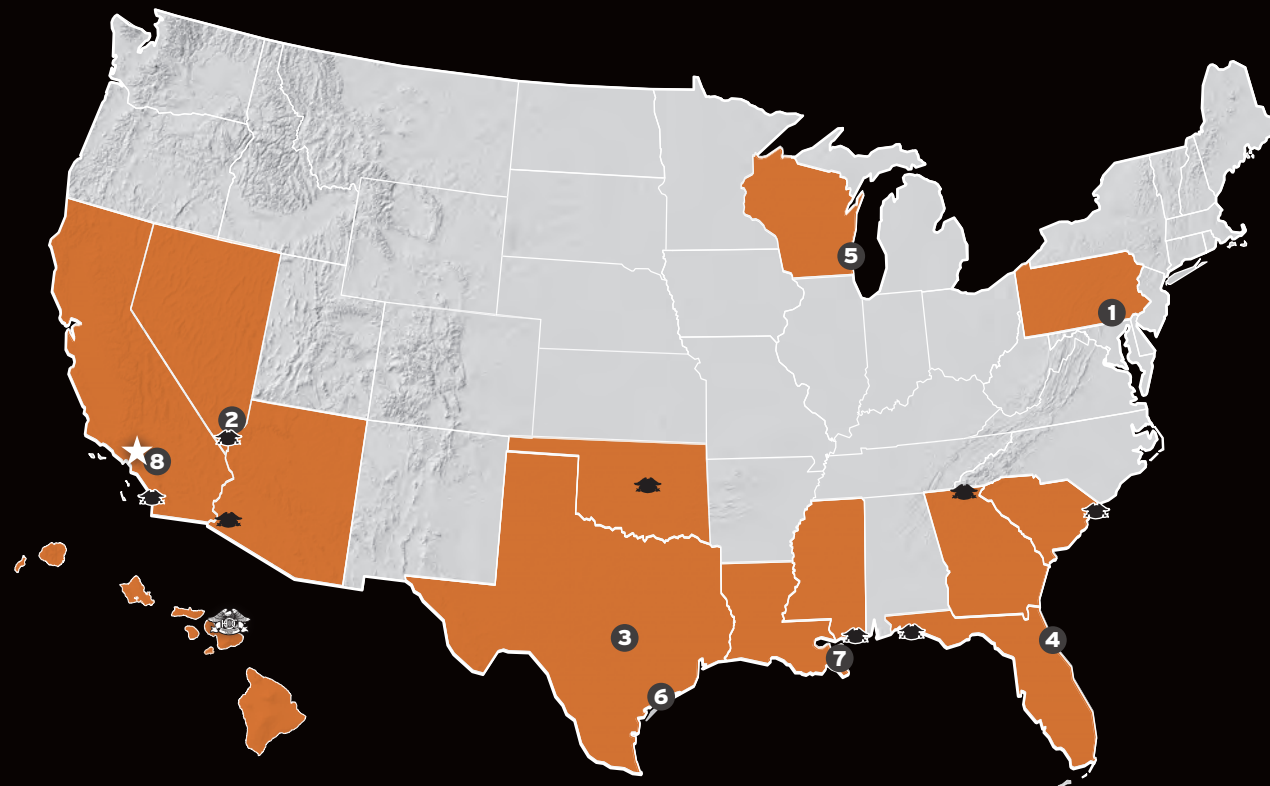
30<sup>TH</sup> ANNIVERSARY LOVE RIDE

# “Until Everyone Comes Home”

**LOVE RIDE 30 CELEBRATES** three decades of great music for great causes on Sunday, October 20, 2013 with an all-star lineup, including Jackson Browne, Jackshit, Chevy Chase, and special guests. Jay Leno will emcee and lead the ride from Harley-Davidson® of Glendale to Castaic Lake with Willie G. Davidson, Robert Patrick, Lorenzo Lamas, and thousands of riders. Net proceeds from Love Ride 30 go to the USO, “until everyone comes home.” The fundraising minimum of \$60 includes all-day admission, parking, and an opportunity ticket. Additional fundraising incentives begin at \$150. For more information or to register, visit [LoveRide.org](http://LoveRide.org).



- › Glendale, California
- › October 20
- › [www.loveride.org](http://www.loveride.org)



## 2013 U.S. State H.O.G.® Rallies

WHETHER THEY'RE AROUND THE CORNER or across the country, U.S. State H.O.G. Rallies provide unique opportunities to enjoy new experiences as you travel the United States. For a complete 2013 schedule, log on to [hog.com/events](http://hog.com/events).

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**NOTHING COMPARES TO THE FEELING OF WATCHING A SUNRISE** - unless you're watching it at Haleakalā on the island of Maui, at 10,000 feet above sea level, on your bike. And while it might seem crazy, bring a jacket; it's 30 degrees colder up there than on the beaches below. For the rest of the 2013 Hawaii State H.O.G. Rally, warm up to the flourishing rainforests, cascading waterfalls, and breathtaking seascapes. When you're ready to get rolling again, the 620 curves and 59 bridges of the Hana Highway are paradise on asphalt.

- › Kahului, Maui
- › October 11-13
- › [www.hisstatehogrally.com](http://www.hisstatehogrally.com)



**1 YORK OPEN HOUSE**

- › York, Pennsylvania
- › September 19-21
- › H.O.G. Pin Stop
- › [h-d.com/events](http://h-d.com/events)



**2 LAS VEGAS BIKE FEST**

- › Las Vegas, Nevada
- › October 3-6
- › [www.lasvegasbikefest.com](http://www.lasvegasbikefest.com)



**3 AUSTIN CITY LIMITS MUSIC FESTIVAL**

- › Austin, Texas
- › October 11-13
- › [www.aclfestival.com](http://www.aclfestival.com)



**4 BIKETOBERFEST**

- › Daytona Beach, Florida
- › October 17-20
- › H.O.G. Pin Stop
- › [www.biketoberfest.org](http://www.biketoberfest.org)



**5 GALLERY NIGHT AND DAY AT THE H-D MUSEUM®**

- › Milwaukee, Wisconsin
- › October 18-19
- › [h-dmuseum.com](http://h-dmuseum.com)



**6 LONE STAR RALLY**

- › Galveston, Texas
- › October 31-November 3
- › [www.lonestarrally.com](http://www.lonestarrally.com)



**7 VODOO EXPERIENCE 2013**

- › New Orleans, Louisiana
- › November 1-3
- › [www.worshipthemusic.com](http://www.worshipthemusic.com)



**8 NHRA AUTO CLUB FINALS**

- › Pomona, California
- › November 7-10
- › [www.nhra.com](http://www.nhra.com)

**GEORGIA**

The mountains of northern Georgia are calling your name!

- › Hiawassee
- › September 12-14
- › [www.gastatehogrally.com](http://www.gastatehogrally.com)

**CALIFORNIA**

Celebrate freedom, celebrate the ride.

- › San Diego
- › September 12-15
- › [www.castatehogrally.com](http://www.castatehogrally.com)

**MISSISSIPPI**

24 miles of beautiful beaches to ride!

- › Biloxi
- › September 19-21
- › [www.msstatehogrally.com](http://www.msstatehogrally.com)

**SOUTH CAROLINA**

Old enough to know better and young enough not to care!

- › North Myrtle Beach
- › October 3-5
- › [www.scstatehogrally.com](http://www.scstatehogrally.com)

**OKLAHOMA**

Wave back at the waving wheat of Oklahoma!

- › Norman
- › October 17-19
- › [www.okstatehogrally.com](http://www.okstatehogrally.com)

**FLORIDA**

Travis Tritt headlines Friday night!

- › Destin/Fort Walton Beach
- › October 22-26
- › [www.flstatehogrally.com](http://www.flstatehogrally.com)

**ARIZONA**

Don't miss the old west style rally.

- › Yuma
- › October 24-26
- › [www.azstatehogrally.com](http://www.azstatehogrally.com)

**NEVADA**

From the Las Vegas Strip to the drag strip.

- › Las Vegas
- › October 24-27
- › [www.nvstatehogrally.com](http://www.nvstatehogrally.com)

# Keeping the Open Road Open

How the American Motorcyclist Association is working to make your ride better.

**M**OTORCYCLING SHOULD BE SIMPLE. And most of the time it is – get on your bike, point the front wheel at the horizon, and ride. Sometimes, though, you hit a few speed bumps – whether it's proposed bike bans, motorcycle-only traffic checkpoints, parking garages that won't accept motorcycles, or even a new type of ethanol-based fuel. Removing those speed bumps is where rider advocacy groups like the American Motorcyclist Association (AMA) come in.

To get the lowdown on efforts to make the riding experience better, we asked the experts at the AMA to update us on a number of common issues that motorcyclists face and compiled their responses. For more information or to join the AMA, please visit [www.americanmotorcyclist.com](http://www.americanmotorcyclist.com).

**ON A RECENT RIDE, A BUNCH OF MY BUDDIES AND I WERE DIRECTED INTO A TRAFFIC STOP, WHILE ALL OTHER VEHICLES WERE DIRECTED TO CONTINUE. WHAT GIVES? MOTORCYCLE-ONLY CHECKPOINTS ARE DISCRIMINATORY.**

The AMA began tracking motorcycle-only checkpoints when they first appeared in New York in 2007. In 2011, using funds provided by the National Highway Traffic Safety Administration, the state of Georgia conducted roadside motorcycle-only checkpoints as thousands of motorcyclists rode through the state March 4-13 on their way to Daytona Beach, Florida for Bike Week.

Motorcycle-only checkpoints also have been conducted in Utah, Virginia, and elsewhere.

Motorcyclists are fighting back against this discrimination, and state lawmakers are paying attention, taking stands against motorcycle-only checkpoints. California, Virginia, and North Carolina banned motorcycle-only checkpoints, while Illinois and New Hampshire prohibit the use of federal dollars for them.

**WHAT'S THE STORY WITH E15 FUELS I KEEP HEARING ABOUT, AND CAN THEY HARM MY BIKE?**

**NEW FORMULATION OF FUEL WITH 15 PERCENT ETHANOL NEEDS MORE TESTING.**

You've probably heard of E15, a new blended fuel that includes 15 percent ethanol by volume. But do you know that it could pose a serious risk to your motorcycle?

The U.S. Environmental Protection Agency (EPA) has approved the sale of E15 for use in certain vehicles: 2001-and-newer cars, light trucks, and medium-duty passenger vehicles. Motorcycles aren't on the "approved" list. E15 is slowly making its way into the marketplace, but the AMA believes the sale of E15 fuel should be



delayed nationwide until more extensive testing is done to ensure that the fuel won't damage motorcycle engines and fuel systems.

The AMA also wants steps taken to ensure that motorcyclists don't accidentally fill their gas tanks with E15.

Why? Currently, there are no independent studies that show E15 is safe in motorcycle engines. In fact, E15 fuel use in non-EPA-approved vehicles is not only illegal but can also void a manufacturer's new vehicle warranty. E15 has the potential to burn hotter than regular gasoline or E10, making for potential engine damage, especially in air-cooled engines and high-performance water-cooled engines. Ethanol in fuel is also corrosive to rubber hoses and seals not designed for its use.

