



Motorcycle **GUIDE**

Turbo-Charged Commuters

One of the fastest-growing trends in the motorcycle industry is the ascension of turbo-charged commuters — or at least the collective hope of riders that they will soon have more access to these types of vehicles.

As new technology continues to evolve the functional features of bikes, potential updates to the engine are drawing the attention of riders across the world.

Offering a thrilling ride at every twist of the throttle, turbo-charged bikes rely on forced-induction to power the motorcycle engine. And while this technology has been focused in the car space, motorcycle manufacturers have started to deploy turbo-charged models to meet this growing consumer need.

WHY THE TREND TOWARD TURBO?

Every rider wants more power without the addition of cumbersome size. Traditionally, more power meant larger engines, gas tanks and brakes. Manufacturers came out with supercharged engines in the 1980s but the concept never caught on.

That's because the options on the market were enormous power bikes that left riders struggling to maneuver. Today's riders are looking for easy handling and real power.

And fortunately, manufacturers and engineers have cracked the code to combining smaller engines that pump power back into the bike with electronically controlled turbo-charger systems.



KAWASAKI PAVING THE WAY

Chat with your local dealers about turbocharged motorcycles and they're likely to point to one option leading the way. Kawasaki markets its 2016 Ninja H2R as the world's only supercharged production hypersport streetbike.

Featuring many industry-firsts, the Ninja is equipped with a high-RPM performance centrifugal-type supercharger that compresses air at up to 2.4-times atmospheric pressure. This efficiency minimizes heat and cuts out the need for a large, heavy intercooler to cool the compressed air.

The engine was crafted to accommodate this extreme air pressure created by a supercharger. The Ninja's pistons are lightweight and strong, able to also withstand extreme temperatures. Kawasaki also points to its precision-honed combustion chamber complemented by a flat piston crown

as an industry innovation.

While other companies have unveiled stunning concept models, including Suzuki's Recursion model that took center stage at the 2013 Tokyo Motor Show, riders will have to be willing to shell out a starting cost of \$26,000 for the Ninja.

Dealers Bring Out Crowds

Motorcycle dealers aren't just focused on turning a profit. Rather, they are invested in their local communities and dedicated to enhancing them. Take a ride around town on a Saturday afternoon. Is there a place more packed than the motorcycle dealer?

Riders from across the region love to visit dealers on the weekends because of the various deals, events and live entertainment that many offer to the masses.

Shop owners realize that for bikers, it's not enough to simply stroll into the store for their next purchase. They're looking to form relationships with like-minded enthusiasts – and they're looking to do so at the benefit of their community.

CHARITABLE CAUSES

Bikers are known for beards, leather vests and tattoos. They're also known for their hearts. Making up one of the most charitable communities you'll find, motorcyclists are quick to join rides focused on raising money for various causes throughout their region.

Many dealers sponsor such rides, giving customers an opportunity to become involved with philanthropic efforts.

Some dealers also feature annual events that are centered on the youth of their community, including food drives and backpack giveaways to get kids ready for school. Read your local newspaper to keep up on upcoming events. It's easy to volunteer at such events. And if you're in need, your motorcy-



cle dealer may just have that perfect event coming up to help you and your family.

LIVE ENTERTAINMENT

For some motorcycle dealers, one showroom is not

enough. Many are building on complexes and warehouses to give customers additional forms of entertainment. Country stars and classic rock bands are frequenting your local dealers as an opportunity

to perform for passionate fans in unique venues across the country.

Other popular events at dealerships can include mixed martial arts competitions and local musicians. Again, check

in with your local paper for ads and visit your dealer's website for upcoming events.

You may just be surprised by how much is happening at your local dealer this weekend.

Customize Your Ride

You've decided on the bike of your dreams. This is where the fun begins! From the paint job to techy accessories, you hold the power to fully customize your bike to your liking. With the help of your local detailer or bike shop, this can be a fun, easy and creative process.

Follow our tips below on making your bike appear as sharp as possible. And of course, don't forget about upgrading to a top-notch sound system. As a proud new owner of your dream bike, it's important to look – and sound – your best!

