

Riding the storm

Zoë Francis-Cox, Agency Director
Ryan Battles, Content & Brand Director

dialogue


40,000
Google searches every second
4,560,000
tweets every second
16,000,000
texts every minute


BLOCKBUSTER
3749
RENTA
GRATIS
TAPE RETURN
VS
NETFLIX


VS
POI
Route
Save
SEEK
TRACK
AM
FM
DISC
AUX
A/C


VS
Spotify®
Artists, songs, or podcasts
Charts
Top 5
GLOBAL
Pop
Mood


VS
VS
VS
amazon
Google


VS


KARAOKE
KARAOKE




HOG
HARLEY OWNERS GROUP









"When I opened the throttle, tears of joy blurred my vision"

You soon learn that you have every right to be on the road and vehicles – even big lorries – feel much less intimidating.

We took a short ride out of town on some B roads where there was little traffic – another benefit of being in this part of the world. This was overwhelmingly cool. My little 125 and I happily ignored the burning pain *and* just cruised along. We stopped for a short break on a bridge that crosses the River Wye. It was here that we began to appreciate the thrill of motorcycling. It was pouring with rain, we were covered in mud, and we were cold. But it didn't matter.

We returned to the showground via the small town of Builth Wells. With the exception of holding up a bus full of school kids while I took my time negotiating a tough angled hill start, we made it. This experience really focused my mind on riding, rather than the controls of the bike. Gear changes, clutch control, braking and signalling were beginning to become more fluent and things were starting to fall into place.

The boys had been riding Harleys today while Katrina and I stayed on the 125s. I actually got quite attached to the 125, but I was desperate to get on a Harley – and I soon realised I would have to work hard to earn that privilege. The sheer physical size of the Harleys was a concern for Howard, and he was only going to let us move on to the bigger bikes when he knew we were ready. We trusted his every word. We had, however, been promised a bigger bike tomorrow...

Day three. Katrina and I were excited about the prospect of a different motorbike, even though we'd only just started to get a grips with the first one! Howard allocated us a 800cc Buell Blast. If we could prove we could handle this, the Harley was next. I soon had this bike sussed. It was nice to have more power, which meant low-speed manoeuvres became more steady and I felt like I could trust the bike.

After a tour of Llandrindod Wells, where we would be taking our test, we took a ride out of town. This time, Howard took us to the "international airport" – a country café that happens to have an old training aircraft in its car park! This could be one of the routes on our test. We were gaining confidence at speed and in accelerating out of bends, and the controls of the new bike quickly became familiar. On the way back we explored some more of the town, familiarising ourselves with the road layout.

We arrived back at the showground slightly early... into the sweet shop... you! It was time to hop on the Harleys. Half an hour on the showground was enough to prove to Howard that we could do it. We couldn't stop smiling. We went back to the hotel very happy ladies and the boys couldn't get a word in at dinner!

I couldn't wait to jump back on the Sportster 883. Today would be spent riding around Llandrindod Wells again, around the lake in both directions, through some housing estates, the industrial estate, the tricky railway crossing junction and to the test centre.

We joined the boys for lunch. Our venue was out of town so we set off in convoy to our lunch destination. Taking the Sportster on to the open road was such an emotional moment. When I opened the throttle, the tears of joy blurred my vision more than the rain that was still beating down on us. This was truly amazing and was beyond all my expectations.

With the final day of riding practice just around the corner, we promised ourselves an early night...

The final day before the test. I felt sick. I had been in denial about the test since booking up for the course. Surely the instructors would just sign us off at the end of the week? Oh no. Think back to your driving test. Fourteen years later I am about to put myself through it again, but this time on a Harley-Davidson. I had never been on a motorbike until five days ago. My nerves were defeating me. I couldn't even manage breakfast. And things just got worse. Although I felt I was a confident rider, I was happy with junctions, roundabouts, speed, traffic and general riding, the u-turn was a disaster. I could turn this bike on a sixpence in the showground. Put a kerb either side of me and I went to pieces. I dropped the bike three times when attempting the turn on the industrial estate – the place I was likely to have to do it on the test. My confidence plummeted. I was in tears and just didn't want to put myself through this. Time for a break.

For the first time on the course we had beautiful weather in Wales. Time for a pick-me-up. That afternoon we took a ride up to a stunning viewpoint. I managed to relax into the ride and forget about the u-turn. Riding the bike for my own enjoyment, rather than to impress an examiner, reminded me just why I was doing this.

Test day arrived. A wet ride up to the town was followed by a final practice session. The final hour before my test was the longest hour ever. I was a bag of nerves, but once I got on the bike and rode out to take the test, I channelled my anxiety into concentrating on what I was doing. All went surprisingly well. Despite only receiving five minor faults, I failed because I put my foot down on the u-turn. I was gutted. If only I'd failed more spectacularly I could have dealt with it better.



From humble beginnings riding a 125cc on the showground, to cruising through the Welsh countryside on a Softail Deluxe



RIDER'S EDGE

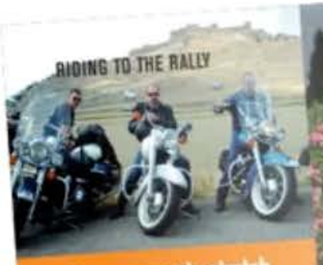
Rider's Edge offers several courses as well as the CBT/Direct Access course detailed here. Two-day courses are available for intermediate and advanced training as well as group riding and Road Captain courses. Rider's Edge is happy to tailor training to suit your needs. For more information, contact Rider's Edge at the Royal Welsh Showground, Builth Wells, Powys, LD2 3SY or call 0870 417 3541. Alternatively, visit www.harley-davidson.co.uk and click on the "Learn to ride" link.

A long, sad and tearful drive back to Norfolk was cushioned by the fact that I knew I would do it next time. And sure enough, I returned to Rider's Edge two weeks later. I booked one day's training with Howard and was soon confidently cruising around Llandrindod Wells again – even pulling off u-turns. It all just clicked, and when the test came I passed with just three minor faults.

On return to Rider's Edge (minus the orange frill), Howard suggested I hop straight on to the Softail Deluxe and follow him on a tour of the Elan Valley dams. What an experience that was! Within a couple of hours of passing my test, I was riding a large Harley around some of the most beautiful countryside I had ever experienced. This was truly overwhelming and one of the best things I have ever done.

I cannot praise Rider's Edge and the instruction enough. The whole experience was amazing and conducted by very talented people who are passionate about motorcycling. Much of riding a motorcycle is about having confidence in your own ability. Rider's Edge has not only taught me to ride a motorcycle, but also to believe in myself. ■

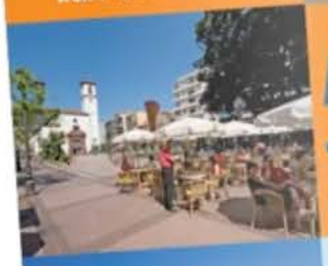

HARLEY-DAVIDSON



If you can only stretch to one long road trip this year, make sure it's one to the 16th European H.O.G.® Rally in Fuengirola... you won't want to miss it!



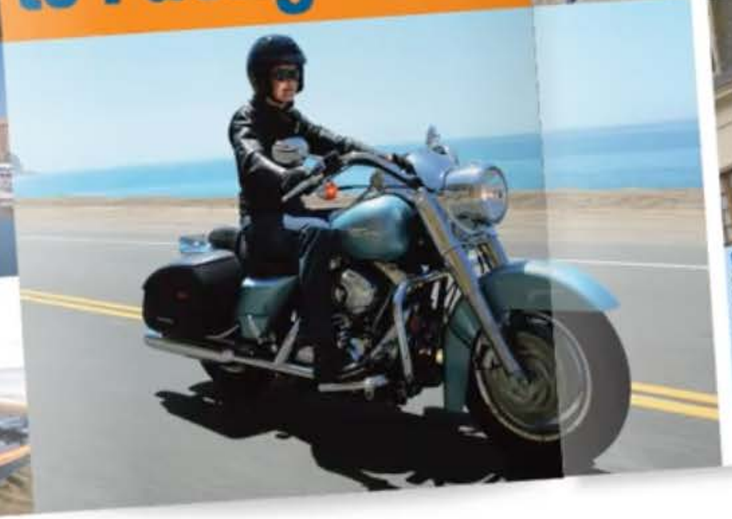
All roads lead to Fuengirola











Planning a road trip can at first seem a daunting task, particularly on foreign soil. Which roads have the best surfaces? Where do I want to make my overnight stop overs? Are there any landmarks I must see along the way? Which hotels should I avoid? Are there riding laws I need to know about? The list of questions continues to grow.... but don't panic, help is at hand, and if you fancy the trip to Fuengirola this year, here are a few tips to help get you started and the best routes through central western Europe.