Additionally, ethanol-based fuels are hydrophilic and absorb more water, a source of corrosion, than traditional fuels.

**WHAT CAN I DO ABOUT THE PARKING GATE AT THE DOWNTOWN PARKING GARAGE THAT DOESN'T RECOGNIZE BIKES? HELP MAKE THE GARAGE MORE MOTORCYCLE-FRIENDLY.**

You've probably seen this sign at a parking garage where you wanted to park: "No Motorcycles Allowed." So what can you do? After all, car drivers get to enjoy that covered, secure parking. Why can't you?

Maybe you can.

Many public and private parking lot operators ban motorcycles from garages and lots where entry is controlled by automatic gates. Their concern is liability. If the arm comes down on a car, it could scratch the paint. But if it comes down on a motorcyclist, it could cause serious injury. So they ban all bikes.

The AMA Government Relations department can arm you with arguments for why parking control officials should encourage motorcycle riding, such as fuel efficiency and space savings. The AMA can also provide examples of how some garages have accommodated motorcycles, ranging from simply taking down their signs to cutting off part of the parking gate arm so that motorcycles can get through. Sometimes all it takes is a chat with parking control officials.

**MY FRIEND WAS DENIED INSURANCE COVERAGE FOR HIS MOTORCYCLE-RELATED INJURIES. HOW CAN I MAKE SURE I'M COVERED?**

**CHECK YOUR INSURANCE BEFORE YOU NEED IT.**

You may think that the health insurance coverage you have through your employer will pay for your medical care if you get into a motorcycle crash. But will it?

Unfortunately, too many motorcyclists learn too late that their medical insurance won't pay for motorcycle-related injuries and end up spending tens of thousands of dollars out of their own pockets. Employers can legally provide health insurance that discriminates against motorcyclists. The AMA is determined to change that.

"The AMA has been fighting this type of health insurance discrimination for years and is on Capitol Hill lobbying to change the law so that this form of discrimination no longer exists," says AMA Government Affairs Manager Imre Szauter.

Check your medical insurance policy for "Exclusions" to see whether you would be covered in a crash. That's where your insurance company spells out what it won't cover. If the wording is ambiguous, ask your human resources or personnel department whether injuries suffered in motorcycle crashes are covered. If you have any problems, let the AMA know at [grassroots@ama-cycle.org](mailto:grassroots@ama-cycle.org).

**WHAT'S THE DEAL WITH HIGH-OCCUPANCY VEHICLE (HOV) LANES - CAN I RIDE IN THEM WITH A MOTORCYCLE? MOTORCYCLES WEREN'T ALWAYS ALLOWED IN HOV LANES - BUT THEY ARE NOW.**

Thanks to the AMA and other groups, you can ride your motorcycle in a HOV lane. But that doesn't mean the battle is over. In recent years, jurisdictions around the country have toyed with turning HOV lanes into toll lanes and requiring drivers - and riders - to pay. The AMA remains vigilant on this issue.

When HOV lanes were created in the 1980s to help ease traffic congestion by encouraging carpooling, motorcycles were banned from the lanes in many areas. That didn't make sense, so in 1982 the AMA and others testified before a congressional committee supporting the use of HOV lanes by motorcycles. Eventually a federal law was passed that withheld federal highway funds from states that barred motorcycles from HOV lanes on roads built, or maintained, with federal money.

The law allowed jurisdictions to ban motorcycles if they could prove motorcycles posed a safety hazard. No jurisdiction has ever proven that.

**MY CITY COUNCIL IS TALKING ABOUT BANNING MOTORCYCLES ON MAIN STREET - WHAT SHOULD I DO? MAKE YOUR VOICE HEARD IN YOUR COMMUNITY.**

In the 1980s and 1990s, "No Motorcycles Allowed" signs seemed to spring up everywhere, from public parks to public roads. In 1987, the 700-acre D.W. Field Park in Brockton, Massachusetts gained a lot of attention when it banned motorcycles. The AMA, with AMA member support, went to court. It took five long years, but the ban was finally overturned.

Building on that momentum, the AMA, Motorcycle Riders Foundation, ABATE of Illinois, and other state motorcyclist rights organizations promoted federal legislation to specifically block cities and states from banning motorcycles. In 1998, a law was passed prohibiting motorcycle bans on any road built or maintained with federal funds. And since federal funds are almost always used, that ends talk of banning motorcycles.

**PLENTY OF NEW CARS COME WITH CRASH AVOIDANCE TECHNOLOGY LIKE AUTOMATIC BRAKES AND ADAPTIVE CRUISE CONTROL. DO THOSE SYSTEMS "SEE" ME WHEN I'M ON MY BIKE? WE'RE WORKING HARD TO MAKE SURE THEY DO.**

For more than a decade, the AMA has maintained that motorcycles must be part of intelligent transportation systems research. Much of the technology involves sensors and radars to keep vehicles from crashing into each other. Sure, sensors can spot big trucks and cars, but can they "see" motorcycles?

Recently, motorcycles were added to the mix of vehicles in a federal research project into intelligent transportation systems. The 30-month, \$15 million study is being conducted for the federal government by the University of Michigan Transportation Research Institute in Ann Arbor, Michigan. It involves almost 3,000 vehicles, which initially included only passenger cars, commercial trucks, and transit buses. The institute is now adding motorcycles to the mix to see how cars, trucks, buses, and motorcycles interact using V2V (Vehicle-to-Vehicle) technology.

*For more information about these and other important motorcycle issues, visit [americanmotorcyclist.com/rights](http://americanmotorcyclist.com/rights).*

**HOW ABOUT YOU?** *Do you have a topic you'd like to see us address in Between the Lines? Let us know by writing to [hogmagazine@harley-davidson.com](mailto:hogmagazine@harley-davidson.com).*

PROJECT  
RUSHMORE

BY MATT KING



# W

## hat is Project RUSHMORE?

It's not a new model name, and it's much more than internal code for a massive research, design, and engineering project that represents a comprehensive refresh of Harley-Davidson's iconic lineup of Touring motorcycles. At its essence, Project RUSHMORE signifies a new way of thinking about how to build motorcycles that combines years of research into rider experiences and decades of engineering expertise to deliver the most intensely customer-led product enhancements in Harley-Davidson history.

The fruit of this fresh development approach can be seen and felt in Harley-Davidson's new 2014 Touring motorcycle lineup, a family of motorcycles that represents the most significant enhancement to the Harley-Davidson® Touring platform in a generation, and one that delivers a thoughtful and comprehensive array of new features that address four fundamental areas of rider benefit: Control, Feel, Styling, and Infotainment.

### CONTROL

Having confidence in your motorcycle means something different to every rider, but for many it's ultimately about riding a motorcycle that responds to your inputs when and how you expect it to, and makes you feel like you're in control of the machine. Power, braking, handling, and lighting are all key functions that were a part of Project RUSHMORE, and each contributes to the enhanced feeling of rider control in its own way.

### High Output 103ci Twin-Cam Engine

All models in the Project RUSHMORE Touring lineup receive the new High Output 103 engine that delivers 5 percent more torque and 6.4 percent more horsepower, with a revised air intake and new cams. Development focused on delivering a performance increase in the 60-80 mph roll-on speed, resulting in about a 1-second improvement in acceleration (that's about 90 feet shorter) which you will definitely appreciate the next time you need to get past that semi-truck hogging the slow lane.

### Twin Cooling

There's even bigger powertrain news for two models. The new Twin-Cooled™ High Output Twin Cam 103™ engine in the 2014 Ultra Limited and Tri Glide® Ultra motorcycles features a revolutionary cooling system that provides precision liquid cooling directly to the exhaust ports in the cylinders, allowing the Twin-Cooled High Output 103 to maintain peak performance under the most demanding riding conditions. »





**PROJECT RUSHMORE**

delivers the 2014 Harley-Davidson Touring lineup with enhanced control, feel, styling, and infotainment.

Liquid coolant is routed through the cylinder heads into the area around the exhaust valves and then through ducted heat exchangers hidden in the left and right fairing lowers. The system is thermostatically controlled, using an electric pump to circulate coolant, reducing cylinder head temperatures. The Twin-Cooled™ High Output Twin Cam 103™ also benefits from a higher 10.1:1 compression ratio that translates into 10.7 percent more peak torque and 10.6 percent more peak power than the standard Twin Cam 103 engine.

“A lot of people will walk by the bike and will never even realize that this technology is happening,” says Project RUSHMORE Chief Engineer Ben Wright. “It provides very consistent performance in all operating conditions, and it’s so well packaged and integrated that it’s nearly invisible.”

**Hydraulic Clutch Control**

All 2014 Touring and Trike models except Road King® models are equipped with a new low-maintenance hydraulic clutch control. It maintains the previous »

2014 ROAD KING®





## “We want to *see* and *be seen*.” This was one of the messages heard from riders during the Project RUSHMORE research.

cable clutch-lever effort despite having stronger clutch springs and provides consistent engagement and modulation.

### Reflex Linked Brakes with ABS

Unlike traditional motorcycle braking systems that require independent operation of the front and rear brakes, Project RUSHMORE's Reflex Linked Brakes with ABS apply just the right amount of front and rear braking to balance the stopping power of the motorcycle. When linked braking is activated, at speeds above 20-25 mph, applying the front, rear, or both brake controls applies braking force to both brakes in a proportion to optimize performance. Once activated, the braking stays linked as speed drops below the 20-25 mph threshold. When starting from slower speeds, the brakes remain independently operated up to the threshold to better enable slow speed maneuvers in tight spaces. Reflex Linked Brakes with ABS are standard on the 2014 Street Glide® Special, Electra Glide® Ultra Classic®, and Ultra Limited Harley-Davidson® motorcycle models, and available as a factory-installed option on the Road King and Street Glide models.

### Improved Front Suspension

Stiffer triple clamps, larger steering head bearings, and larger 49mm fork tubes (vs. 43.1mm tubes on previous Touring models) bolster the front end for improved steering response and road feel on all 2014 Touring models. Suspension damping has been re-tuned for a smoother ride over minor pavement irregularities like expansion joints and tar strips.

“What the rider is going to feel is an even higher level of performance than what we delivered before,” says Wright.

“The vehicle feels predictable in all operating conditions. You feel confident that you've got a world-class motorcycle under you.”

### Lighting

“We want to *see* and *be seen*.” This was one of the messages heard from riders during the Project RUSHMORE research. In response, powerful Daymaker™ LED headlamps and Daymaker LED fog lamps deliver a highly focused lighting pattern with an outstanding ability to turn darkness into light. Lighting quality that closely mimics natural daylight further enhances visibility, and the bright-white color is conspicuous in traffic. Daymaker LED lighting is Original Equipment on the 2014 Electra Glide Ultra Classic, Ultra Limited, and Tri Glide Ultra Harley-Davidson motorcycle models.

Other models in the lineup feature a new Dual Halogen headlamp that significantly outperforms a single-element halogen headlamp in high-beam situations. Dual Halogen lighting is Original Equipment on 2014 Road King, Street Glide, and Street Glide Special Harley-Davidson motorcycle models.