PAINT PREFERENCES

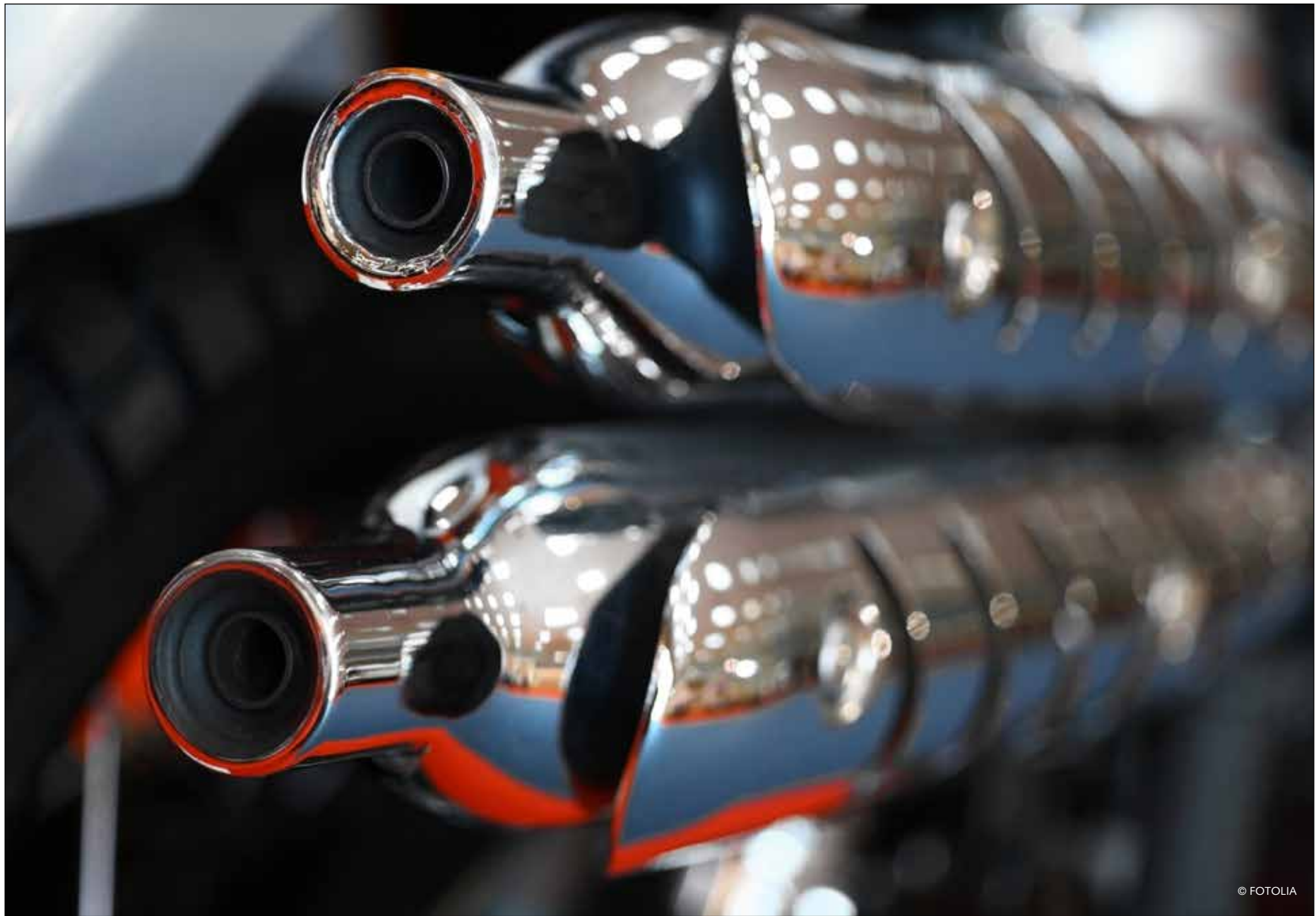
The first thing people notice when they scope out your new ride is the paint job. Sure, you can stick with the factory color, but why not get a little innovative?

Add details like flames, shadowing or outlines by contracting with your local detail specialist. Of course, you can order your bike in a custom color from the start. Special engraving options are also available, allowing you to combine your favorite hue and messages all in one.

LIGHT IT UP

Your lights and lenses are great spots to customize. Not only are you looking to maximize the look of your bike, but its safety features as well.

Replacing headlight lenses with clear options and faceted reflectors allow for brighter, more focused light. This keeps you safer on the road while also giving the front of your bike a strong design statement. Strip lights and pencil beam



driving lamps can also improve your visibility. Check in with your dealer for options on LED lighting and chrome-bordered lighting features.