Pre-planning checklist

The first thing to consider, before you start planning, is the distance involved. From Calais in France to Fuengirola, direct on Forge motorway, is about 2,500kms, and of course the same coming back – something to remember after several days of partying at the rally!

Then you have to think about your bike – will it need a service beforehand (it will definitely need one afterwards), have you got enough tread on those tyres for the mileage?

What to take with you – clothing is of course important but ALWAYS make room for your wet gear before packing those designer jeans and T-shirts. When packing, always roll items rather then fold them and take old underwear and T-shirts, which can be discarded on the way down leaving you room for your purchases at the rally! ▶▶



ROUTE OPTIONS

From the north...

The easiest route if you're travelling from the UK is to start in Calais. Travellers from Scandinavia may find it easiest to cross from Norway and Sweden to the UK, ride down to the south coast and cross to France from Dover to Calais, or Portsmouth to Le Havre.

- Take the A25 direct to Reims, Troyes, Dijon and Lyon.
- Then join the A9/E15 to Nimes, Montpellier, Perpignan and into Spain.
- Continue along the E15 through Girona, Barcelona, Valencia, Alicante (where motorway ends).
- Continue on the main roads to Murcia, Granada, Malaga and Fuengirola.

Alternatively you can also take a ferry crossing from the UK to northern Spain – Portsmouth to Bilbao or Plymouth to Santander.

If you decide on the ferry option direct to Spain the two options are: a 28-hour crossing with P&O from Portsmouth to Bilbao; or an 18-hour crossing with Brittany Ferries from Plymouth to Santander.

- Once in Spain it's straight through the middle, skirting round Madrid and then south to Malaga. YOU notice on a selection of main road and motorways, which are generally toll free.

For a selection of detailed routes when in Spain, see over the page.

From central Europe...

If you're travelling from Germany, Austria or Italy you can join these routes at your own choosing.



For a detailed map of routes through Spain please see over the page



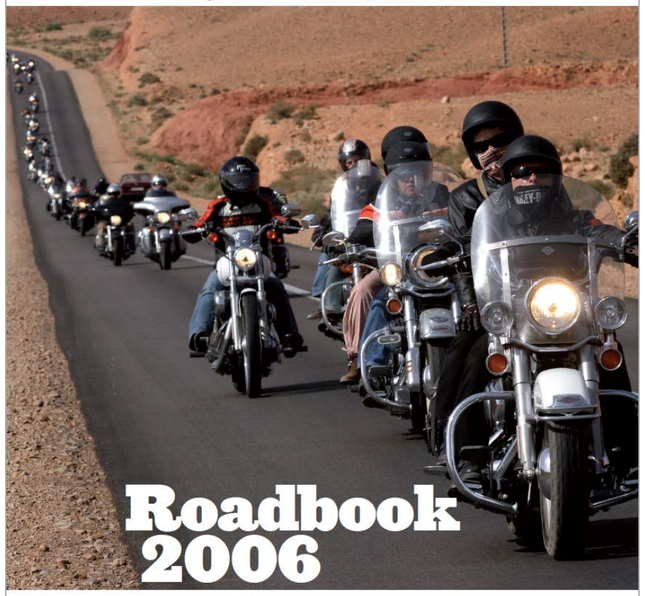
WHERE TO STAY

Once you've decided on your route and the amount of time you're going to take, all you need to do is find and book your hotels en-route. Throughout France and Spain there is a multitude of hotel chains, private hotels, hostels and bed & breakfasts from basic two-star up to luxurious four- and five-star – the choice is yours. In France, a good hotel group is Accor, which has a wide range of accommodation available – see H.O.G.® benefits listing, and page 15.


illy

HOG TALES

The magazine of the H.O.G.® experience SPRING 2007



Roadbook 2006

»A LOOK BACK AT AN UNFORGETTABLE YEAR OF RIDING HARD, LIVING LARGE, HANGING OUT AND HAVING FUN. TOGETHER.
»PLUS INTRODUCING THE H.O.G. MEMBER SERVICES CENTRE

La revista de la experiencia H.O.G.® | Número 2 2017

HOG

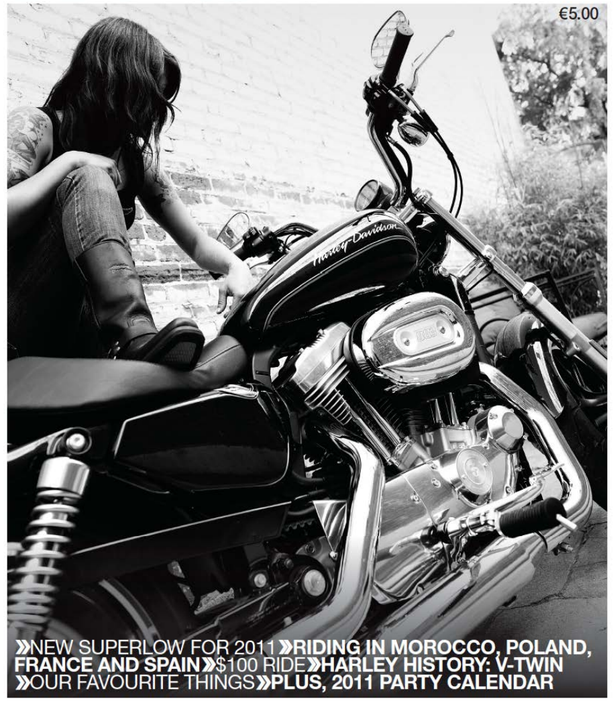


› TE PRESENTAMOS A LOS PICTUREBOOKS › BATTLE OF THE KINGS › EL ASCENSO DEL ÁGUILA NEGRA: PARTE 2 › LA NUEVA HARLEY-DAVIDSON® STREET ROD® › 20 AÑOS DE EUROPEAN BIKE WEEK® › PERFIL REGIONAL: AUSTRIA Y SUIZA

The magazine of the H.O.G.® experience | winter 2010

HOG

€5.00



»NEW SUPERLOW FOR 2011 »RIDING IN MOROCCO, POLAND, FRANCE AND SPAIN »$100 RIDE »HARLEY HISTORY: V-TWIN »OUR FAVOURITE THINGS »PLUS, 2011 PARTY CALENDAR

MADE TO LAST

It's not just your Harley-Davidson® motorcycle that's steeped in heritage. Harley-Davidson MotorClothes® are true icons of the road



1928
An icon is born
The first leather riding jacket is introduced.

1936
Head for style
Hard-shell helmets, known as 'safety helmets', appear in the H-D® accessories catalogue for the first time. Customers move away from cloth and leather helmets as riders become more safety conscious.

1950s
In fashion
Harley-Davidson moves into casual clothing.



2008
A new generation rises
The world is introduced to the Black Label collection – raw moto styling with rock 'n' roll attitude and minimal branding is an instant hit with the Motor Company's younger customers.



1912
The first of many
Construction begins on the six-storey HQ and factory building in Milwaukee – the site where Harley-Davidson clothing is still designed today. The first Motorcycle Accessories and Rider Clothing Catalogue is made available for customers and includes the now-famous jersey.

1920
Expanding the range
The first official line of Harley-Davidson motorcycle-specific clothing and accessories is introduced to the dealer network, spanning 2,000 dealers in 67 countries.