### FEEL

How do you feel when you ride your motorcycle? A few answers may come to mind. I feel free. I feel adventurous. I feel comfortable. It was the vision of Project RUSHMORE to enhance all those feelings, with special attention paid to comfort.

### Aerodynamics

As the Project RUSHMORE team tackled the challenge of reducing rider head buffeting behind a fairing, they faced a daunting task: how to improve rider comfort without dramatically altering

one of the most iconic shapes in motorcycling – the bat-wing fairing.

“When we got the assignment, we knew we were messing with the Holy Grail of motorcycle designs,” says Brian Nelson, lead stylist on the program. “The bat-wing fairing is one of the most successful motorcycle shapes in the world. We knew we couldn't change it too much and that we needed to retain its tough-looking character.”

The new bat-wing fairing design, jointly developed by Harley-Davidson engineers and stylists, began with the virtual science of computational fluid dynamics (CFD). The aim was to reduce buffeting while not completely isolating the rider in a pocket of dead air and also to maintain the airflow necessary to cool powertrain components. Numerous prototypes were produced, tested, and refined on the computer. The most promising designs went to the wind tunnel at Wichita State University, where the Project RUSHMORE team logged more than 3,000 test sessions, gathering both objective data and subjective input from a variety of riders.

“As stylists, we needed to understand the principles of air movement with our fairing,” Nelson says. “We needed to have first-hand experience with what really happens with the wind and rider comfort, so we went down to the wind tunnel and actually sat on the motorcycles wearing helmets wired up to record air pressure.”

The most noticeable visual element of the new fairing is the splitstream vent located below the windshield, which alters the air pressure behind the fairing and contributes to a significant reduction in buffeting. The non-adjustable vent is intended to remain open in almost all riding conditions, but it can be closed »



**FRONT AND REAR LED LIGHTING** increases visibility (above and left); a slimmed-down fender shows off more of the front wheel (below).



with a One-Touch push-button to keep rain water out.

As part of the enhanced aerodynamic package, the standard windshield on Electra Glide® Ultra Classic®, Ultra Limited, and Tri-Glide® Ultra models has been lowered by 3.25 inches from previous models. Other alterations to the fairing shape include a new contour below the windshield, slightly more coverage in front of the hand controls, and more overhang of the headlamp. Even the shape and placement of turn signals were considered during aerodynamic testing, and all fairing-equipped 2014 Touring models are fitted with bullet-shaped front signals. The compact shape and position of the airbox on the new engines improves airflow around the rider and creates additional right-side leg room.

In addition to the new bat-wing fairing, the fairing lowers for the Electra Glide Ultra Classic, Ultra Limited, and Tri-Glide Ultra models were also reshaped as part of overall aerodynamic testing and to accommodate the heat exchangers for models powered by the Twin-Cooled™ High Output Twin Cam 103™ engine, improving airflow to the rider, passenger, and powertrain. The adjustable vent is more effective and has a new handle that makes it easier to open.

#### Passenger Comfort

We heard from many of you who ride in the second seat that you would like a little more room back there. So a big part of the Project RUSHMORE mandate was to address almost every aspect of the passenger seating area on models equipped with a Tour-Pak®

“We did a lot of trials with seating and passenger comfort,” says Project Engineer Chris Ojstrsek. “First we set up ride events, where we had Harley-Davidson employees ride our bikes, both as riders and passengers. Then we’d ask a bunch of questions. Then we made changes, held more ride events to validate what we’d predicted or learned, and we went back and did it again. That’s the kind of a process that we used all

the way through the Project RUSHMORE development.”

Compared to previous models, the new passenger seat is one inch wider and one inch longer, and rear speaker pods are shifted outward by one inch on each side. The backrest was changed to provide optimal comfort and improved lumbar support for a wide variety of riders. The armrests are adjusted to keep passenger arms from sliding forward, the saddlebag guards are reshaped and lowered to minimize contact with the passenger’s calves and to create more legroom, and passenger audio controls are easier to reach.

## STYLING

We’ve already talked about what may be the most noticeable styling change to the 2014 Touring motorcycles, the bat-wing fairing, but the design team left very few of the styling features of the new motorcycles untouched. The changes are subtle (“evolution, not revolution”), made with a deliberate intention to improve function and usability rather than simply to chase trends or create change for its own sake.

A key element that drove several of the styling changes was the adoption of a One-Touch design concept. Applied to the Tour-Pak, saddlebags, new Jukebox compartment for electronic devices, fairing lower storage compartments, and fuel tank door, it permits greatly simplified opening and closing.

“We watched how people actually loaded luggage, and one of the things we learned is that most people hold something in one hand while they’re trying to open the bag in the other. With our previous luggage, that was difficult to do,” says Ojstrsek. “But we’ve made a big improvement. Basically one handle lifts it open, then you can put your stuff in.”

#### New Tour-Pak®

Its low-profile shape may create the appearance that the new Tour-Pak is smaller, but it actually has 4 percent

more capacity than the previous Tour-Pak design (it still holds two full-face helmets). A single One-Touch latch, a new self-centering catch, and a retractable tether all make one-handed opening and closing the lid a simple task.

#### New Saddlebag Luggage

The new hard saddlebags have a sleeker shape, a small increase in capacity, and One-Touch latch handles.

#### New Jukebox Compartment

This features a USB port for charging and connecting to mobile phones and other electronic devices.

#### New Fairing Lowers Storage

The storage compartments in the lower fairings offer 37 percent more capacity than the previous design, featuring hinged doors with One-Touch latches. A new sliding latch for the fairing vent door is easier to use.

#### New Hand Controls

The shape, feel, position, and function of all hand controls have been improved with a dished shape and angle that better fits the thumb or finger. The cruise control button is moved to the left hand control so the right hand no longer has to maintain the throttle and engage the control. Most infotainment functions are controlled through thumb-operated five-way joysticks located on the left and right hand control areas. A new trigger switch on the back of the left hand control cycles the LCD screen on the speedometer.

#### New Gauges

Designed to be easy to read in all conditions, new speedometer and tachometer designs on all fairing-equipped models feature a 10 percent larger viewing area and 68 percent wider numbers.

#### New Fenders

All 2014 Harley-Davidson® Touring models feature a new contemporary front fender design that’s more

streamlined and cut slightly higher to expose more of the front wheel. It’s also tilted slightly forward to level it with the ground. At the rear, Electra Glide® Ultra Classic® and Ultra Limited models have the turn signals relocated to the Tour-Pak, and the rubber fender bumper has been eliminated. The rear fender rubber bumper and tip guard has also been removed from the Road King®

#### New Wheels

All Touring models feature new cast aluminum wheels that are lighter and stiffer than previous wheel styles. “There is a tremendous amount of engineering that goes into wheels that most people probably don’t appreciate,” says Wright. “These new wheels are lighter, sleeker, and great looking – and they really

contribute to the handling prowess of the motorcycle.”

## INFOTAINMENT

Imagine you’re out riding alone and a call comes in to pick up a gallon of milk. In the old days you missed that call and got the evil eye for coming home without the milk. Now imagine that call coming through your speakers or helmet-mounted headset, thanks to the state-of-the-art Boom! Box audio system available on many of the 2014 Touring motorcycles.

Okay, maybe you don’t want to imagine that, because the last thing you need intruding on your riding bliss is incoming phone calls. There’s a whole lot more to the new Boom! Box audio system than mobile connectivity. Maybe you’ll

LARGER, EASIER-TO-READ GAUGES complement the Boom! Box audio system.



appreciate the voice recognition function that allows you to literally say the word and play any song in your playlist; or make a phone call; or find the nearest gas station, hotel, or restaurant using the integrated GPS.

Of course the new Boom! Box system also excels at the most basic and important of radio functions: playing music. And the options for syncing your favorite tunes are now practically endless. Through either a wired connection or Bluetooth wireless, music can be played directly from any compatible electronic device, including Apple iPod and iPhones, MP3 players, SD cards, and other mobile phones. You can even stream music wirelessly from online sources like Pandora or Spotify. And boosted by bigger speakers and »



more watts per channel, the sound is better than ever.

“People have sat on the motorcycle and said, ‘Wow, this sounds better than my car,’” says Ben Hodge, one of the engineers who developed the Boom! Box audio system. “I think we haven’t gotten a lot of credit over the years for having [great] technology because we hide it so well. But this radio is going to put on display just how technologically advanced we are at Harley-Davidson.”

#### Boom! Box 4.3

This system is standard on the 2014 Harley-Davidson® Street Glide® and Electra Glide® Ultra Classic® motorcycle models. Features include:

- High-resolution 4.3-inch color screen with auto and manual dim functions
- 25-watts-per-channel audio output
- 5.25-inch speakers
- Equalization and volume automatically adjust for optimal sound quality at all motorcycle speeds
- Bluetooth capable for pairing a mobile phone
- Text messages from a Bluetooth-capable mobile phone can be viewed or heard through the Boom! Box system (in U.S. English only)
- Voice Recognition (VR) system allows

#### ALL-NEW HAND CONTROLS

feature contoured switches that provide positive engagement and improved feel. Cruise control is moved to the left hand control.

voice-operated phone commands (in U.S. English only)

- Jukebox compartment on the fairing dash features a USB port for charging and playing electronic devices, including Apple iPod/iPhone and other MP3 sources, an SD card, and mobile phones
- Large faceplate buttons are designed for easy use while wearing gloves
- Infotainment functions controlled through two thumb-operated five-way joysticks
- AM, FM, and WB (weather) bands, plus support for CB radio and voice-activated (VOX) intercom functions
- User-selectable Vehicle Information screen displays ambient air temperature, oil pressure, and Engine Idle Temperature Management Strategy (EITMS)

#### Boom! Box 6.5GT

The Boom! Box 6.5GT is standard on the 2014 H-D® Street Glide® Special, Ultra Limited, and Tri Glide® motorcycle models, and as a factory-installed option on the Electra Glide Ultra Classic model.

It includes all the features of the Boom! Box 4.3, plus:

- High-resolution 6.5-inch color touchscreen with both auto and manual dim functions
- Full-color GPS navigation system with more than 35 advanced features
- Sirius/XM satellite radio available through Harley-Davidson Genuine Motor Accessories with no additional hardware required
- When equipped with a headset, voice recognition is available in English (U.S. and British), Spanish (Mexican and Castilian), French, German, Italian, and Portuguese (EU)

### WHAT IT ALL MEANS

We could write a book about the groundbreaking features and benefits delivered to Harley-Davidson Touring riders by Project RUSHMORE (and practically have), as well as the innovative customer-led product development process that created them (for more on that, read Exhaust on Page 74) but nothing can really tell you the whole story until you’ve had a chance to swing a leg over one and feel for yourself just how well the team that researched, designed, engineered, and launched the Project RUSHMORE motorcycles hit their target.