CUSTOM PIECES

There is a slew of pieces on your bike that can be customized without losing the bike's overall stature and design. Try adding custom exhaust pipes

to increase your bike's horsepower and give it a unique sound. Wider wheels also look great and lead to a sturdier bike with more girth.

Add stylish chrome foot

pegs that help you extend your legs during long rides. A new seat or cushion can also do wonders for creating a comfortable riding experience.

Smartphone Connectivity

As you wind down the road on your bike, you are more connected than ever before — all thanks to your smartphone. By pulling over and swiping a few times on your phone, you can easily call roadside assistance, check navigation and search for safe spots to stop on your trek.

And this is just the tipping point! Manufacturers are looking at new innovations in the smartphone connectivity space, and their research is going to lead to big improvements for the rider experience.

BOSCH'S ECU SYSTEM

One trending example is Bosch's new system electric control unit (ECU) that in the future will allow you to use your smartphone as a remote immobilizer system. By hooking up to your bike through your smartphone or Bluetooth, this means that the fuel-injection system and engine can only be activated using the rider's own device. This gives owners complete peace of mind in terms of bike security and theft protection.

According to Bosch, the ECU collects, prioritizes and implements all of the demands on the engine. These demands can include the position of the accelerator pedal or exhaust-system requirements for the mixture composition.

Smartphone connectivity will play an additional role in diagnostics, according to Bosch. Riders will be able to clearly find and analyze malfunction data themselves, giving them information for proper repairs and maintenance.



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WHY CONNECTIVITY?

The driving force behind these sweeping technological changes is improving the riding experience while also cutting down on the number of annual motorcyclist deaths. This number comes in around 4,000 annually, according to

the Insurance Institute for Highway Safety.

To achieve their goals in making riding safer, many manufacturers have turned their attention to Bluetooth. Helmets are being pre-designed to accept Bluetooth devices, making it easy to

communicate safely with other riders in your group.

These systems can also deliver crystal-clear audio quality, helping you pick up fuel alerts or your favorite song in noisy riding conditions.

Riding gloves that provides

fingertip control of your Bluetooth headsets and cameras are also available on the market. And some devices enable you to record audio and video to capture your favorite riding experiences from your helmet or mounted camera.

Tips For a Safe Road Trip

It's that time of year again. Many people take to the highways for road trips, especially those with an affinity for all things motorcycle. Zipping through the countryside atop your bike is one of the most popular American pastimes.

The sounds, sights and smells of the classic road trip are tough to beat, especially if you can ride with the comfort of knowing you are prepared for emergencies and have done your best to safely prepare for the ride.

From preventive maintenance to smart packing, preparing for a road trip takes plenty of planning. And those who plan the best usually avoid costly surprises along the way. So read on for tips on safely preparing for your next long ride across the country. And don't forget to have fun!

ROUTINE MAINTENANCE

The process of safely preparing for your next motorcycle road trip starts with knowing your machine and properly caring for it. Every motorcycle model is different, requiring your attention to your bike's particular maintenance schedule.

Your bike's manual includes a chart listing of maintenance tasks recommended for routine inspections, cleaning, replacement, adjustments and lubrication. These are not suggestions! Follow them closely to make sure you get the most out of your bike. Ignoring them on a daily basis could leave you stranded when you try to push your machine on a long road trip.

WET WEATHER TIPS



When traveling across the country, it's nearly impossible to enjoy picture-perfect weather the entire trip. But don't sweat the wet stuff. As long as your bike has decent tires on it, rain shouldn't cause a problem. Just use common sense and slow down on slippery surfaces.

Watch out for patches of oil or fuel on the road that can

cause extra hazards. And remember to consider the visibility of other drivers during the rain. Be vigilant of their driving habits and give them plenty of room for braking on the wet road.

WHAT TO PACK

Even if this is your 100th road trip, there is no substitute for proper planning. Making a

list is a great idea, even for the most grizzled of road warriors.

Visualize various challenges that may pop up on your road trip and think through the materials you will need to address them.