1950s and 1970s
Getting technical
H-D spends the next couple of decades introducing a range of functional and technological firsts including venting, lightweight/windproof jackets and all-weather gear.

1991
Trend setting
Harley-Davidson receives a special award from the Council of Fashion Designers of America as the biker style is fully embedded into American culture.

2012
100 not out
The world celebrates 100 years of genuine H-D apparel – a century of truly iconic clothing.



Innovation in clothing

Your bike may be ready for the upcoming riding season, but are you?



There are motorcycle clothes, and then there are Harley-Davidson® motorcycle clothes. Our official riding gear has been perfected over more than 100 years of iconic designs. Every item gives you the very best in comfort and protection, and can take whatever you throw at it.

H-D® MotorClothes® are much more than a style statement. They're packed full of the latest technology so you're always ready for adventure. Why choose anything else?

Helmets

Since launching the first safety helmets in 1958, Harley-Davidson® has been dedicated to giving you the safest and most stylish headwear. Our range of helmets is tough, durable and suitable for all riders.

Our heads are all shaped differently and what we require from a helmet also varies. Some riders want a 3/4 helmet with retro designs that look awesome, others want a full face that offers maximum protection – our range reflects the variety that our customers expect. But don't take our word for it; let the technology speak for itself:

Thermoplastic: single layer, injection moulded to give you the perfect balance between strength and weight.

Polycarbonate: strong and long-lasting with high impact resistance.

Fiberglass: the strength of the fiberglass weave makes these helmets higher and more compact, meaning you can wear them comfortably on long or hot rides and still be sure of ultimate protection.

Riding denim

Sometimes the devil is in the detail. With Harley-Davidson's riding denim you'll find just that. All of H-D's denim is lined with ROOMOTO® protective riding, meaning you can look stylish and stay protected at the same time. This isn't your ordinary pair of riding jeans. This is Performance Riding Denim to measure abrasion resistance, strength and durability.

We always offer a range of riding gear by taking a 'Good, Better, Best' approach; Good being our partially lined Original and Genuine Performance Riding Jeans, through to our Best – FXRG® Performance Riding Jeans. The FXRG® style was the first riding jean to be CE Level 2 certified. When you need technology that works, we've got you covered.

FXRG® Jacket

Arguably the finest riding gear you can lay your hands on, FXRG® jackets have been developed to ensure you benefit from the very latest technologies and materials.

Versatility, comfort and safety remain the watchwords for the FXRG® range. We've taken it to the next level and created the ultimate jacket for all-season riding. If you're lucky enough to be riding in hot weather then the jacket has features such as removable panels to manage the heat. If you're not so lucky and it's cold and miserable, the waterproof and warmth liners will keep you just as comfortable. It's the one jacket that does it all – five different ways you can wear it and tons of technology and practical functionality.

Ride in comfort

With the good weather approaching your riding is set to increase. It's just as well that Harley-Davidson's dedicated riding gear uses exceptional design to give you the perfect riding season.

We always start with high-quality materials and design products that keep you protected, adding technology and features that stand up to just about any weather. And because you want to stand out, everything can be customised to create your own unique riding system and express your style while hitting the road. ■




"It's a distinctive feeling...
an emotion... a bond with friends..."


"I'm simply searching for the rare
moment I only experience on my bike,
a head clear of thoughts and worries"


"I was filled with accomplishment.
I got back on the bike and rode along
the dirt track to the next river"