But as great as these new motorcycles are, there’s much more to the Harley-Davidson experience than features and specs, as Project Engineer Chris Ojstrsek sums up so well:

“Harley-Davidson motorcycles are more than just iron, rubber, or plastic. When you sit on a Harley-Davidson, you feel the history, you feel the tradition. When you thumb that starter, you hear the engine, you feel the rumble, and then when you accelerate away, you feel all the history and heritage that flows through the bike and into the rider.”

That’s what Project RUSHMORE is really all about. [HOG](#)

To get all the details, visit [h-d.com/RUSHMORE](http://h-d.com/RUSHMORE).



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## 2014 FAT BOB® CONTROLLED AGGRESSION

Harley-Davidson's Fat Bob model has always struck a broad-shouldered pose with its burly tires and the double-barreled stare of its twin headlamps. It's the member of the Dyna® family that best defines aggression, and for 2014 the Fat Bob gets a dark make over that turns it into a back alley bully that's more assertive than ever.

"We wanted to take the Fat Bob further into the Dark Custom™ realm, and one of our inspirational thoughts was Mad Max meets NASCAR," says Harley-Davidson Styling Manager Tony Pink. "The compact, chopped lines of the new rear fender, the angle of the shocks, and the slanting tank graphics all line up to create an aggressive new stance. The high-contrast laser-etched details on the black wheels relate nicely to the tank graphic and all-new console. Bring

it all together, and the Fat Bob is ready to reassert its presence on the street."

The most obvious styling change is the new rear fender, which is trimmed off at an angle and replaces the previous bobtail fender. Its shape makes the motorcycle seem more compact. Stashed within the end of the new fender is a twin-circle LED taillight meant to complement the twin headlamps, and an integrated license plate bracket. Black replaces chrome all over the Fat

Bob, including the powertrain and air cleaner cover, rear shock covers, triple clamps, headlight trim rings, console, and battery box cover. The Aluminum Slotted Disc wheels are powder-coated black and finished with a laser-engraved Harley-Davidson logo and rim stripe.

The Fat Bob retains its signature "Tommy Gun" 2-1-2 collector exhaust with slotted chrome shields, but the system is now finished with new blunt-cut mufflers, replacing the previous slash-

cut pipes. The seat has a comfortable new form, with a perforated covering with silver stitching that reinforces the performance connection.

Since its introduction for the 2008 model year, the Fat Bob has offered more than attitude – it's also a blast to ride. The rigid steel backbone of its Dyna frame, a pair of thick 49mm fork legs, and chassis geometry that's tuned specifically for its wide knobby-tread tires make the Fat Bob a cruiser that's more than willing to carve

**AGGRESSIVE LOOKS AND HANDLING** make the 2014 Fat Bob a back alley bruiser.

up back road corners. A rubber-mounted Twin Cam 103™ engine, rated at 99 ft.-lbs. of torque at 3,500 rpm, delivers significant poke, while dual front disc brakes haul the Fat Bob down in a hurry. The Fat Bob is still one stout dude. **HOG**



## Build the Ultimate Factory Custom with H-D1™



New paint options will be offered for the Harley-Davidson® Dyna®, Street Bob®, and Sportster® 1200 Custom models ordered

through H-D1 Factory Customization, the program that allows customers to select factory-installed options that personalize fit, function, and style in more than 2,000 combinations. By choosing from different wheels, paint, and engine finishes, the customer can dramatically alter the look of the motorcycle – from a gritty drag-style street hustler or a gleaming Hard Candy Custom™ bobber. Different combinations of foot control location, seat choices, and handlebar can be selected to adjust the fit of the motorcycle to rider stature.

In 2014, H-D1 offers 14 paint options for the Street Bob, including three new sparkling Hard Candy Custom colors: Hard Candy Volcanic Orange Flake, Hard Candy Voodoo Purple Flake, and Hard Candy Chrome Flake. There are 18 H-D1 color options for the 1200 Custom, including two fantastic new paint-and-graphics sets: Charcoal Pearl Eagle Graphic and Mysterious Red Paisley Skull.

Using the Bike Builder tool at Harley-Davidson.com, customers can view the Street Bob or 1200 Custom when different factory-installed and dealer-installed options are selected. The customer can then print out a description of their bike and bring it to a Harley-Davidson dealer to review the motorcycle with trained staff, select additional accessories to be installed by the dealer to further customize the motorcycle, and then place an order. Customers can expect to be riding their new bike in as little as four weeks from the time an order is placed with an authorized Harley-Davidson dealer. Delivery timing may vary depending on demand and will be communicated to customers at the time of order.



**HARD CANDY CHROME FLAKE**

(above) is one of three new Hard Candy Custom paint offerings for select 2014 Sportster models. Left: Larger rotors on all models and available ABS enhance braking on 2014 Sportster motorcycles.



# SPORTSTER® LINE GAINS ABS FOR 2014

BY CHARLES PLUEDDEMAN

The 2014 Sportster models represent diversity in style but remain among the most accessible motorcycles in the Harley-Davidson lineup. From the Dark Custom™ menace of the Iron 883™ and Forty-Eight® to the easy-handling ride of the SuperLow®, the radical chopper rake of the Seventy-Two® to the factory-custom options of the 1200 Custom, there's a Harley-Davidson® Sportster


model to fit the stature, vision, and attitude of any rider.

Now the confidence-inspiring control offered by an Anti-lock Braking System (ABS) is an option for all 2014 Harley-Davidson Sportster model motorcycles. The five-model Sportster line also features updated hand controls, new brake components, and an optional H-D® Smart Security System with new keyless ignition.

All 2014 Sportster models are equipped with a new braking system that includes a larger 300mm diameter front rotor, more-rigid front and rear calipers with larger 34mm pistons, and a new high-efficiency aluminum front master cylinder. Front and rear brakes are factory fitted with braided stainless steel brake lines that enhance brake feel. Offered as a \$795 factory-installed option, ABS is designed to help the rider maintain control during braking events, especially those that happen in less-than-optimal conditions. The components of the Harley-Davidson ABS are packaged to preserve the uncluttered

styling of the area around the wheels.

An all-new electrical system supports a new analog speedometer with digital tachometer and restyled ergonomic hand controls. A left-hand Trip switch toggles through screen displays on the speedometer, including an odometer, tripmeter, and the new gear indicator and RPM display. The electrical system also adds the feature of keyless ignition to the Smart Security System available as a factory-installed option (\$395) for all Sportster models. The Smart Security System features hands-free operation with a proximity-based security fob that automatically enables or disables the ignition.

Eighteen colors and two-tone color combinations, plus new graphics, will be offered on the 2014 Sportster models (not all colors are available on each model), including three new Hard Candy Custom™ metal flake colors: Hard Candy Volcanic Orange Flake, Hard Candy Voodoo Purple Flake, and Hard Candy Chrome Flake. 

# BEAR TOOTH

Story and Photos by  
**MIKE ZIMMERMAN**





# **You're going to ride to the Bear-tooth Pass on a motorcycle!?"**

**my friend said with an air of disbelief. "You have more guts than I do. I get scared being on that road in a car!"**

His ominous words only heightened my anticipation. I love riding "scary" mountain roads, having just enough fear of heights to turn a high-altitude challenge into an exciting thrill ride.

And I had ridden to the pass before, in 2005, when I was invited along on the Fargo H.O.G.® Chapter's annual Beartooth Run. The most famous part of the highway was closed that summer, the result of massive mudslides caused by heavy spring rains. We took the long way around instead, attacking it from Wyoming, depriving me of the chance to ride the famous switchbacks on the Montana side of the pass. »



So when the Fargo Chapter invited me back to help celebrate the ride's 20th edition, what choice did I have? I had unfinished business to tend to.

**T**he Beartooth Highway is a 68-mile stretch of U.S. 212 that runs from Red Lodge to Cooke City, Montana, near the northeast entrance of Yellowstone National Park. Though it starts and ends in the "Big Sky State," a significant portion of the road – including the 10,947-foot Beartooth Pass – runs through Wyoming. This "Beartooth Corridor" is one of the most rugged regions in the U.S., with more than 20 peaks rising more than 12,000 feet above sea level.

Completed in 1936 at a cost of \$2.3 million (about \$38 million today), the road is an engineering marvel and a national landmark, once dubbed the "most beautiful roadway in America" by the late Charles Kuralt. Its spectacular vistas and twisting, turning switchbacks have made it a destination in itself, as well as a popular route for tourists on their way to Yellowstone Park.

Motorcyclists love to ride it on their

way to or from Sturgis, which is how Fargo Chapter Member Don Hartwig "discovered" the road in 1990. After riding it again in 1992, he urged Fargo Harley-Davidson® owner Del Hofer for permission to organize a chapter ride to the pass. It would be a big undertaking – it's a 670-mile ride from Fargo to Red Lodge – and Del was skeptical. But Don was committed so Del told him to go for it.

Only eight members took part in the first ride in 1994, but a seed was planted that grew into something big. Participation rose every year, peaking in 2002 when 135 members made it to the top of the pass. It no doubt helped that Del offered to buy a jacket for anyone who made the trip five times. Additional awards go to 10- and 15-year participants, and in 2013 Don became one of three charter riders to make the trip all 20 years.

**T**he Fargo Chapter Beartooth Run officially begins in Red Lodge on a designated Friday night in July; it begins unofficially anywhere from that Friday morning to a week or more earlier, as riders make their own way to the pizza buffet at the Red Lodge Pizza

Co. The hardest riders tackle the ride in one day; most take two; still others use the occasion to make Red Lodge their ultimate destination at the end of a longer ride to elsewhere.

Over the years, countless little traditions within the tradition have developed for the ride there and back. Like stopping for a breakfast of eggs and side pork (like bacon but not as healthy) in Glendive, Montana. Or overnighing in Medora, North Dakota to enjoy the "pitchfork steak fondue" and a performance of the long-running (since 1965) Medora Musical. Or a final stop for pie in Jamestown, North Dakota to fuel the last 100 miles back to Fargo.

This year, our ride to Montana included a non-traditional side trip to Golden Valley, North Dakota to visit John Lindemann, owner of one of the coolest vintage Harley® collections you'll ever see. The fact that it's hidden in the middle of nowhere just made it that much more intriguing (see Pages 64-65 for more on John).

Many riders use the Beartooth Run as a jumping-off point for a longer ride. Kat Frosie and her husband, Ed, for instance, were heading to Colorado after the ride. Their goal: to ride to the top of both Mount Evans and Pikes Peak in one day – as inspired by "V-Twin Peaks" in issue 008 of *HOG*® magazine.

"We're calling our ride "Three Peaks and Four Corners," Kat said, explaining that their journey will also include a stop at the "Four Corners" of Colorado, Utah, Arizona, and New Mexico.

But no matter where they went first or where they're heading afterward, the gathering at the top of the pass on Saturday morning is everybody's favorite highlight.

The view is so beautiful it brought tears to the eyes of first-timer Kevin Mohs, who had never seen the Rockies before. A Minnesota native, Kevin recalled riding with his brother years ago in the wilds of his home state: "I said to him, 'It doesn't get any better than this!' And he goes, 'No, it does. And if you ever get out to the Rockies you'll see.'

"He said this is God's country. And he was right, this is God's country."



