

HOUSE OF HARLEY-DAVIDSON

Enthusiast.

# ShopTalk

Summer 2007

Inside News on Harley-Davidson® Products & Services



The House of Harley-Davidson is proud to introduce our new

# FAST LANE Service Center!

**Service  
While You Wait**

Welcome to the *FAST LANE!*

As the name implies, the goal of the Fast Lane is to get you in and out as quickly as possible, **without an appointment.**

**The Fast Lane is dedicated to selected services that usually take less than an hour.**

- Tires
- Brakes
- Oil and filter change
- 2500-mile service
- Hand grips
- Footpegs
- Mufflers
- Mirrors

The next time you need one of these items – and don't have an appointment – just stop in and we'll do it while you wait. Shop for a few minutes or relax in our newly remodeled customer area while we complete your work, then get back out on the road.

The Fast Lane:

- Gives you more freedom and flexibility because there's no need to schedule your visit
- Requires no commitments – no appointments to keep
- Saves you time and hassle – no need to arrange for a ride home or a ride back to the dealership

**Come experience a new type of premier motorcycle service.**

## We Do More and Do It Better

Although we always strive to be your home for service work and provide excellent quality service, we also want to provide a better experience than you have ever had before in any dealership. We strive to be good listeners, follow up on commitments and treat you the way you deserve to be treated. These are basic things, we admit, but they really do set us apart from our competition. We know you can go other places to have your bike serviced – let us prove to you that you should let us do it here.



## Calendar of Events

Every Thursday in August –  
Bike Night at Bar Louie

August 2 – 12  
Wisconsin State Fair

August 10 – 11  
Demo Days Extravaganza!

August 29  
35th Anniversary Bike  
Show & Shrine Ride

August 30 – September 1  
Milwaukee Rally

September 8  
Demo Days

September 15  
R.E.A.R. Ride

September 20 – 23  
The Juggernaut Ride

Call or stop by for further details about our summer events.

# Other Features of the Service Department

In addition to our new Fast Lane service, we've recently made some other changes to the Service department here at House of Harley-Davidson.

Of course, you still can make an appointment and leave your bike with us while we complete the service. Whether you're waiting here or somewhere else until your bike's service is complete, we know you want it back ASAP, so we'll call you as soon as it's finished.

## Expanded Service Department Hours

Now we have **new, longer Service department hours!** Our hours are:

- 8:00 a.m. to 7:00 p.m. Monday – Friday
- 9:00 a.m. to 5:00 p.m. Saturday

That's 63 hours a week when we can accommodate your need for motorcycle service. And if you can't get here during those hours, we have a key drop box, so you can drop off your bike any time.

## Why should you bring your bike to the Service department at the House of Harley?

The answer is simple: Our people make all the difference. Our Technicians are riders, so they treat each bike as if it is their own.

We have the best-trained Technicians and Service Advisors anywhere, for two reasons. First, we hire Technicians who are graduates of the Motorcycle Mechanics Institute. Second, after they are hired, all of our Technicians receive eight to 10 weeks of extensive additional one-on-one training from Mike Weber, one of our Master Technicians, to help them refine their skills.

In addition, Gordon "Ski" Rudawski, our Shop Foreman, has earned the title of Master of Technology, which is the highest ranking given to Technicians by Harley-Davidson. Ski guides Technicians through the most challenging jobs.

We have 15 technicians on staff to assure that we can get you in for service in a timely manner.

## Remodeling the House

We know that you come to us because you want your bike fixed correctly the first time, and we want you to have a great experience all the way around. So, we remodeled the Service department write-up area to make you more comfortable, including adding a Fast Lane waiting area. We also added merchandise displays and menu boards with prices so you can easily see the cost of parts, including installation.

To help keep the House in order, we also cross-trained our staff to share talent from the Parts department with the Service department and vice versa. In addition to cross-training in both departments, these team members also receive training through Harley-Davidson University. It's all an effort to offer you superior service.

# Inverted Forks

## *For a More Aggressive Ride*

Motorcycling is all about the ride and the way the bike feels as you run down the road and roll through the corners. Ride quality is an important factor in the riding experience and front fork suspension plays a big role in how the bike feels to the rider. If you desire a more aggressive ride, you'll appreciate the inverted forks used on the XB Buell® motorcycles and a number of Harley-Davidson® models.