ROI

62%

inspired to attend an event

26%

inspired to test ride a new model

36%

inspired to test ride overseas

14%

inspired to join a chapter

35%

found the magazine improved their riding

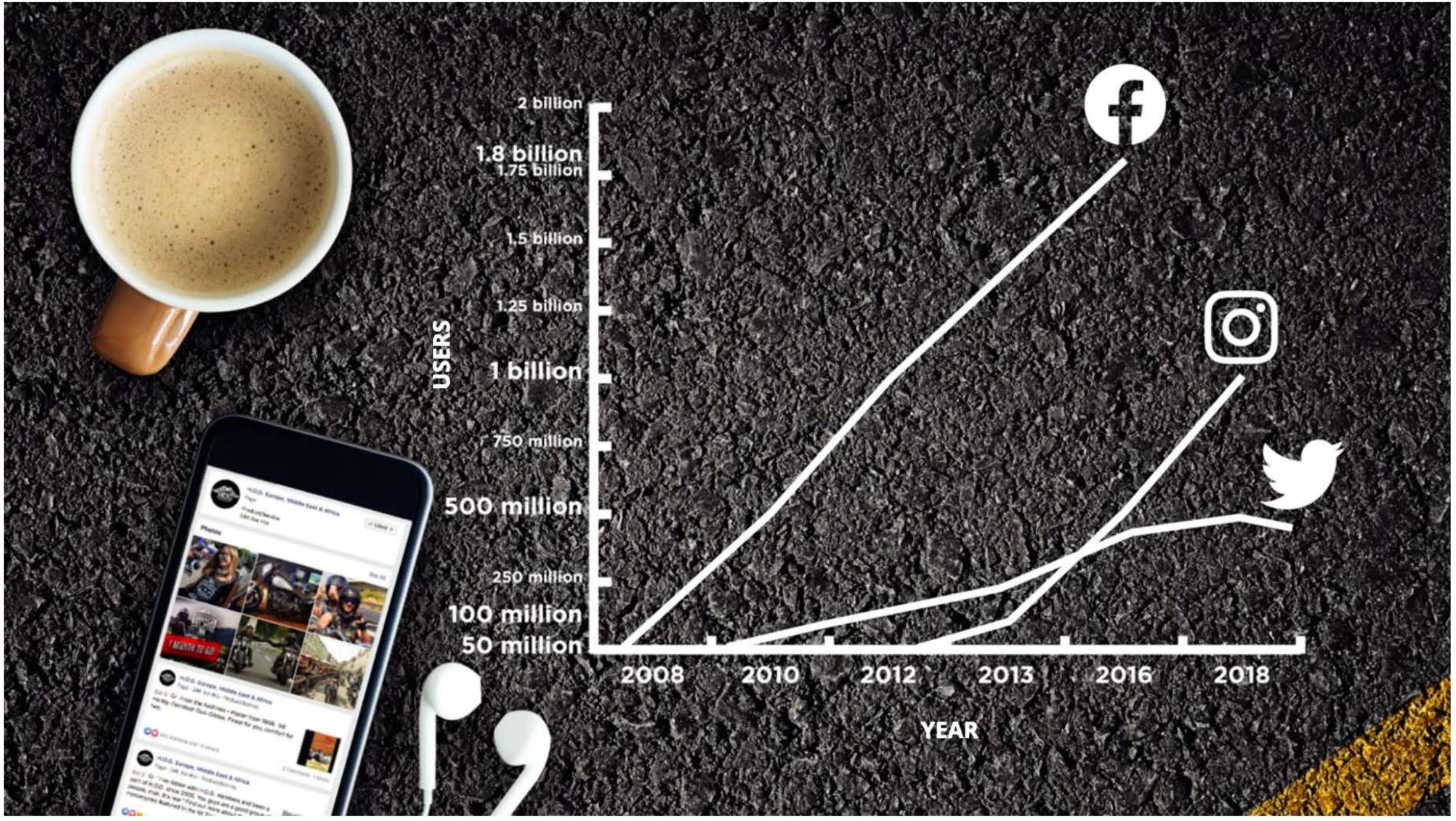
35%

inspired others to engage with the brand

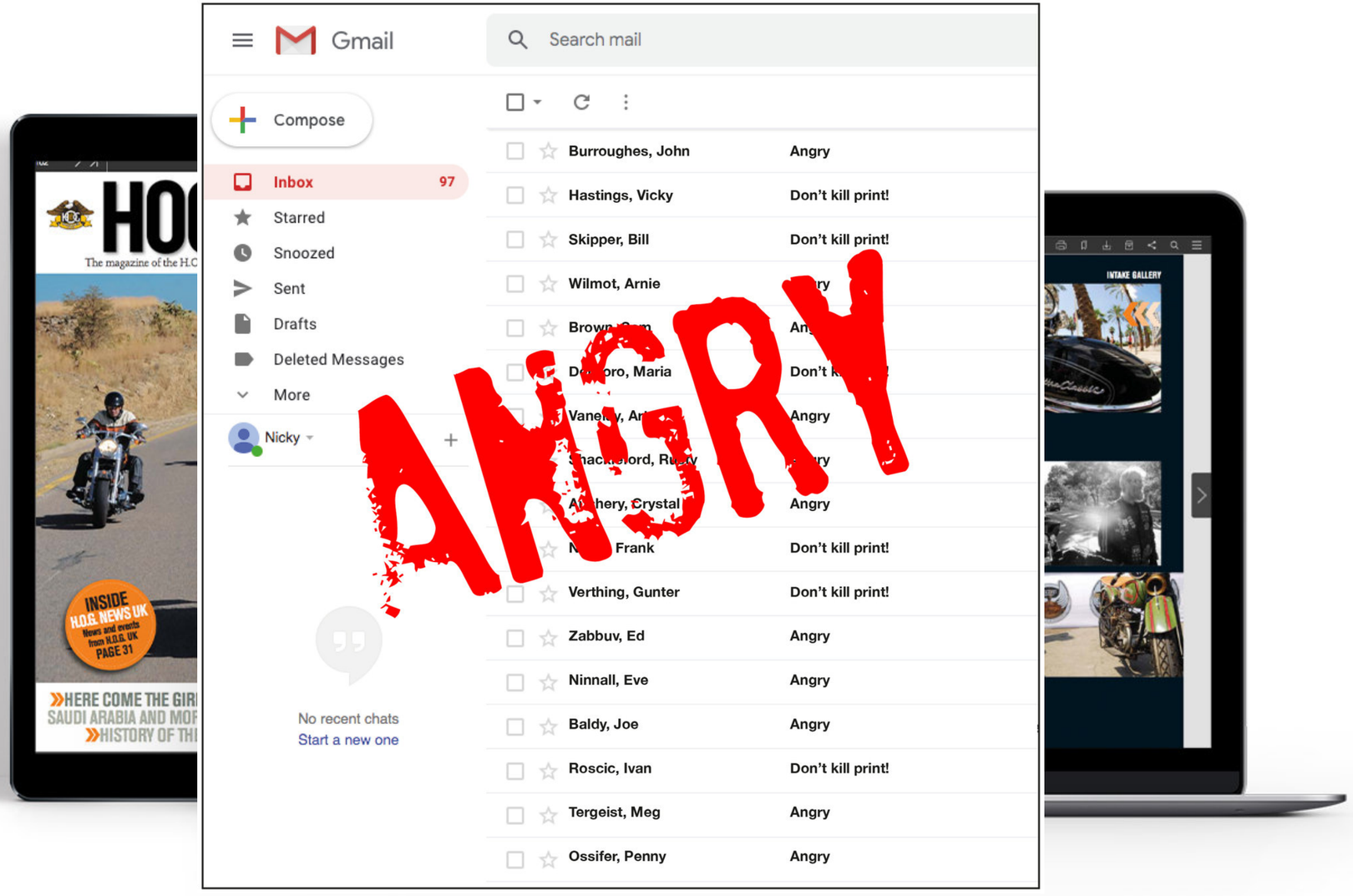
INSPIRE


The magazine of the H.O.G.® experience | summer 2010
HOG
€5.00
»48 HOURS ON A FORTY-EIGHT »RIDING IN FINLAND, BELGIUM AND CALIFORNIA »HAND-BUILT BOBBER »RIDING AT NIGHT »PLUS, YOUR CHANCE TO WIN A PLACE ON A TOURING RIDE