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**Seriously Twisted**  
A detail map of some of the famous Beartooth switchbacks. To map your own ride, visit the all-new H-D Ride Planner at [h-d.com/rideplanner](http://h-d.com/rideplanner).



# The Bear Necessities

“As we rode higher and higher up the mountainside ... the earth seemed to just fall away from the road.”

**J**ust getting 120 riders to the top of a winding mountain road – all at once – is no small undertaking. It’s about 30 miles from Red Lodge to the pass, and the fact that everyone arrived within about a 10-minute window is a testament to good planning. Friday’s dinner doubled as a rider’s meeting, where Wayne Nelson, who took the reins from Don five years ago, filled everyone in on the next morning’s plans, which included a police escort out of town.

by the scenery. As we rode higher and higher up the mountainside – from 5,555 feet in Red Lodge to 10,947 feet at the pass – the earth seemed to just fall away from the road. The landscape changes dramatically at about 10,000 feet, as you suddenly stop passing trees. There was still plenty of green to be seen, however, along with bits of yellow, red, purple, and blue, as the unusually wet summer had produced a bumper crop of wildflowers, which are typically long gone by July.

the other. But the road was in great shape and abundant guardrails helped keep heart rates at manageable levels. The curves were plentiful, but the switchbacks and hairpin turns were not as sharp as I imagined. It was thrilling, to be sure, though perhaps not as terrifying as my friend made it sound.

There are plenty of places to pull off and get a safe eyeful of scenery, but we were instructed to stay in formation, within the bounds of our own riding comfort zone, until we got to the scenic overlook a few miles from the top. The

group always stops there for a photo, Wayne explained, because the weather is so unpredictable at the top. Even in July, it can be too foggy to see, too cold to stand around, too windy to talk, too snowy to ride, or all of those at once.

None of those were a factor this year, however, as we enjoyed near-perfect conditions at the pass. It was hard to say which was most invigorating: the spectacular views, the bright sunshine, the mountain air, or the palpable excitement of the riders.

Almost as amazing as the view are the lengths to which the chapter goes to make the experience special. I didn’t realize until after the event that the portable toilet is not *always* there – it’s brought in just for the morning. Because when you bring 120-plus H.O.G. members to the top of a mountain and feed them fresh fruit, muffins, pumpkin bread, coffee, and juice (courtesy of the good folks at the Red Lodge Pizza Co.), you really should provide a way for them to offload some of it before the ride back down.

by road construction a few miles from the top. With clouds gathering and no way of knowing how lengthy the delay might be, I turned the bike around after about 15 minutes and headed back toward the pass.

I spent the next several hours exploring and taking pictures of the road I waited eight years to ride. Just as I was thinking about heading back down to Red Lodge, while stopped at an overlook just above the biggest switchbacks, two unidentified Harley riders came around the bend, traveling in my direction at a good clip. I turned on the helmet-cam and jumped in behind them, resulting in perhaps the most thrilling eight minutes I have ever spent on a motorcycle, all captured on video. (Log on to [hog.com/beartooth](http://hog.com/beartooth) to view.)

That night, the group celebrated with another great meal in Red Lodge. In the morning, everyone went their separate ways, and I set off with Del and a few others back to Fargo. Our day-and-a-half ride was uneventful, making it the perfect way to wind down from a perfect adventure before heading home to Milwaukee – where I can’t wait to show my friend (the one who told me how scary the Beartooth Highway is) the video of me chasing those guys down the mountain. But I’d better brush up on my CPR first – because I think he’s going to have a heart attack. [HOG](http://hog.com)

Number of switchbacks:

**19**

Highest elevation:

**10,947 ft.**

Miles above treeline:

**10**

Date completed:

**June 14, 1936**

Fatalities during construction:

**2**

Average number of days open for traffic per year:

**135**

Number of convenience stores/gas stations along the route:

**1**

(Source: [Beartoothhighway.net](http://Beartoothhighway.net))

# SPARK OF INSPIRATION

BY MIKE MORGAN  
PHOTOGRAPHY BY DARREN HAUCK

**"I CANNOT TELL YOU WHAT THIS HAS DONE FOR KEWANEE — THE VIBE IS ELECTRIC AROUND HERE NOW."**

**D**id you know that one long weekend can change the outlook of an entire community? It can when The Walldogs come to town.

Residents of Kewanee, Illinois experienced this phenomenon in a big way when 200 artists converged on this small town (population 13,000) over a July weekend. They were part of the Walldog Movement, a self-described "large pack of talented artists descending upon your town to paint the most beautiful murals you can imagine." In this case, they painted 15 murals throughout the town, each with some historic significance to Kewanee.



The one that caught our attention honors Roger Reiman, a Harley-Davidson local legend, whose family namesake dealership still operates in Kewanee. But that wasn't the only Harley-Davidson connection.

Leading the six-painter team that created the Reiman mural – from start to finish in just four days – were Harley-Davidson stylist Ted Turner (see sidebar) and Dale Manor. Turner says mural painting is a lost art. “There are some things that you just can’t mimic with a computer,” he said. “Photoshop can’t do what a real brush can do, and there’s an importance of the link to know how it was done way back when.”

Moving around on an intricate latticework of scaffolding, lift trucks, ladders, and milk crates, the Reiman mural team and others in Kewanee were the “rock stars” of the Walldogs weekend. But they weren’t the only attraction, as the festivities included other events such as a custom bike show near the Reiman mural and a car show downtown. Word clearly got out, as there were plenty of riders, Harley® motorcycles, and tourists in town to take in the various forms of eye candy.

The Walldogs Movement dates back to an event in Allerton, Iowa in 1993. It has grown steadily ever since to include a variety of annual events, primarily in the Midwest. Ted and Dale actually met and began their artistic partnership and friendship at a Walldogs event in Pontiac, Illinois in 2009. “We share the gearhead mindset and made a solid connection,” Turner said. “We work well as a team and enjoy these events, the people, the projects, and the vibe of the different towns we work in.”

The amazing work of their team and the other Walldogs left an indelible mark on the town – one that’s sure to invigorate and inspire Kewanee residents for many years. And affect the hearts, minds, and outlooks of everyone who visits.

The impact is already being felt by Russell Medley, executive director of the Kewanee Economic Development Corporation, who wrote to The Walldogs after the event:

“What you left behind in this community was nothing short of magical,” Medley said. “Your murals are so wonderful and beautiful, and they have transformed our downtown. I cannot tell



you what this has done for Kewanee – the vibe is electric around here now.”

*Electric.* That’s a good word to describe what took place. Though it’s ironic that in this age of social media and instant electronic communication, it took a group of old-world-style artists with paint brushes in their hands to spark such a significant change.

For more information about The Walldogs Movement and the Reiman mural project, visit [www.thewalldogs.com](http://www.thewalldogs.com) and [www.dcmadco.weebly.com/about-event.html](http://www.dcmadco.weebly.com/about-event.html); on Facebook at [www.facebook.com/KewaneeWalldogs](http://www.facebook.com/KewaneeWalldogs); and on Twitter at @KewaneeWalldogs.

# TED TALK

Many people are fortunate to have a passion for their work, but Harley-Davidson paint designer/stylist Ted Turner takes his enthusiasm for graphic art to another level.

Turner was a project co-leader for the Roger Reiman mural at the Walldog Movement event in Kewanee, Illinois. Working with mural partner Dale Manor, they and six others worked about 400 hours painting and detailing the mural.

As much in his element putting brush to wall in the hot sun as he is under the light of a drawing table in the legendary Harley-Davidson Styling Department, Turner believes the two endeavors are connected. “Working with paint is kind of an instrumental part of doing work in the Styling Department,” Turner said. “It’s something that I’ll do for a long time to fuel everyday passion for motorcycle design and how it relates to paint design.”

Even before he began working at H-D, Turner got connected with other members of the Styling Department through a pinstriping project that raises money for Pinstripe Legends, a local children’s hospital charity.

Turner believes that managing the diverse team on the Reiman mural translates well to his work designing Harley-Davidson® motorcycles. The team included veterans sign painter Bill Reidel from New Jersey and George Sedlak, who worked closely with Reiman painting Evel Knievel’s jump bikes and helmets in the 1970s. Sedlak was right at home working on the section of the mural depicting Roger and Evel together. Other artists included local youngsters like Dustin Hobert and Lili Payne.

Watching Turner, his team, and the other Walldogs in Kewanee harkens back to the time when itinerant sign painters traveled the country seeking work. While Turner now works in the high-tech world of computers and CAD drawings at Harley-Davidson, he says everything he needs to make a living is right there in his painting box.



# THE LEGACY OF ROGER REIMAN

Before The Walldogs came to town, Roger Reiman was already an icon in Kewanee, Illinois. His legacy is now preserved for the ages in a 12-foot by 40-foot mural that graces a wall about two blocks from the Harley-Davidson dealership that Reiman's family built and put on the map. Appropriately, it's topped by three Daytona 200 championship flags, representing his three victories at the famous race in Daytona Beach, Florida.

Born in Wisconsin in 1938, Reiman moved with his family to Kewanee in 1947 to open a Harley-Davidson dealership. Roger and his sister Shirley began racing at early ages, and he emerged as a force on the AMA circuit in the late 1950s.

Reiman broke through on the big stage winning the prestigious Daytona 200 in 1961, the first held on the newly paved Super Speedway after decades of racing on the nearby hard-packed sandy beaches. That victory made him a big name in Kewanee, with a parade and key to the city, and led to an appearance on NBC's TODAY Show. He went on to win the Daytona 200 again in 1964 and 1965.

As Reiman gained more responsibility running the dealership in the 1970s, he

scaled back on racing but got his gearhead fix as head mechanic for many of Evel Knievel's famous jumps. This relationship is commemorated by a mural panel painted by George Sedlak, who also painted Knievel's bikes and helmets.

"I came to Reiman's in 1973 looking for Harley® parts," Sedlak recounted. "Roger asked me to go in the race room and talk. I was bragging about my art, and the next thing I know, Roger sticks this gas tank at my chest and says 'show us what you can do, punk.' I took it home and painted it, and that launched my career in the custom world."

Reiman eventually returned to the track, competing in vintage motorcycle races at Daytona Beach, where he tragically died in a practice run in March 1997. Ironically, that was the same year Scott Russell broke Reiman's Daytona 200 victory record with the fourth of his five career wins.

Current Reiman's H-D® owner Dennie Packee was a close friend of Reiman for most of his life. "The mural means a lot to me and other people in my city because it brings back memories of Roger," he said. "We wanted his legacy to live on with that mural, and it sure makes a statement." [HOG](#)



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# BORDERLINE CRAZY

STORY AND PHOTOS BY GLEN ABBOTT



“OFF THE BEATEN PATH” ONLY BEGINS TO DESCRIBE THE TINY WEST TEXAS TOWNS OF MARFA AND TERLINGUA. “OFFBEAT” COMES TO MIND, AS WELL, BUT PERHAPS “DOWNRIGHT WEIRD” WORKS BEST.



