

WDOE – Business Spotlight

Every other Friday 9:30am-10:00am. April 6 – August 24.

Cruisin' With Gowanda Harley-Davidson

A general introduction to motorcycles and the Harley-Davidson lifestyle.

Hosted By: Brian LeBarron

- 4/6 Motorcycle Awareness
- 4/13 Getting Started
Special Guest: Rebecca Grela, Ride with Pride
- 5/4 The Legend of Harley-Davidson
- 5/18 Harley Talk
- 6/1 Hollywood Happening
Special Guest: Mark Burr, Hollywood Theater Pres.
- 6/15 Which Harley-Davidson Is Right For Me?
- 6/29 Riding Apparel
- 7/13 Customizing 101
Special Guest: Randy Rosen, Parts Manager GHD
- 7/27 Racing
Special Guest: Kevin Seneca, Red Dragon Racing
- 8/10 Clubs & Organizations
- 8/24 Harley-Davidson maintenance

To learn more about Harley-Davidson visit our dealership or go to www.gowandaharley.com

Brian LeBarron Intro.

Brian LeBarron is a Fredonia State School of Business alumni and has been employed as the marketing/IT coordinator at Gowanda Harley-Davidson for the past nine years. He has served as the editor and webmaster of our local Southern Tier, NY Chapter of the Harley Owners Group since 1999 and was the marketing director of the regionally acclaimed Harley Happening at the Hollywood in Gowanda from its beginning in 1998 to 2006. Through a history of partnering motorcycling with several schools, charities & non-profit organizations, Brian continues to promote the goodwill of the sport. He is a graduate of the Motorcycle Safety Foundation Advanced RiderCourse program with 15 years of motorcycling experience, a 10 year member of the American Motorcyclist Association and lifetime member of the Harley Owners Group. Get your motor running and let's head out on the highway. Please welcome Brian LeBarron.

Show 4 – Harley Talk

May 18, 2007 9:30am-10:00am

Every hobby has its language.

Don't get intimidated because you're not familiar.

When you're at Gowanda Harley-Davidson you may hear conversations that go like this –

“My ole Ironhead sporty could use a new set of points and a peanut tank filter

Translation – Ironhead refers to the 1,000cc v-twin. Got it's nickname from the cast iron cylinder heads. Sporty is short for Sportster. Points pre-date electronic ignition, they're a mechanically timed set of contacts that make a closed switch to spark to the engine. And a peanut tank refers to the shape of the short fuel tank design. When you look at it from the side, it looks like half a peanut.

Model Families – explain differences

Electra Glide

Ultra Classic

Street Glide

Sportster

Custom

Nightster

Dyna

Super Glide

Wide Glide

VRSC

V-Rod

Softail

Fat Boy

Heritage Softail Classic

Springer Softail

Harley Engines

Harley-Davidson is called the Motor Company for a reason. Mostly known for v-twin design.

Flathead – 1929-1973

45ci in 1929, then a 74ci version in 1930, then a 80ci version in 1945

Used in the WWII WLA models

In production thru 1973 – After 1948 used primarily in Servi-Cars

Knucklehead – 1936-1947.

First OHV design. Top of engine looks like a fist facing you...hence knucklehead

Panhead – 1948 – 1965

Arguably, most popular of antique engine design

Top of engine looks like baking pans turned upside down...hence panhead
Shovelhead - 1966-1984

In 1980 powered a completely new rubber-mounted frame design.

First engine to power a belt drive to the rear wheel (1983-1984)

Top of engine looks like the blunt end of a shovel...hence shovelhead

Ironhead – 1972-1985 Sportster models

Evolution (Blockhead) – 1984-present (80ci 2000)

First implementation of updated quality control standards

First engine to receive modern fuel injection

Powered H-D out of near bankruptcy

Twin Cam (Fathead) – 1999-present

First offered in Dyna and Touring models.

Counterbalanced version in 2000 in Softail

Redesigned in 2006, increased displacement to 96ci

Fitted with new transmission, six-speed Cruise Drive

Revolution – 2001-present

H-D's first liquid-cooled, DOHC engine

Designed in conjunction with Porsche Engineering in Germany.

Word Trademarks

Cruise Drive

Duo-Glide

Eagle Iron

H.O.G.

Springer

I am not a backrest (slogan)

Live by it (slogan)

Road Food

Syn3

The Legend Rolls On (slogan)

Tour-Pak

Willie G

Alphabet soup

FL – large heavyweight motorcycles

FLH – H=highway

FLT – T=touring

ST=Softail

XL – smaller motorcycles

XLH – H=highway/street

XLCH – CH=high compression / competition model or Charlie horse because the kicker would come back & hit you.

XL###C – C=custom model, which have become the more popular models lately

FX

1971 FX Super Glide – first factory custom

F – from large heavyweight frame

X – from Sporster narrow front forks

FXWG – WG=Wide Glide front end

FXR – R=Rubber mounted engine

FXD – D=Dyna chassis 1991

FXST – ST=Softail

FXSTS – S=S following ST means Springer front end

VR

VRSC – Custom performance motorcycle

When a feature become redundant across entire line the letter designation is dropped, for example:

FXE – E=electric start...all models had electric start by 1984.

FLHTI – I=fuel injection...all models have fuel injection by 2007.