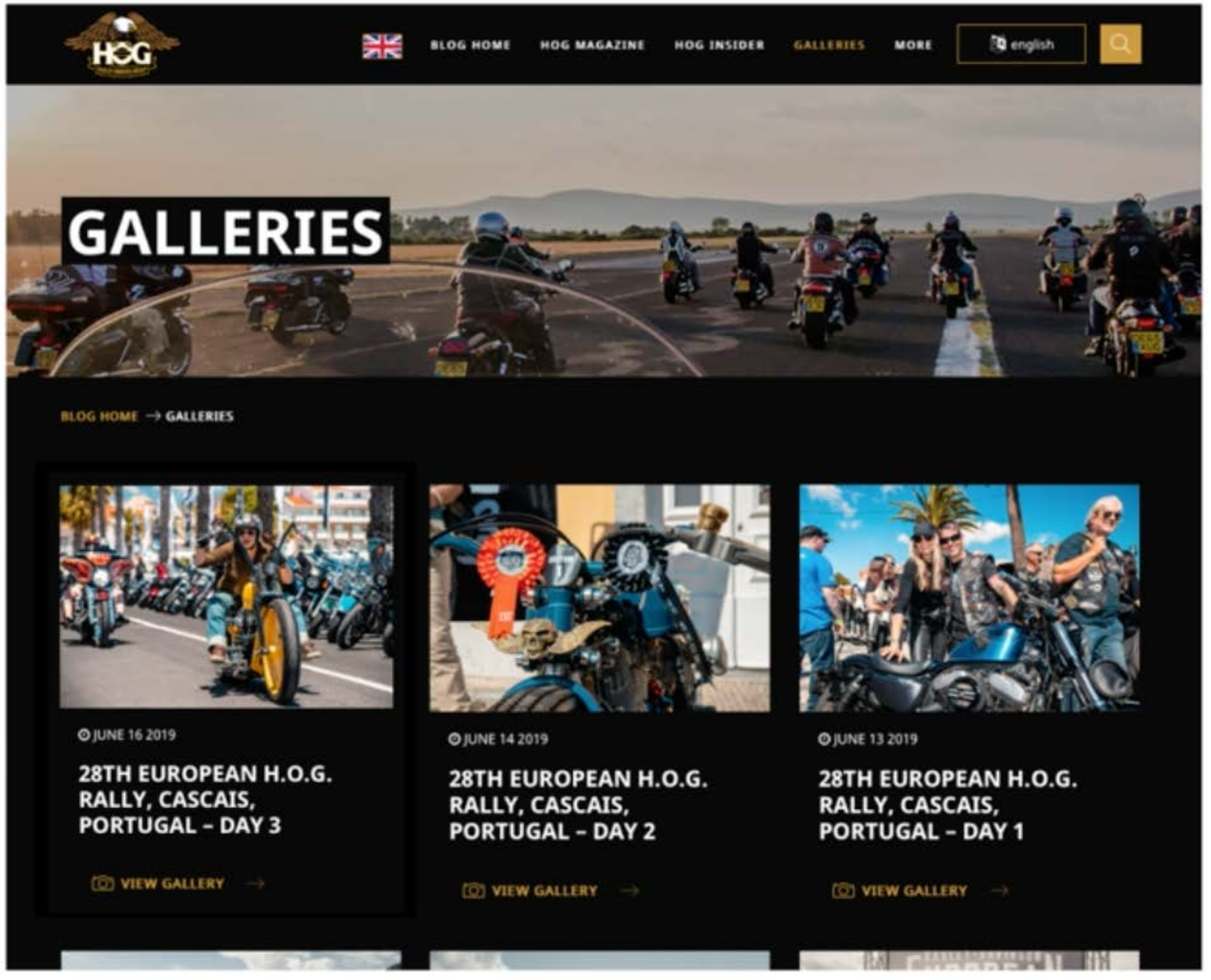


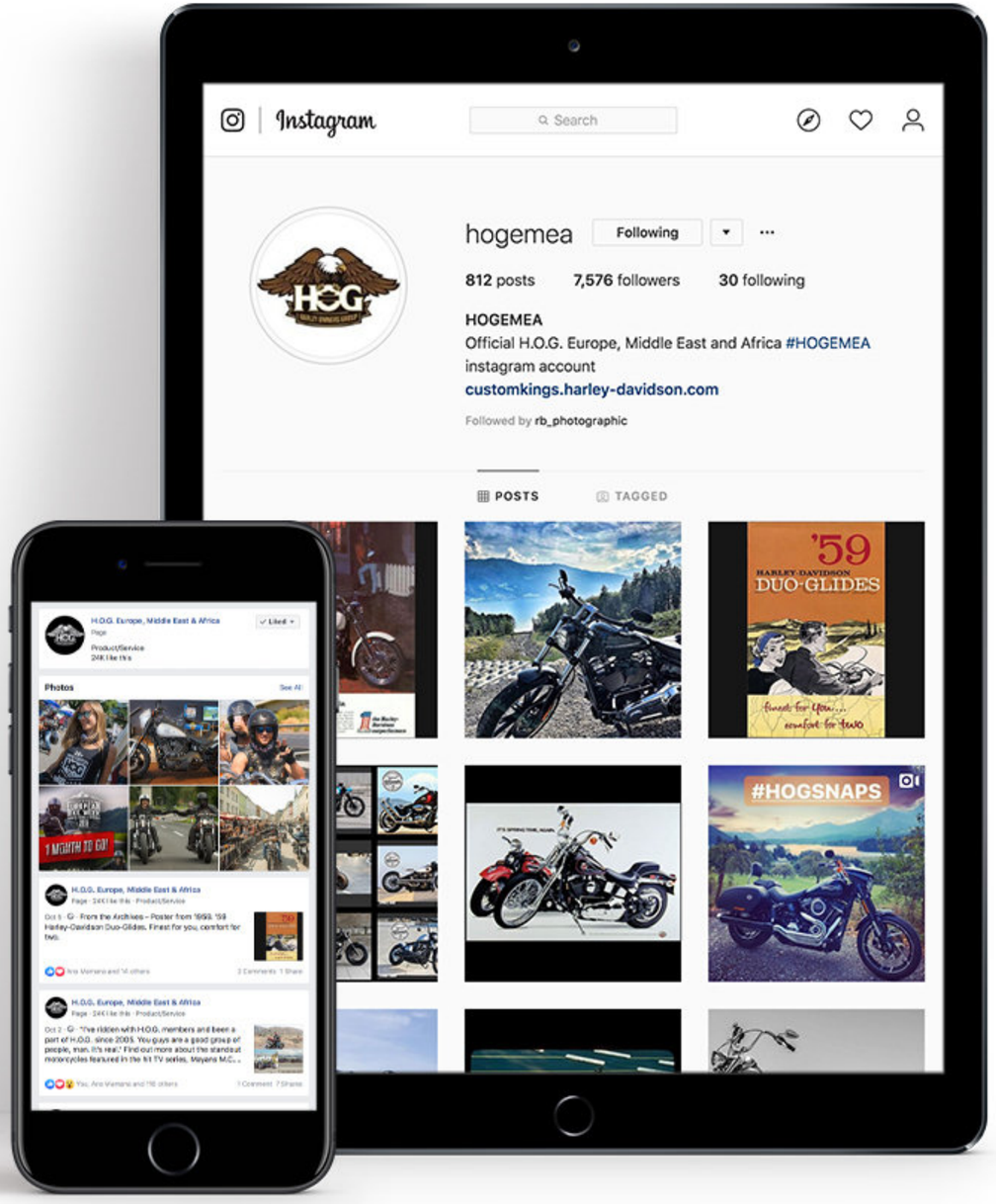

2 billion
1.8 billion
1.75 billion
1.5 billion
1.25 billion
1 billion
750 million
500 million
250 million
100 million
50 million
USERS
2008
2010
2012
2013
2016
2018
YEAR


HOG TALE
The magazine of the H.O.G.® experience, incorporating
INSIDE
H.O.G. NEWS UK
News and events from H.O.G. UK
PAGE 31
»HERE COME THE GIRLS! »RIDING IN SPAIN, FR
SAUDI ARABIA AND MOROCCO »2009 EVENTS AN
»HISTORY OF THE EVO »PLUS, WIN A GIBS
PageSuite
16-17 / 102
intakegallery
INTAKE GALLERY
HARLEY-DAVIDSON
Pages
MacBook


Gmail
Search mail
Compose
Inbox 97
Starred
Snoozed
Sent
Drafts
Deleted Messages
More
Nicky
No recent chats
Start a new one
Burroughes, John Angry
Hastings, Vicky Don't kill print!
Skipper, Bill Don't kill print!
Wilmot, Arnie
Angry
Frank Don't kill print!
Verthing, Gunter Don't kill print!
Zabbuv, Ed Angry
Ninnall, Eve Angry
Baldy, Joe Angry
Roscic, Ivan Don't kill print!
Tergeist, Meg Angry
Ossifer, Penny Angry
ANGRY
INSIDE
H.O.G. NEWS UK
PAGE 31
INTAKE GALLERY




HOG
BLOG HOME
HOG MAGAZINE
HOG INSIDER
GALLERIES
MORE
english
GALLERIES
BLOG HOME → GALLERIES
JUNE 16 2019
28TH EUROPEAN H.O.G. RALLY, CASCAIS, PORTUGAL – DAY 3
VIEW GALLERY
JUNE 14 2019
28TH EUROPEAN H.O.G. RALLY, CASCAIS, PORTUGAL – DAY 2
VIEW GALLERY
JUNE 13 2019
28TH EUROPEAN H.O.G. RALLY, CASCAIS, PORTUGAL – DAY 1
VIEW GALLERY


Instagram
Search
hogemea
Following
812 posts
7,576 followers
30 following
HOGEMEA
Official H.O.G. Europe, Middle East and Africa #HOGEMEA instagram account
customkings.harley-davidson.com
Followed by rb_photographic
POSTS
TAGGED
'59
HARLEY-DAVIDSON
DUO-GLIDES
#HOGSNAPS
Photos