Marfa and Terlingua are lonely islands in the mountainous high desert of West Texas, where rattlesnakes undoubtedly outnumber the human population. Little more than 100 miles separate the two, but both are a solid day's drive (albeit a rather rapid one, given the state's maximum speed limit of 85 mph in some places) from the big cities of Dallas or Houston.

Despite their relative geographic proximity, the two towns are practically polar opposites. United in quirkiness, divided in demeanor.

Not surprisingly, denizens of each tend to look down on the other. In Marfa, the desk clerk at my hotel laughingly described Terlingua as “the world's largest outdoor insane asylum,” a description that Terlinguans actually seem to embrace.

Terlinguans, in turn, tend to regard Marfans as big-city snobs. “Marfa is high art, kind of international, and really focused on itself,” according to one resident. “While Terlingua is kind of like the center of this sort of energetic vortex.”

True, the vibe in Marfa tends toward artsy and hip – a place where cowboys

and coolsters coincide. Whereas Terlingua is more like the untamed Wild West, attracting its fair share of oddballs and quirky characters, equally divided among those running away from something and those seeking whereabouts unknown. Regardless, both towns prove that in a state as big as Texas, there's plenty of weird to go around.

## GOING NOWHERE, FAST.

Speeding east from El Paso on I-10, my Road Glide® Ultra thundered contentedly in top gear, its 103 cubic inches pacing perfectly with the posted 80-mph speed limit. The big bike's shark-nosed, frame-mounted fairing split the hot desert air; its attention-getting Big Blue Pearl metallic paint danced in the sunlight.

At Van Horn, I left the interstate for the 70-mile ride to Marfa on U.S. 90, among the loneliest stretches of blacktop you're likely to encounter anywhere. Mile after mile of high Chihuahuan Desert, with the Van Horn and Sierra Vieja mountain »

ranges looming off to the west. Only one town punctuates the journey: Valentine, population barely more than 100 souls, is the only incorporated township in the entire 2,000 square-mile Jeff Davis County.

Outside Valentine, I zoomed past a squat structure in the middle of an isolated stretch of desert highway. It's possible – however unlikely – that I may have been slightly exceeding the posted speed limit on that lonely road, but something about what I had just seen jarred a glimmer of recognition in the nether regions of my mind. I quickly braked and rode back for a closer look at Prada of Marfa. So read the building's sign, anyway.

It's not a real Prada store, and it's not really in Marfa, but it sure looks authentic, with Prada shoes and handbags on display behind plate-glass windows. Unveiled in 2005, it's actually a “pop architectural land art project,” according to a description on the Atlas Obscura website ([www.atlasobscura.com](http://www.atlasobscura.com)). The artists intended it as commentary on the materialism of Western culture.

Riding a little farther down the road, a white unmarked tethered dirigible hovered low over the desert. I seriously wondered for a moment whether it was another art installation. I found out later it's a “tethered aerostat” operated by the Department of Defense – a drug blimp, if you will – providing unmanned low-level radar surveillance for the interdiction of cross-border traffickers.

Slightly surreal yet a perfect introduction to Marfa.

## MYSTERIOUS MARFA

Marfa, Texas, population 2,000, was established in 1883 as a water stop on the railroad line, supposedly named after a character in *The Brothers Karamazov*, a novel by Russian author Fyodor Dostoyevsky.

For most of its life, Marfa was a sleepy cattle ranching town, until Hollywood came a-calling in the 1950s. The 1956 epic drama *Giant* brought Hollywood A-listers Rock Hudson, Elizabeth Taylor, and James Dean to the remote town, and it made quite an impression on the locals.

“We got to talk with James Dean,” remembers Marfa barber Mateo Quintana, a teenager at the time. “He used to hang around town; there was a leather goods store there. He'd take a bullwhip, and he started popping it there in the alley. We went over, and he'd throw that whip around our feet,” he said, chuckling at the memory.

More recently, *No Country for Old Men* and *There Will be Blood* filmed in Marfa. Local bank president Chip Love had a small role in *No Country*, speaking one line before getting shot by star Javier Bardem.

Although Love is part of “Old Marfa” (his family's roots here date back to the 1800s), he readily embraces the new. “Old Marfa was more of a traditional West Texas small town,” he explained. “Friday night football and agriculture was the dominant culture. And New Marfa, it's definitely slanted toward the arts. A lot of artists, a lot of cultural activities, lots of music, food has improved, and quality of life, in my perspective, has gone way up.”

Pretty exciting stuff for the middle of nowhere, you'd think. My mistake, however: “It's in the middle of everywhere, actually,” corrected John Garcia, newspaper reporter for the *Big Bend Sentinel*. “That's how I look at it.”

The arts community discovered Marfa in 1971 with the arrival of New York minimalist artist Donald Judd, who began buying up property for his studios and artwork. One of Judd's best-known pieces consists of a series of 15 giant concrete boxes, installed in a Marfa field between 1980 and 1984.

After Judd, the arts community gravitated here in droves, resulting in the diverse cowboy/hipster equation that defines Marfa life. “We get along with the artists that came in, but we also get along with the cowboys that have been here for generations,” said Marfa native Ellen Melvin, who works at the Marfa



“[TERLINGUA] IT'S A VERY COMMUNAL, MAGICAL PLACE. I THINK IT'S ONE OF THE MOST MAGICAL PLACES ON THE PLANET.”



Visitor Center. “We coexist because we're friendly, and we like people.”

Marfa after dark means a must-see visit to the Marfa Mystery Lights. For many years, people have reported seeing mysterious lights hovering or flickering in the distant Chinati Mountains or over the desert. In response to the interest, the city constructed a modern “viewing station” several miles east of town, providing a front-row seat to the nightly phenomena.

At twilight, I rode out to the viewing area, taking my place among a growing group of truth-seekers waiting for the show to begin. Lights twinkled in the distance as the evening skies darkened. To me, they looked exactly like flickering car headlights; no shining orbs here. But hey, it's Marfa, it's mysterious, and it's free, so why not?

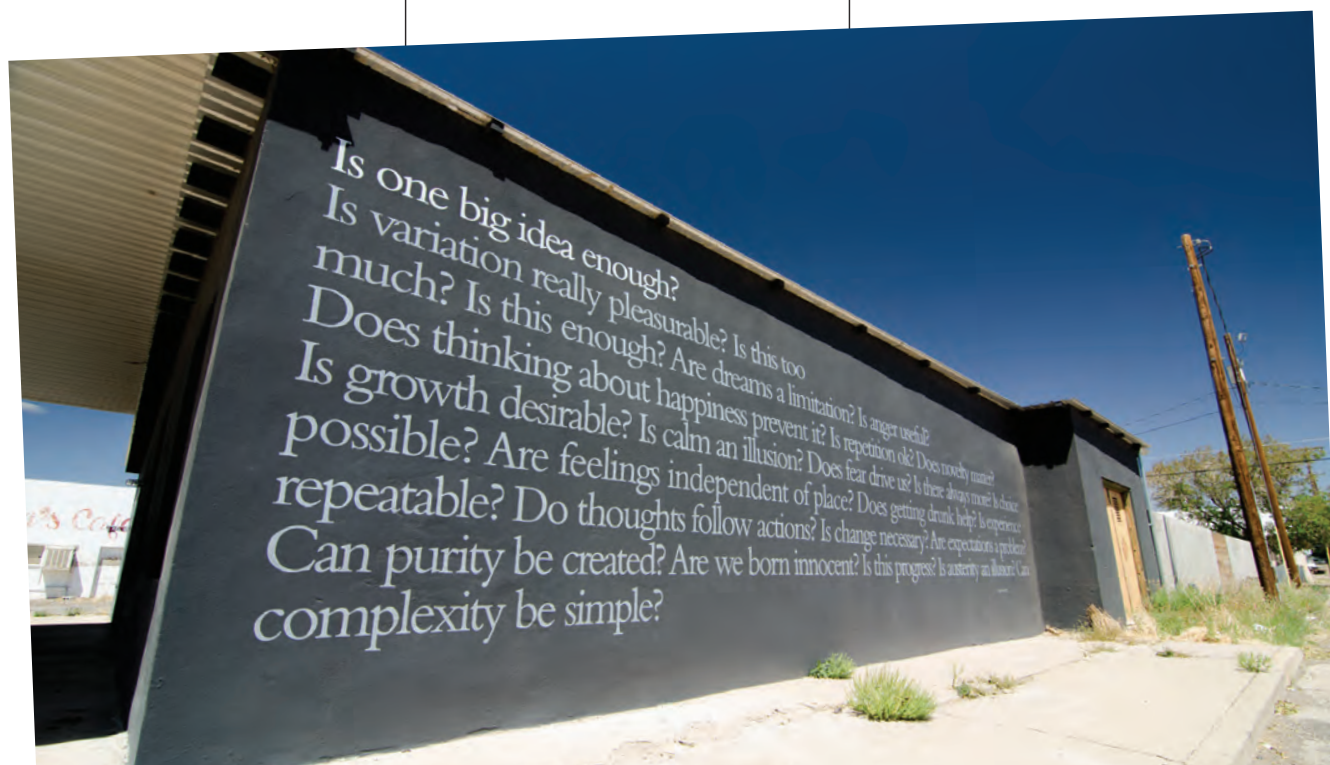
Heading back to town for a different kind of Marfa-after-dark experience, I parked at the Hotel Paisano (a wonderful historic hotel where the cast and crew of *Giant* stayed in 1956) and walked a couple of blocks to Padre's, a bar housed in a one-time funeral home. Over an ice-cold brew, I listened to a rockin' energetic duo called SIRSY, a touring indie band from upstate New York. Kicking ass and taking names, they wowed the small Thursday-night crowd. “We're described as soulful, indie pop that rocks,” explained drummer and vocalist Melanie Kraemer. It was the first time in Marfa for Kraemer and guitarist Rich Libutti, but not the last, they said. “It's a cool, artsy little community, seemingly

dropped in the middle of nowhere,” commented Libutti. “I mean, it's not what I expected; there's not one person here with a cowboy hat,” he laughed.

## TERLINGUA, ISLAND OF MISFIT TOYS

On the road from Marfa to Terlingua early the next morning, I rode 125 absolutely stunning and blissful miles of nothingness, a portion of which traces the Mexican border along the Rio Grande.

At Terlingua, I pulled into the ghost »



town proper, site of the ruins of a bygone mining community. Ironically, the “ghost town” is where most of the 60 or so residents live, scenically scattered among the ruins.

Terlingua thrived in the late 1800s with the discovery of cinnabar, from which mercury, or quicksilver, is derived. A couple thousand miners and their families lived and worked here until the quicksilver supply dried up in the early 1940s, and the town’s stone and adobe structures began their inevitable decline back to desert. Terlingua’s rebirth began in the 1960s, as tourists and wandering hippies rediscovered the remote desert town. Most people today know Terlingua for its annual chili cookoff, held the first week of November.

Walking amongst Terlingua’s ruins and Boot Hill Cemetery, you can almost feel the presence of the early prospectors and imagine what their lives were like. But it’s tourism, not mercury, that feeds the town today, which has attracted a diverse collection of locals.