### A Rough Start

The first motorcycles had no real suspension, just the tires and the seat. Early front suspension evolved through various girder and springer-type designs. Some used friction pads to control damping (the movement of the front fork compressing under the bike weight and rebounding from the spring pressure). In the 1940s, hydraulic shocks



became available to control damping on the Harley-Davidson Springer. In 1949, Harley-Davidson introduced the Hydra-Glide, which had a hydraulic slider (telescopic) front end that resembled what is on most modern motorcycles.

Today's telescopic front forks have improved significantly over the years in

materials, design and function.

When the front suspension compresses and extends, it allows the front tire to maintain contact with the road for better handling, traction and braking, and it isolates the rider from uneven road surfaces.

### Why Inverted?

The advantage of inverted forks is less unsprung weight and rigidity. Buell motorcycles were the first in the Harley-Davidson line to use upside-down (inverted) front forks. The large-diameter upper section offers considerably greater clamping area, which helps stiffen the forks for a firmer, more responsive feel with less lag.

Inside the inverted forks is a cartridge that contains damping orifices covered by a spring shim. With small forces on the fork, the spring shim resists the flow of oil and the damping is higher. With higher forces on the fork, the spring shim is forced back allowing more oil flow and less damping. Thus, the fork is stiffer when responding to small bumps in the road but softens as larger bumps are encountered, offering specific advantages for riders who want a more aggressive ride.

### The Ride

Harley-Davidson and Buell thoroughly test their motorcycles to create an optimal suspension setting in each motorcycle. Motorcycles with adjustable suspension components allow a service technician to fine-tune the motorcycle's suspension specifically for a rider depending on his or her weight, preferences and riding style.

If you'd like us to fine-tune your suspension, here are some tips to help you determine the preferred feel of your ride.

1. Take some time to evaluate your suspension needs by riding on different roads and conditions (highways, curves, stop and go, etc.) and paying attention to what you want your motorcycle to do. Ask yourself, What feels right? What doesn't?
2. Once you've defined the riding feel you want, talk with our technicians to adjust your suspension to maximize the riding sensation.

It might help to take some notes that you can refer to when you talk to the Service Consultant. The more information you can provide, the more precise the adjustment can be. When you're ready for an adjustment, come see us for help with achieving the optimal ride. A properly tuned suspension handles second to none. 🏍️



House of Harley-Davidson  
 6221 West Layton Avenue  
 Milwaukee, WI 53220  
 (414) 282-2211  
 www.houseofharley.com

PRSRT STD  
 U.S. Postage PAID  
 Milwaukee, WI  
 Permit No. 3480

**Service Hours:**

Monday 8:00 a.m. – 7:00 p.m.  
 Tuesday 8:00 a.m. – 7:00 p.m.  
 Wednesday 8:00 a.m. – 7:00 p.m.  
 Thursday 8:00 a.m. – 7:00 p.m.  
 Friday 8:00 a.m. – 7:00 p.m.  
 Saturday 9:00 a.m. – 5:00 p.m.

For your convenience, our Service department is open 6 days a week.

**Major Credit Cards Accepted:**

MasterCard®, VISA®, Discover®, American Express®

**For Service, Call:**

Matt Flintrop

**For Parts, Call:**

Matt Flintrop

**For Sales, Call:**

Rob McDonald

**For MotorClothes, Call:**

Bad Jodi

# News you can use

Some limitations and restrictions may apply. Ask for details.

## BIG SAVINGS ON SCHEDULED MAINTENANCE!

# Save \$25

**1000, 5000, 10,000 or 20,000-Mile Maintenance**

Customer must present coupon at time of drop-off.  
 Offer subject to change without notice.  
 Not valid with any other coupon or offer.  
 Expires August 31, 2007.

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## GREAT DEALS ON ENGINE UPGRADES!

**95 and 103 Cubic Inch Big Bore Kits for 1999 and newer Twin Cam models**  
**Starting at \$1299**

Price does not include fuel mapping.  
 Customer must present coupon at time of drop-off.  
 Offer subject to change without notice.  
 Not valid with any other coupon or offer.  
 Expires August 31, 2007.

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