intakegallery


Stefania Grattarola


Véronique Antonucci, France


Omar Filippi, Italy


Rene Brouwers, Netherlands


Maurizio Taucci, Italy


Mike Spänn, Switzerland


Luca Gusso, Italy

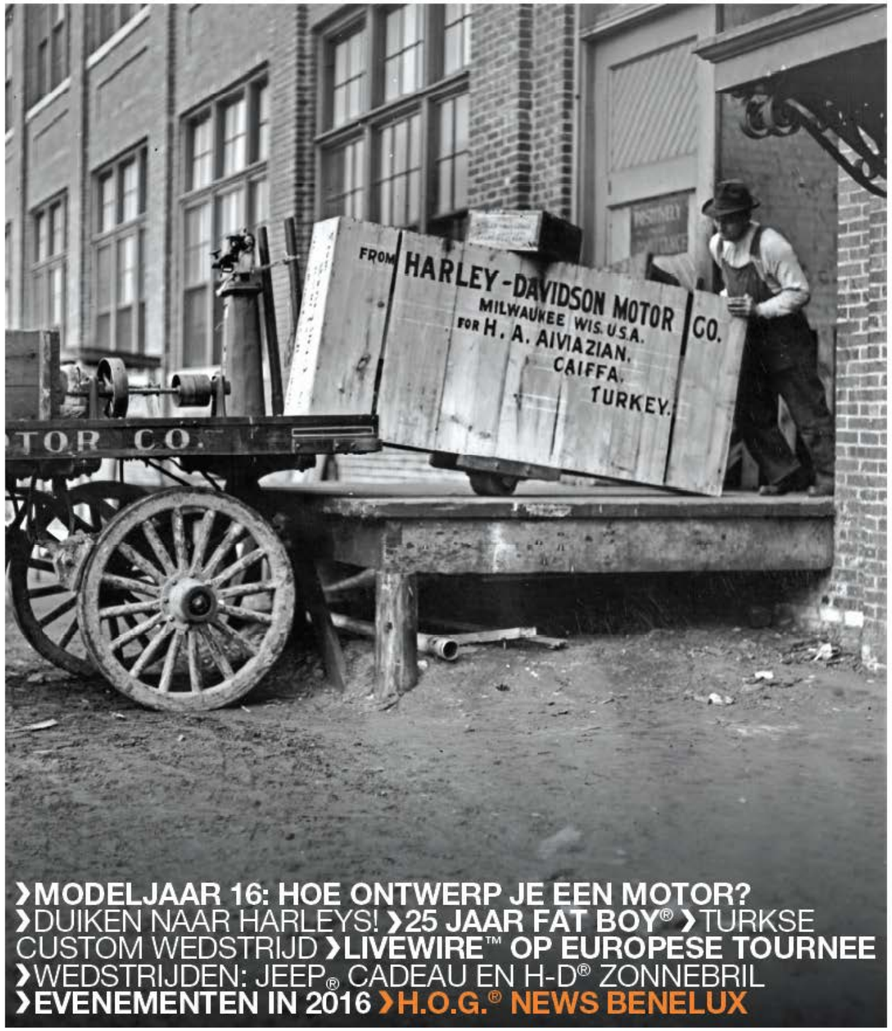

Francisco Gallardo García, Spain


Ulrich Jutz, Germany



Het magazine van de H.O.G.® beleving | Nummer 4 2015

HOG



›MODELJAAR 16: HOE ONTWERP JE EEN MOTOR?
›DUIKEN NAAR HARLEYS! ›25 JAAR FAT BOY® ›TURKSE CUSTOM WEDSTRIJD ›LIVEWIRE™ OP EUROPESE TOURNEE
›WEDSTRIJDEN: JEEP® CADEAU EN H-D® ZONNEBRIL
›EVENEMENTEN IN 2016 ›H.O.G.® NEWS BENELUX





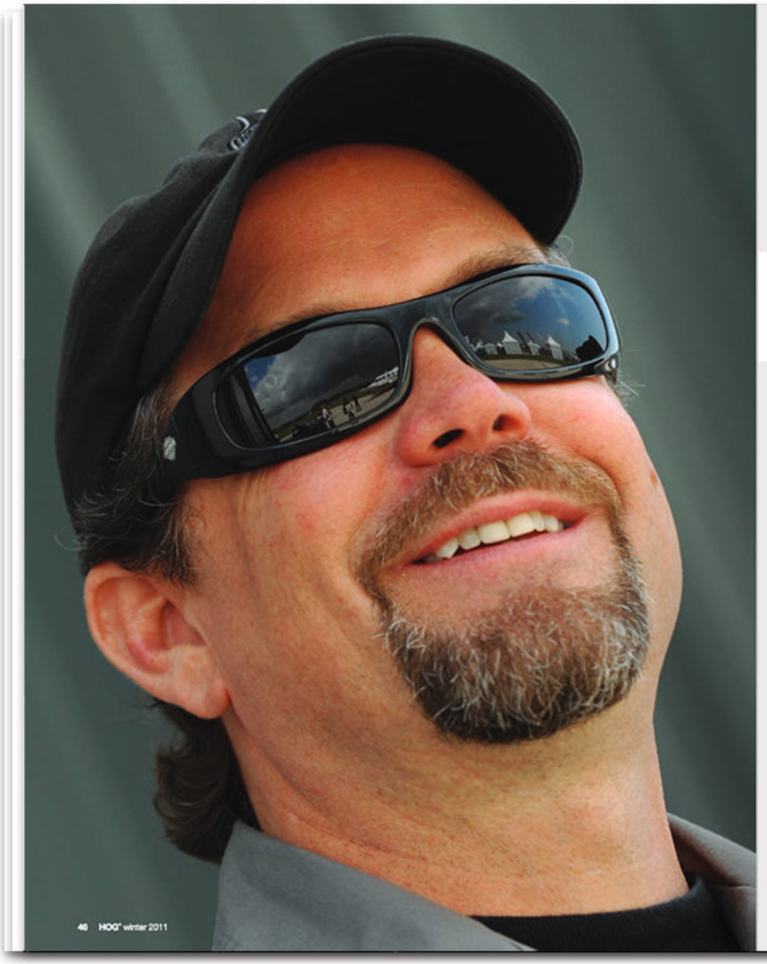
ROCK 'N' ROAD

DAVE GROHL (of Foo Fighters and Nirvana fame)
ON HARLEYS® AND HIS LOVE OF THE OPEN ROAD
– OUTTAKES FROM THE DANNY CLINCH SHORT FILM *EVERYTHING SONIC.*
(youtube.com/harleydavidson)

I first started riding about 20 years ago, when this punk rock band I was in came [to Los Angeles]. Before Nirvana. The singer and guitar player were brothers, and their sister was a mud wrestler at the Hollywood Tropicana. She lived in this house with a bunch of other mud wrestlers in Laurel Canyon, and … we had no money when we came here [so] we would sleep on her floor. One of the "dancers" had this Honda Rebel, I think it was. And it was just sittin' there drippin' oil in the garage. So I would ride around at night through the Hills, and I'd look at these big f…'n' houses and wonder, "I wonder what band lives in *that* one." I'd ride around all night, and I'd wake up in the morning and my eyes would be so f…'n' swollen and just filled with bugs from riding around all night dreaming about being in a band that made it … and having a motorcycle … and riding around the Hills in Los Angeles. Every time I ride around the Hills [now], I think about when I was [young], dreaming about riding around the f…'in' Hills in Los Angeles on a real bike.

»





HOG magazine met Bill Davidson during his trip to the UK in July for the Goodwood Festival of Speed and set out to find out what it was like growing up in the Davidson household

Meet the family

Words: Zoë Francis-Cox Photos: Simon Finlay

A BIG AMERICAN SMILE, a firm handshake and a reassuring pat on the shoulder is a welcoming greeting by Bill Davidson as we sit down to chat over breakfast. Where do you start when face to face with Harley-Davidson's man of the moment? We opted for the very beginning…

"When I was six years old, Willie, my father, taught me how to ride on a Harley-Davidson M50. Dad brought a customised M50 home. He took my brother Michael and my sister Karen, and mum and the family dog to a local park, and he taught us all how to ride. What was really neat was that some good friends of the family came with us. They had an old 8mm film camera, so they captured it all on film. I remember bumming around on that M50 around the neighbourhood. That was the beginning of my riding career."

Since then, Bill has spent his entire life around motorcycles, racing, motocross, dirt bikes, and also because his great grandfather was William A. Davidson – one of the co-founders of Harley-Davidson. "The Motor Company and motorcycling in general was always at the centre of conversation," he recalls. "A Christmas gathering or for thanksgiving or holidays – it was always out of our extreme love and passion for the company and the brand.

"Certainly my grandfather, William H. Davidson, was a real inspiration in my life," says Bill. "He was President of the company from 1942-1971. Grandpa would often talk about his experiences and things he did with the business.

"Since I was a little boy I was always intrigued, I always found it very interesting to hear my grandpa, dad and my uncle John talking about the business."

During high school Bill knew that motorcycles would be a major part of his life. "I just loved it, and that interest I had with the business was really strong. I also started to realise the importance of the family connection. At that point I had to focus on my schooling, and once I entered school I stopped racing because racing and schooling don't mix. Just not enough time to do both," he laughs. "I did work at a dealership part-time for several years while I was at college which taught me a lot about our customers and the business of a Harley-Davidson dealership. It was an opportunity for me to work sales, work P&A, work the service department. I used to work on my race bike after hours in the service department."

Bill backtracks a few decades to a difficult time for the Motor Company, and also for his family: "In 1969, when AMF bought Harley-Davidson, my grandfather was president at that time, and my dad had been with the company full-time for six years. I was eight years old, riding around on my M50. It was a pretty difficult time for my grandfather. We needed the cash, and we saw this as a great opportunity to invest in the company, expand and upgrade our manufacturing facilities. But it was a still difficult time because we were handing control of the company over to executives, people that weren't really sure what the brand was all about. The need for the financial inflow was critical, so we made that decision."