“You’ve got everyone from folks who didn’t finish grade school, to Ph.D. scientists and writers, and amazing musicians and artists,” said Denese Jones, manager of Terlingua’s El Dorado Hotel and High Sierra Bar and Grill. Actually, Denese is the Ph.D. scientist she refers to; she was drawn to Terlingua four years ago after retiring from the National Institutes of Health. “I think there’s something here that heals people,” she explains. “Broken people. I call Terlingua ‘Neverland’ or the ‘Island of Misfit Toys.’”

One of those misfit toys is certainly Doug Blackmon, or “Dr. Doug,” as he calls himself. If he’d been a prospector in Terlingua during its mining heyday, he’d undoubtedly have been clutching a whiskey bottle in one hand and a pickax in the other. Today, however, he carries a bottle of cheap wine and a walking stick. He runs a website, “Dr. Doug’s Mental Health Clinic” (www.drdougs.com), in which he prescribes “liquid therapy”



for his patients. His portrait there is captioned, “Dr. Doug, Borderline Mental Therapist.”

“There are a lot of characters here, so to speak,” he admits with a laugh. “And I guess I consider myself one of ‘em.” He also considers Terlingua and Marfa to be as different as night and day. “Well, Marfa has more artists. Plus they have the Marfa lights, and we don’t, which is a good thing. We don’t want UFOs flying all over the place, wildly! Down here, hell, there’s more things to do than there is in Houston, Texas,” he exclaimed, drawing out the word “Texas” in an exaggerated drawl. “We have satellite communications, we have computers. Hell, we’re into NASA and all that stuff. As a matter of fact we have TASA here – the Terlingua Aeronautics and Space Administration!”

There is something undeniably magical about the place. From the porch of the Terlingua Trading Company, you can sip a cold beer and watch the sunset illuminate the distant Chisos Mountains, with Terlingua’s ruins in the foreground bathed in golden light. Spend some time chatting with characters like Dr. Doug or the musician who said he had previously made his living smuggling “contraband” across the nearby Mexican border or

the writer from New Orleans who came to finish his latest book. Trust me, you won’t want to leave.

“Terlingua is just a wild and free land of outlaws and music, and you can’t get by here without an open heart,” a local woman explained. “It’s a very communal, magical place. I think it’s one of the most magical places on the planet.”

“Terlingua’s paradise,” echoed Denese, the hotel manager. “Paradise in the Chihuahuan Desert. We always say you don’t choose Terlingua, it chooses you. Something resonates here with a lot of people.”

Unforgettable scenery, wide-open spaces, lonely roads, and great riding. With a cast of characters to match any Hollywood movie, you’ve got all the fixins for a memorable journey, from Marfa to Terlingua and all points between.

Just be sure to watch for UFOs on your way down. **HOG**

For additional photographs of Marfa and Terlingua, and Glen Abbott’s Terlingua video, download the tablet edition of *HOG 022*.



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# Wandering the Willamette Valley

Some nights you just have to get on the bike.

BY ANDREW HENDERSON

*The Ride: Afternoon/evening ramble through the countryside around Eugene, Oregon. 75 miles round-trip.*

**IT'S 4PM FRIDAY.** The wife's out for the evening with friends. I'm restless. I need to clear out the cobwebs and focus on something physical. What to do ...

I need to ride.

I gear up, fill up, turn north on 99 toward Junction City, and set out with the Memorial Day weekend traffic. Slowly the cares of the last week begin to fade.

Tooling along in Junction City, I decide to head east on 99E. As the traffic clears I begin to unwind more. The rain is holding off, but the air is still moist. I smell smoke from freshly burned spring fields as the Willamette Valley prepares for summer production. The smoke smells good.

I continue on through Harrisburg. I take Diamond Hill Road east, intending to connect with I-5 shortly and head home.

There are some nice sweeping curves on Diamond Hill, and I

feel a little surge in the throttle as I lean into them. More clarity, less stress. I'm liking this ride.

As I near the I-5 ramp, I drift by and continue on, a smile spreading across my face. Oops, missed the turn-off. Might as well keep going.

Diamond Hill continues in a straight line for two more miles then veers sharply left and becomes Gaps Road/Willamette Valley Scenic Byway. Now I'm among pastoral scenery; country smells and wonderful curves abound. Little bursts of throttle here and there heighten my enjoyment of this fine road. Soon I'm in Brownsville and a little hungry.

I remember on my last trip through here – in my “cage” – finding an interesting place called Kirk's Ferry Trading Post. Our H.O.G.® group had been there this spring, but I missed that ride. So I decide to make the stop. Take an immediate left after turning west from Gaps Road onto Halsey Sweet Home Highway 226, and I'm there.

I rumble into the parking lot and grab one of the superb

spots out front reserved for bikes (these guys know their customers). After getting settled, I realize it's only 5PM – I've beaten the dinner crowd! The restaurant is good sized and has rugged country decor: raw beams and open rafters. There's plenty of seating and a bar.

I decide on the rib platter. The ribs are excellent and huge. I take home half for leftovers. As an early bird I got the best table and service. Very pleasant. Afterward I ask the staff to take a picture with me, and the owner's son Dakota jumps in. Nice guy.

I continue west on 226 a ways until finally turning south onto I-5 toward Eugene. Memorial weekend traffic is still bumper-to-bumper, so I change plans and exit at Diamond Hill Road, returning home the way I'd come.

Once again I have terrific views of the Willamette Valley. This time the smells are even more intense, likely because by now I've given into the ride completely and forgotten all about any stress. The experience is so vibrant compared to travel in a car. As I pass through Harrisburg, I notice kids playing in an irrigation ditch and a family barbecuing in their yard. Just simple things but full of life.

I enter Junction City and travel down Main Street, past the smells of barbecue, pizza, burgers grilling – everyone preparing for the Friday night ritual. The last leg of my ride carries me south on River Road to Eugene and home.

I spent \$22.46 on fuel, \$24 for food, traveled 74.6 miles, and got home the same evening. But the truth is, it felt like an entirely different day. [HOG](#)

## THE BOTTOM LINE

GAS	\$22.46
FOOD	\$24.00
TRIP TOTAL	\$46.46

AUTH # : \*\*\*\*\*  
00 APPROVED - THANK YOU

**The \$100 Challenge** If you have a \$100 Ride story to share, we want to see it. If it appears in HOG® magazine, we'll even foot the bill – in the form of a \$100 Harley-Davidson™ Gift Card. Keep your story to 750 words or less, including a list of your expenses. We also need photography from your adventure, including a photo of you. Email your submission with “\$100 Rides” as the subject line to [hogmagazine@harley-davidson.com](mailto:hogmagazine@harley-davidson.com).



# Hidden Treasures

**TUCKED AWAY INSIDE A CHARMING BUT NON-DESCRIPT GARAGE** in the wilds of North Dakota is one of the most impressive collections of vintage H-D® motorcycles you'll ever run across. John Lindemann, of Golden Valley, a retired road builder, has acquired and meticulously preserved at least one Harley-Davidson® bike for each model year from 1936 to 1970.

Why that particular time period? Because 1936 is "really the first year of what I would call a 'modern' motorcycle," he explains, citing the introduction of the overhead-valve Knucklehead engine.

When he started collecting in 1995, he had "more money than knowledge," he says, which led to some

not-so-great purchases. But now he knows to steer away from bad restorations and reproduction parts. "From 1947 on up just about all of them are original paint, never been restored," he says.

His original goal was to get the first and last of each engine model, but by the time he did that, most of the "gaps" were pretty well filled, so he kept going. The collection stops at 1970 instead of 1969 (the last year of the original Shovelhead engine) because when he finally found a 1968 at an estate sale he realized it had a "sister."

"The bikes had been together all their life in the same family. And I wanted the '68 but didn't really want to break up the pair, so I bought the '70 also."





# Paradise Island

Weeks before I'm ready to leave on a H.O.G. Malaysia Chapter ride, I get excited about what to expect, often to the point where I cannot think of anything else. In this case, it was a 1,200-kilometer round-trip ride to the island of Langkawi for the International Big Bike Festival. The chapter roared onto the island in H-D style with 256 participants and others with families coming from H-D of Kuala Lumpur. We took in biker booth displays, swam, relaxed, and rode the island with its world-class beaches and scenic rural landscapes. It turned out to be my ultimate chapter-ride experience!

**TENG WEI**  
KUALA LUMPUR, MALAYSIA



# Almost a Century

I go to church with an amazing gentleman named Winslow Terry. His body may be showing his age, but his thinking and outlook on life is that of a younger person. For his 95th birthday, Winslow wanted me to take him for a ride on my Heritage Softail® Classic, so I did. We rode along the Ohio River and across the bridge to Proctorville, Ohio, and back. Winslow had only been on a motorcycle once before, when he was in the army years ago. He said this gift was one of the best he ever received.

**ART AKERS**  
ONA, WEST VIRGINIA



# H.O.G.® Dog

Not that he was the type of dog to brag, but Emmett rode approximately 25,000 miles as I chauffeured him around over the years – on a 2003 Fat Boy® motorcycle and most recently on a 2012 model – to rallies and places like Daytona Beach when we lived in St. Augustine, Florida. He had beaten cancer twice and continued to ride; we were planning to go to Sturgis this year, but unfortunately he passed away this July.

**JILL MOELLER**  
ROCK SPRINGS, WYOMING



# Something Old, Someone New

I have been riding since 1969 and got my first H-D® motorcycle in 1982. For the last five years I have been working on the restoration of a 1933 VL, and last year I found an original 1934 LT sidecar and completely rebuilt it. I put about 4,000 miles on the bike – it's amazing how well these old bikes run. When my grandson came for a visit, I gave him his first motorcycle ride

around the neighborhood. He had a blast! Life is just better on a Harley® – even if the bike is 80 years old.

**BOB SELPH**  
FRANKLIN, TENNESSEE

# Italian Hospitality

My wife, Gloria, and I took a trip to Italy to celebrate our 40th wedding anniversary. We decided to devote one day to riding, so we called a dealer in Florence and arranged to rent a Street Glide.® The staff couldn't have been nicer: They gave us very clear directions and a suggested route to Pisa, and even escorted us to the highway entrance. It was an amazing ride, and the whole experience gave us some wonderful memories of a fantastic trip.