Add these common items to your own list:

- U-Lock and other theft-prevention items
- Basic tools for fixing a flat

- Bike cover
- Extra ignition key
- Gloves
- Clothing for temperature swings
- Gear for inclement weather
- Water bottles
- Microfiber cleaning cloths
- First-aid materials
- Maps and directions
- Sunglasses and caps
- Insurance and roadside

Choosing an Urban Bike

We all know motorcycles are perfect for that all-American road trip that snakes through old highways and winding roads, but their fuel efficiency and maneuverability also make them the perfect urban option.

Commuters love their bikes for running errands around the city or for visiting friends in the suburbs. A quick trip to the grocery store for a few items is ideal too – anything that gives them an excuse to strap in and speed along the city streets.

Not all motorcycles are created equally when it comes to urban riding. Here are a few things to look for in your perfect city bike:

The daily grind: Find a bike that is narrow and agile enough to squeeze through tight spots. If using your bike for the work commute, you'll want to be able to comfortably travel on the freeway that may have three to six lanes of fast-moving traffic.

Storage space: While probably not your top priority, having storage space or provisions to easily fit a small bag or personal items is a bigtime benefit. Many bikes feature a built-in storage compartment that can easily fit your helmet, workout bag or small briefcase.

Easy shifting: Honda offers a dual clutch transmission that lets you shift at the press of a button – or even let the bike handle shifting for you. This can be huge when trying to take on the fast-paced urban traffic.

Consider electric: Electric motorcycles are the next wave



in urban riding because of their lightweight yet powerful makeups. These bikes are most efficient in city traffic, some even returning 70 miles per gallon.

SAFETY TIPS

Safety is paramount when it comes to riding your motorcy-

cle in high-traffic urban areas. Here are some quick safety tips from the Motorcycle Safety Foundation:

- Remember that motorists often have trouble seeing motorcycles and reacting in time.
- Make sure your headlight works and is on day and night.

• Use reflective strips or decals on your clothing and on your motorcycle.

- Be aware of the blind spots cars and trucks have.
- Flash your brake light when you are slowing down and before stopping.
- If a motorist doesn't see you, don't be afraid to use your

horn.

- Wear a quality helmet and eye protection.
- Wear bright clothing and a light-colored helmet.
- Wear leather or other thick, protective clothing.
- Choose long sleeves, long pants, over-the-ankle boots and gloves.

Superbike Racing

When it comes to enjoying their favorite motorcycling activity, not all riders have the same perspective. Some prefer a leisurely ride down winding country roads. For those in superbike racing, there's nothing quite like the roar of high-performance engines.

American Motorcyclist Association racing is one of the fastest-growing sports in the United States. Every weekend, thousands of racers of all ages strap on their helmets to ride competitively on tracks across the country.

But is the sport right for you? What do you need to know before purchasing a superbike and practicing for your first race? Read on for our tips on entering the exciting world of racing.

BUYING YOUR FIRST SUPERBIKE

If you're this far in your research for joining superbike racing, you know that the sport uses highly modified production motorcycles. Rules can vary across various series, but superbike racing motorcycles generally have four-stroke engines of up to 1,000 cc for four-cylinder machines. According to the AMA, the first superbike was built in the 1970s.

When it comes to purchasing your first superbike, there are certain characteristics you should be looking for – and always remember to test drive it before plopping down your cash.

In both racing and leisurely riding, you want to make sure the superbike is easy to accelerate, slow down and stop. If any of these actions are diffi-



cult to execute, it may be an indication of a malfunction in the bike.

Always make sure you can smoothly handle corners and that your seat is comfortable.

Ask the owner about repair history and try to obtain any documentation that shows a

record of maintenance. The more care the owner has put into the bike, the better.

JOINING THE AMA

There are likely a few pop-up racing organizations in your neck of the woods. Check into their history, safety regulations and racing requirements before getting involved. If you're looking to join a long-established association to start your racing career, your best bet may be joining the AMA.

The group has built a consistent base of rules and guidelines that make racing fair, safe and universal across various classes. You can download the AMA Racing Amateur Rulebook on the organization's website (www.americanmotorcyclist.com). The rules will teach you which nationally recognized classes you're eligible to enter. You can also find out how to make your bike legal for competition.

The AMA website also has a database of sanctioned racing events near you. The events are broken down by classes and age groups to give you a clear look at what's out there for you to enter. Once you get your feet wet and start finding success on the track, it's time to consider taking your show on the road to various national events and even finding sponsorship to support your goals.