Unfortunately AMF didn't connect with Harley-Davidson's greatest asset – its loyal customer base. "They just ran the company like the rest of their business portfolio," explains Bill. "They didn't listen to what our customers wanted. Quality began to suffer and sales diminished because they weren't reacting to the problems fast enough. At the same time, Japanese competitors were ramping up their marketing campaigns. Eventually AMF wanted out and that's when they decided to sell us. After a time of trying to find a potential buyer, a group of executives, including my father, decided to purchase the Company back from AMF.

"This certainly was a stressful time for the family as my father and the other 12 investors put the plan together to buy the Company back for $80,000,000

"At the time, we knew we had our work cut out. The company was not in a good place as far as quality and financial issues were concerned. We basically turned it upside down, shook it a few times, turned it upright. We started to apply new processes like Just-in-Time delivery, statistical operator control and Employee Involvement. We encouraged employees to give feedback on how they felt we could improve the quality of the bikes. Suddenly we had a wealth of information flowing into the system, and we were able to fix things much quicker than we had in the past. Also, with our statistical control at all the manufacturing process centres we were able to catch issues and fix them before »

HOG

H-D.COM | BE FR | 2 2019





Driven by design

For maverick fashion designer Justin O'Shea, a love of motorcycles has been one constant in a life full of twists and turns



Dreaming big

The incredible personal journey of Ashmore Ellis, one of the true innovators of the motorcycle industry

Words: **Becky Goebel @actuallyitsaxel**

Riding the wave

The Brazilian stage of the World Surf League (WSL) championship, officially called "Oi Rio Pro", recently took place in Saquarema, in the state of Rio de Janeiro. Thousands of locals and visitors alike came to watch the action in the city, which is considered the national capital of surfing.

For 2019, Harley-Davidson® has announced a new partnership with the WSL, and H-D® has become the official motorcycle of professional surfing, celebrating the truly immersive experience that comes from riding either a board or a bike.

Find out more about the WSL at worldsurfleague.com. ●

Photo: xxxxxxxxxx





Half-pipe Harley

Scott 'Horsey' Walker operates in the sweet spot where Harley-Davidson® and skateboarding meet

Words: **Jeremy Pick** Photos: **Jonathan Fleetwood**

Lightning strikes

Harley-Davidson joined Formula E partner Envision Virgin Racing for an electrifying weekend of racing at the Monaco E-Prix. Competition has been fierce for the 2019 season, as Envision and H-D® embark upon what's set to be a highly successful and exciting collaboration.

The stunning waterfront setting in Monaco also proved to be the perfect backdrop for the LiveWire™, making its first appearance in the principality. Visit envisionvirginracing.com for more information about the championship. ●

Photo: **Nick Dungan**



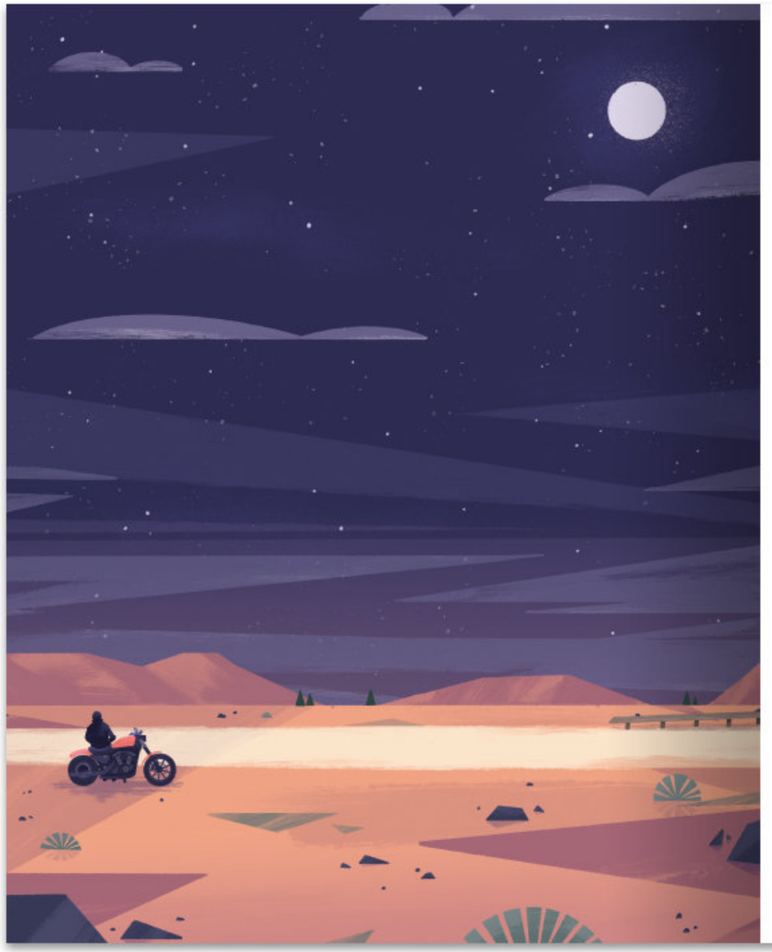

EVENT TEAM


ALL FOR FREEDOM. FREE
RAMP RULES


Custom
BIKE
SHOW


harley-davidson


HOG
The magazine of the H.O.G.® experience | Issue 1 2019
HOG
THE MAGAZINE OF THE H.O.G.® EXPERIENCE
HOG
HOG
HOG



The meaning of life

The story of how one California H.O.G.® member inspired an author to set in motion a 13-year existential journey

Words: **Dustin Woods**
Illustration: **Ollie Hoff**

Many of us are familiar with the idiom 'never judge a book by its cover', but we're probably each guilty of making an incorrect snap judgment at one point or another.

Indeed, as motorcyclists, we're also likely to have been misunderstood, mischaracterised or stereotyped in some manner by other people, despite H.O.G.® chapters around the globe donating their time and resources to various charitable efforts in need of support.

It was at a children's hospital in California back in 2006 when volunteer Louise Lewis found herself in a situation that changed her view of 'bikers' – and, in turn, the course of her personal journey. On hand to help bring sick children outside to witness members of the local H.O.G. chapter congregate and present them with holiday gifts, Lewis witnessed a touching exchange between a meek, very ill young child and a large, straight-faced and heavily tattooed H.O.G. member.

Expecting him to scare the young boy, she was instead touched by the kindness he showed, and the positive reaction it garnered from the small child as he accepted a teddy bear from the imposing man with a giant smile on his face. It left such an impression that she couldn't even bring herself to ask their names. She just let the moment unfold naturally, as it moved her to tears.

Without being a motorcyclist herself, Lewis made the observation that we see the world through a different lens. We know what life is about because we live closer to the edge of it than most. Accepting the inherent danger of our collective hobby, it shapes the weight we place on the things we hold in high regard.

Opening both her eyes and mind, it became her mission to understand and share the existential views of the global riding community with the world by crafting a book called *The Meaning of Life According to Bikers: The Biker Book for Charity*. Since the children's hospital had inspired the project, she felt it only fair that proceeds from the book should benefit children's hospitals across the country.

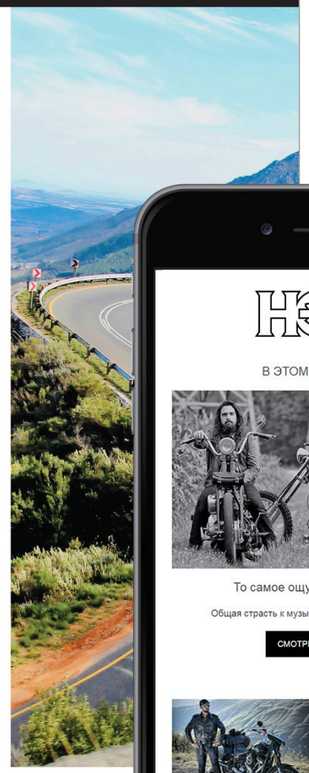
Over the last 13 years, Lewis has spent most waking moments pursuing this project. She began reaching out to motorcycle-riding celebrities by mail with a simple question, but one with a far more complicated answer: "What is the meaning of life?"