HOWARD PITLER  
DENVER, COLORADO

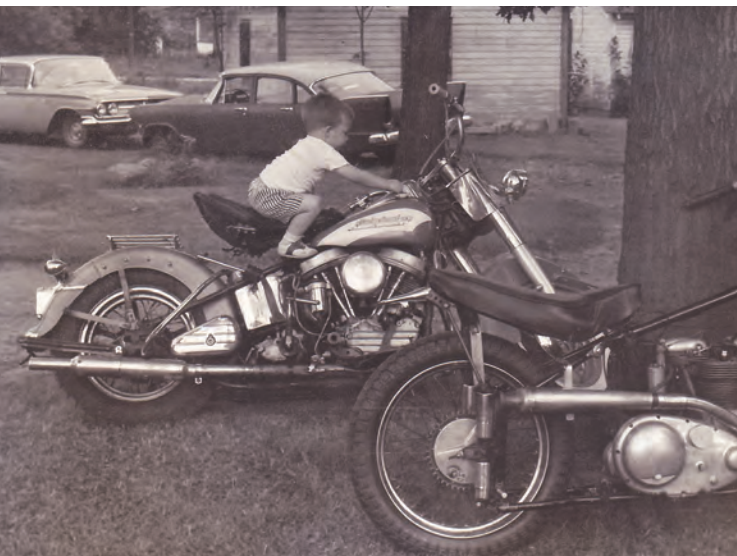


# Recreating the Past

After discovering a photo from 1913, I was compelled to organize a chapter ride to try and recreate the photo in the exact same location where the photo was taken. Thanks to the Packerland H.O.G. Chapter, we were able to recruit riders for the journey to John Henes Park in Menominee, Michigan. Twelve riders rode out and found the correct spot to duplicate the photo. Some of us donned vintage hats and shirts in respect for those who rode before us. I

have a personal connection to these photos. My great-uncle George O. Jones is the third person from the left in the old photo. In the new photo, I'm in his spot. He'd be proud that the tradition, history, and legacy of Harley-Davidson are still intact a century later.

PENNY DUGGAN  
GREEN BAY, WISCONSIN



in memory of both my grandfather and uncle I rode to Laconia on my 2012 Fat Boy Lo.

STEVEN LOESNER  
RIVERDALE, NEW JERSEY

# A Tribute

In 1963, my grandfather Arthur Kahl took my picture atop his son's Harley-Davidson® motorcycle. I first became interested in motorcycles when my uncle took me for rides on the back of his bike. My mother told me my uncle had once gone to Laconia, so

.....  
**SEND YOUR SUBMISSIONS** for Enthusiasts to hogmagazine@harley-davidson.com. Be sure to include high-quality photos, as well as your name, address, phone number, and email address. You can also mail submissions to Enthusiasts, c/o HOG magazine, P.O. Box 453, Milwaukee, WI 53201.

# The New Cool

The new patent-pending jacket venting system from Genuine Harley-Davidson® MotorClothes® keeps riders and passengers cool by maximizing airflow and circulating it around the body as you ride.



**THERE ARE MANY BENEFITS TO WEARING PROTECTIVE RIDING GEAR** and riding a motorcycle equipped with a fairing or windshield, but the trade-off to this combination can be limited body-cooling airflow when it's needed during the heat of summer.

Not anymore.

H-D deftly sidesteps this trade-off with the development of the all-new Triple Vent System (TVS) for select men's and women's jackets. Developed and tested with the aid of a wind tunnel, TVS relocates the zippered air vents from their traditional locations on

the front and back – the areas that see the least amount of airflow on motorcycles equipped with a fairing – to the sides of the jacket.

Located three to a side, the triple vents are not only exposed to the greatest amount of airflow, they're unaffected by backrests or passengers like traditional

back vents. Stay-open snap-tabs further maximize airflow by holding the vents open and close together.

Just as important, the vents also are tiered, with the leading vent located at the lowest point and each succeeding vent extending higher onto the sides of the jacket. The result is a natural breathing affect when you're patiently idling in traffic. By opening or closing any of the three zippered vents on each jacket side, riders can easily customize the airflow to adjust for changing conditions.

While TVS was designed specifically for motorcycles equipped with fairings and windshields, it works equally well on naked bikes. Likewise, it's as effective for a passenger as it is for the driver.

Proof of the patent-pending TVS design was delivered during research and development testing with riders in the wind tunnel and the real world, where the maximized airflow translated to maximum rider comfort.

Like other high-tech features such as Switchback™ removable-panel technology, body armor pockets in strategic locations, and multiple fabric options that appear on other MotorClothes jackets, TVS is yet another innovation from Harley-Davidson that delivers best-in-class comfort.

**FOR MORE INFORMATION** on TVS and other Genuine MotorClothes, go to [h-d.com/store](http://h-d.com/store) or visit your local H-D® dealer.



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UNITED BY INDEPENDENTS

# Picture This

Capturing and preserving the photographic history of H-D has come a long way.



**IT'S ENTIRELY POSSIBLE THAT THE HARLEY-DAVIDSON 110™ AND H.O.G.® 30<sup>TH</sup> ANNIVERSARY CELEBRATION** that recently took place in Milwaukee will be the most-photographed motorcycle event in history. With countless camera phones, compact digital cameras, professional SLRs, and even tiny helmet- or motorcycle-mounted cameras shooting digital images at rapid-fire pace, it's impossible to say how many millions of images will record the history made there.

It wasn't always so easy, of course. Ever try strapping a bulky Graflex camera with glass plate negatives and a wooden tripod to an early Harley-Davidson® motorcycle? It's no wonder quality photos from the early years can be hard to come by. Yet, despite these and other challenges, the photographic history of Harley-Davidson is truly extraordinary.

That's due in large part to the Motor Company's dedicated and determined staff photographer L.C. Rosenkrans and those who succeeded him. Beginning in about 1912, Rosenkrans started building an amazing library of glass plate negatives. These produced wonderful images, but they were big, hard to work with, and fragile. In later years, they were replaced with acetate "safety" negatives, so named because they did not shatter when dropped.

The Harley-Davidson image collection has grown over the years. In 1999, more than 3,700 negatives were returned to the Harley-Davidson Archives by the Milwaukee County Historical Society, which housed them for more than three decades. Most recently, in 2012, the Archives acquired 440 previously unknown glass negatives dating around 1916. Other similar collections were stored off-site and survived purges in the 1970s and '80s. Still others survived safe within the walls of Harley-Davidson, often in the desk files of historically inclined employees. Over the last 20 years, artifacts, documents, and the motorcycle collection were consolidated into one central

repository in Milwaukee, facilitating the birth of the Harley-Davidson Museum® in 2008.

Some of the Archives' photographic specimens have been donated in recent years by employees and the general public. As a corporate repository, the Archives is somewhat unique in the practice of accepting donations of privately held photographs and other objects. In fact, company photographers were not sent to rallies and other events for the majority of the last century. Candid images of riders came to the Archives from submissions to past publications, including *The Enthusiast* and *Hog Tales*® magazines, as well as donations to the Archives.

Because the story of the Harley-Davidson rider is integral to the Motor Company's success and survival, the archival record would be incomplete without these contributions. And no advertising shoot can capture the diversity and humanity of the Harley-Davidson customer.

Appreciation for preserving H-D history extended to the highest levels. A large number of racing photographs in the Archives have on their backs the handwriting of William H. Davidson, son of cofounder William A. and father to Willie G. Davidson. Normally the details in the images (racers, racetracks) would be lost over time. Davidson, a racing fan, made sure future generations would know the "who" and "where" of as many photos as possible.

Today, the Archives collections continue to evolve and grow, including newer documents and photographs that exist *only* in digital formats, giving today's preservationists new challenges. William H. Davidson never had a photo album inform him that "the file has been corrupted," and L.C. Rosenkrans stored his negatives in trusty wooden boxes, not temperamental hard drives.

No matter the format, the historic collection of Harley-Davidson images is a treasure worth preserving.

**FROM OCTOBER 18, 2013 TO JANUARY 1, 2014**, the Harley-Davidson Museum will exhibit some of the recently discovered photographs in *Exposed! Harley-Davidson's Lost Photographs, 1915-1916*. Visit [h-dmuseum.com](http://h-dmuseum.com) for more details.

Keep watching [harley-davidsonimages.com](http://harley-davidsonimages.com) to see additions of the recently discovered glass plate negatives.



Photographs courtesy of the Harley-Davidson Motor Company Archives. Copyright H-D.



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# Hearing Your Voice

Taking H-D's "close to the customer" approach to new heights.

BY JIM HOFMANN

**THE 2014 PROJECT RUSHMORE MOTORCYCLES** Harley-Davidson just introduced (see Pages 26-36) are monumental news for the Motor Company and our riders. Not only because of the features and styling changes they incorporate but also because their development process was as groundbreaking as the hardware. Never before have we delved so deeply into the psyche of our riders to understand what they want a Harley-Davidson® motorcycle to do for them, or spent as much time talking to customers and testing (and re-testing) our findings.

As a company of riders, Harley-Davidson has always had a strong customer-led philosophy. In the past, however, customer requirements were rarely used as the primary benchmarks for a new motorcycle design. More often we simply relied on intuition, or "gut feelings," which was very subjective and sometimes a bit random. Back in the "old days," product planning could become a

## We have to understand what *benefits* riders are seeking, what *problems* they want solved ...

chaotic process that could be easily derailed if someone chimed in with new requirements late in the game. As you might expect, this often resulted in production delays, reduced quality, or higher costs.

Although we delivered many innovative and wildly successful products to the market over the years – like the Softail® chassis, the Evolution® and Twin Cam engines, belt drives, and much more – this less-than-scientific process didn't guarantee success. I'll give you an example. In 1980, we introduced the FLT Tour Glide™, our first Touring motorcycle with a rubber-mounted drive train, five-speed transmission, and a fixed fairing. It was an engineering-driven exercise that produced a very good motorcycle. But it turned out there was a big disconnect between what an engineer thought a motorcycle should do and what a Harley-Davidson customer wanted it to do – not to mention how it should look. Although it was a ground-breaking motorcycle that introduced many innovative new features that are still relevant today, the 1980s-era FLTs never caught on with customers.

Today we start a program like Project RUSHMORE with the "Voice of the Customer" – *your* voice – at the forefront of our thinking. But that doesn't mean we simply ask riders what they want and then make it. We have to go deeper than that. We have to understand what *benefits* riders are seeking, what *problems* they want solved, and then translate that into quantifiable



measurements that our engineers can deliver.

Case in point, one of the key findings in our research for Project RUSHMORE was that customers want more *riding confidence* from their motorcycles. Through detailed analysis, our planning team identified several key areas that delivered real improvements in confidence, two being *passing power* and *lighting*. As we dug deeper into the data, we learned that riders wanted more power on the highway for passing situations, especially when riding two-up or fully loaded. So we enhanced the Twin Cam engine to deliver about a 1-second improvement in acceleration from 60-80 mph. The research also revealed that customers wanted to both *see* and be *seen* better. So we made LED headlamps and spotlights standard on select Project RUSHMORE models.

When you get the chance to see and ride these new bikes, you'll appreciate improvements we made in other areas, as well, such as rider and passenger comfort, styling, convenience, and infotainment.

Once the key customer benefits and requirements are identified, and measurable targets are set to meet them, these become the scorecard we use to gauge our progress and define the success of the project. This disciplined process delivers customer-led new products to the market faster and much more efficiently. In the future, this Voice of the Customer process will deliver new products that meet your demands and desires more fully than ever.

Thanks to all of their exciting new features, the Project RUSHMORE bikes are destined to be icons in the history of Harley-Davidson motorcycles. But their greatest legacy may well be the customer-led process that brought them into being.

*Jim Hofmann is General Manager of Motorcycle Product Planning for Harley-Davidson and a 41-year employee of the company.*

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