24 ساعة

24 ساعةً في كيب تاون

الباحثون عن التشويق والمولعون بالفنون سيجدون ما ينشدون في أقدم مدينة بجنوب أفريقيا

كلمات: **مالفين ماي**
الصور: **مالفين مار و لينا إيجنتو**



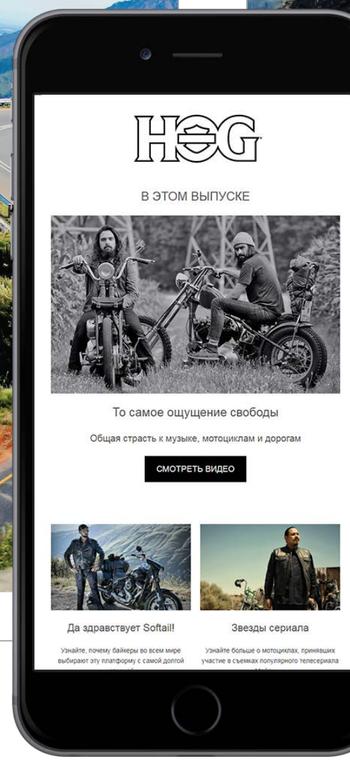
فضل بزيارة كيب تاون فهناك سنجد كل ما يطلب الألباب. فسواء أكنت تسعى للحصول على دفقة من الأدرينالين أم أردت أن تمتع ناظريك بالمعالم السياحية المذهلة فستحار في الاختيار من بين البدائل الرائعة في مدينة يعدها الكثيرون واحدة من أجمل مدن العالم.

لقد وُلدت وترعرعت في الرأس البحري الأجمل في العالم، وبدأ شغفي بالدراجات ذات المحرّك ولم أكن قد تجاوزت الرابعة عشر بعد. والآن، سنجدني على متن إحدى دراجات Harley® كل عطلة نهاية أسبوع - سواء كنت بمفردي أم بصحبة الأصدقاء أم بصحبة عائلة H.O.G.® التي أنتمي إليها. إن ما يحبب إلى القيادة في كيب تاون هو أنها ترضي غروري أيا كان مزاجي، فقد أبحث عن أصدقائي الذراعين في وسط المدينة أو أمارس القيادة بين الوديان والتلال المنحدرة في فترة لا تتعدى ١٥ دقيقة.

الزيارة الأنيقة

ليست هناك طريقة للاستمتاع بمدينة كيب تاون والمناطق المحيطة بها أفضل من التجول على متن دراجة Harley، وليس هناك أسهل من استئجار واحدة في هذه المدينة، سواء كان الاستئجار لمدة قصيرة أم طويلة، وتتوفر مجموعة لا حصر لها من الموديلات. وقع اختياري في هذه الجولة السريعة حول المدينة على موديل Street Glide® CVO الذي اكتشفت أنه خيار رائع لمثل هذه الجولات وكذلك للسير على المنعطفات الضيقة في المناطق الجبلية.

وبعد أن اقتنيت الدراجة، حان وقت التفكير في الوجهة. قد تكون الطريقة المثلى لبدء جولتك في كيب تاون هي أن تسير في طريقك حول شبه الجزيرة، وتتوقف في مويزبرغ أو كالكباي أو سيمونز تاون لتناول الإفطار أو احتساء القهوة. ومن هناك يمكنك مواصلة المسير إلى كومتجي أو نوردهوك من أجل الوصول إلى قمة تشابمان من الجنوب. وستجد نفسك



24 часа

24 часа в Кейптауне

Искатели острых ощущений любители культурных ценнос в равной степени насладятс путешествием в древнейши город ЮАР

Текст: **Малвин Мейер**
Фотографии: **Малвин Мейер и Лейан Эг**

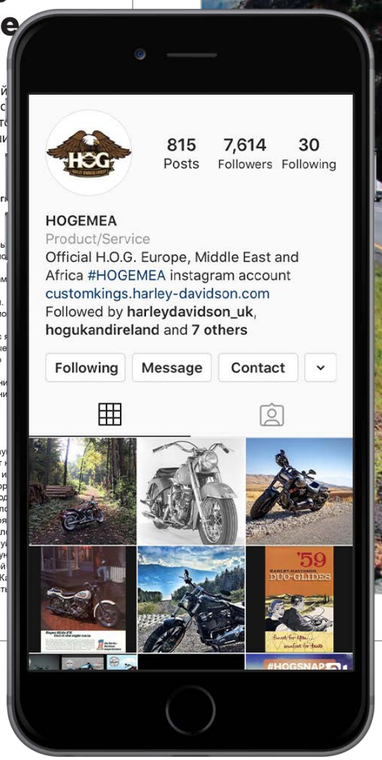
Приезжайте в Кейптаун и приготовь к тому, что он вас покорит. Вы в по адреналина? Или просто хотите насладиться невероятными видам В любом случае один из самых красивых городов мира не оставит вас равнодушным.

Я родился и вырос в Южной Африке, и мо страсть к двухколесным видам транспорта зародилась, когда мне было 14 лет. Сейчас провожу на мотоцикле Harley® все выходные в одиночку, с друзьями или соратниками по клубу H.O.G.®. В Кейптауне мне особенно нравится то, что в зависимости от настроени я могу поехать к друзьям в центр или уедини в поездке по холмам и долинам, выехав из города всего за 15 минут.

ПРИЕХАТЬ СО СТИЛЕМ

Нет ничего лучше, чем исследовать Кейптау окрестности на железном коне Harley, и нет проще, чем взять его в аренду на короткий и длительный срок, выбрав из большого ассор моделей. Для этой быстрой поездки по город я выбрал Street Glide® CVO, который оказал идеальным вариантом для больших расстоя а также для крутых поворотов на горных скл

Мотоцикл есть, куда отправимся? Пожалу лучшим стартом для исследования Кейптау станет поездка по полуострову с остановкой чашечку кофе или завтрак в Мейзенберге, К или Саймонстауне. Отсюда можно отправить



24 時間

ケープタウンで過ごす24時間

刺激と文化を求める者たちに確かな満足感を与える、南アフリカ最古の街

文: マルビン・メイヤー
写真: マルビン・メイヤー、リーアン・ニグルーン

驚き満載のケープタウンへ。スリルを求めているか、素晴らしい景観を求めているかを問わず、多くの者から世界最高レベルの美しさだと評される街では、迷うほど多くの選択肢がある。

私はこの最も美しい岬と呼ばれる街で生まれ育ち、14歳でバイクの虜になった。今は週末ともなればいつも、ハーレーでライドに出かけている。一人のときもあれば、H.O.G.®のメンバーたちと一緒のときもある。ケープタウンでのライドの良いところは、その日の気分次第で、都会のバイク仲間を見つけることもできれば、ほんの15分ほど足を延ばせば絶景のライドにも出かけられることだ。

ライドをスタイリッシュに

ケープタウンとその近郊は、ハーレーで探索するのが最高だ。しかも、街では様々なモデルの中から気に入ったものを手軽に短期・長期レンタルできる。私がケープタウン近郊ライド用として選んだのは、CVOストリートグライドだが、このマシンは長距離ツーリングと峠の急カーブに見事に対応する。

バイクを手に入れたら、次はどこへ向かうか、だ。ケープタウンのツーリングでは、まず半島を回り、ミュージゼンバーグかカークバイ、サイモンズタウンで朝食やコーヒーブレイクにするのがよいだろう。そこからさらにコメキーとノードホークへ向かえば、建ち並ぶチャップマンズ・ピークへ劇的に入ることができる。左手には海、そして右手には断崖。まさに絶景だ。

立ち止まって眺めたくなるだろう。そこには安全な展望台やピクニックエリアなど、停車できる場所が多い。訪れる

1M
copies

19
localised editions

11
languages


MODS
ROCKERS


Keep evolving
Never be complacent


Go beyond data and get your
'boots on the ground'


Look to leverage the MOD
or the new ;-)


Make it special and desirable

Thank you

dialogue
The Content Agency

Proud to work with

ROYAL ASCOT BURGESS BENTLEY Porsche Club Great Britain Canon

And more…