

## News Shaw Harley customs

### HOLLYWOOD CROSSBONES

► A 2009 Harley-Davidson Crossbones has been transformed into a post-World War Two style bike. The key parts are a replacement rear mudguard, RSD seat assembly and engine covers, a Brooklands exhaust, 40s Hollywood-style handlebars, 1925 Harley-Davidson sprung solo seat, Shaw Signature oil tank with copper lines, Harley-Davidson billet black foot controls and mirrors. Paint is by Image Design Custom. A similar custom using a new Crossbones starts at £20,000 depending on accessories.



You'd look the part on the Crossbones in Tinsel Town – and just about anywhere else as well

# Build your dream Harley

► Harley-Davidson dealer Shaw launches a Custom and Speed shop ► Backed by Roland Sands ► Representing UK in AMD world custom championships

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Harley-Davidson dealer Shaw is turning heads in the world custom scene – and now it has launched the Custom and Speed shop for you to build your own showstopper.

The Sussex dealer has a history of dabbling in customs, but recently decided to take the plunge and offer a full VIP service for building custom bikes from either new models from its showroom or your own Harley. These aren't bolt-on wonders – custom paint, fabrication and one-off design is part of what Shaw is offering riders wanting something unique.

The Custom and Speed shop has been

building new bikes to showcase its abilities – and the latest machine has just won the UK AMD custom competition in the Modified Harley class with 'Strike True II', netting the firm a spot in the world finals this summer at the Sturgis Rally in South Dakota. More of their bikes took second and fourth in the same class.

Shaw has been appointed an official



Shaw's Strike True II was winner of the Modified Harley class

Roland Sands dealer – the Californian custom genius' parts are used extensively, as well as goodies from Performance Machine (owned by Sands' father). Sands said: "Shaw has taken it to the next

**There's no better example of a stock custom shop's work than what Shaw is kicking out**

ROLAND SANDS

level, and there's no better example of a stock custom shop's work."

Shaw is trying to make having a custom bike built a VIP experience – the owner is a part of the build right the way through. The initial idea is based on the owner's ideas – using Shaw's archive of bikes they've built and parts catalogues as well as input from the builder. A design is agreed and throughout the build the owner can keep tabs on their bike. It is assigned its own painter, technician and project manager, and if you can't drop in to see the bike being built, it's photographed throughout. The finished machine is accompanied by a unique book of photographs of your bike.

The bikes here were built for customers and show what Shaw can achieve.

### WHY WE HAVE A CUSTOM STUDIO



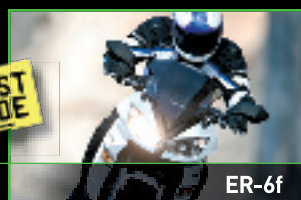
**STEVE WILLIS, DEALER PRINCIPAL**  
"Our Custom Studio is above our technical department. For discussing a project, it gives the right feel and environment you're entitled to expect when discussing your own personal, exciting and unique project."



Willis in Shaw's Custom Studio

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Victory over town's parking charges  
Go to page 14



## RSD VINTAGE NIGHTRAIN

► Based on a 2008 Nightrain, the bike is totally stripped before a frame clean and repaint, 240 section rear end with Performance Machine wheels, sprocket and rotors, plus open primary drive. A full Roland Sands Vintage kit includes rear fender and struts, seat assembly and battery cover, fuel tank and handlebars. Full custom paintwork is by Image Design Custom. It can be built from a donor bike Softail year 2000 onwards from £20-£40k.

With full Roland Sands Vintage kit the Nightrain is £20-40,000



Sprung saddle is part of the full Roland Sands Vintage kit – and more comfortable than it looks

## SALT FLAT SPECIAL

► Very cool and not a Harley-style traditional custom, the Salt Flat special is based on 2006 Heritage Standard underpinnings with a 1930s/40s look frame, swingarm and front suspension painted brown. Key details include a Shaw Signature oil tank, copper oil lines, lowered suspension and a leaf-sprung Brooks leather seat. Shaw says you could have your own for £18,000 depending on the base bike and the parts you want.

The £18,000 Salt Flat takes its design cue from the 1930s



Standard H-D switchgear is powder-coated in brown to match the rest of the Salt Flat

## JOHNNY CASH SOFTAIL

► Based on a standard stock 2004 Nightrain, the Johnny Cash tribute is fitted with a 240 section wheel and rear swingarm assembly from Performance Machine. The front and rear are lowered, and more RSD parts are used including the seat assembly, handlebars and engine cover kit. The bespoke custom paintwork is by Image Design Custom. A similar bike would cost upwards of £25,000 depending on the donor bike and parts.

The standard stock Nightrain's front and rear have been lowered



Rear light is incorporated into the mudguard complete with Johnny Cash signature

# Drivers are told to think about riders



This rider's called Paul, y'know

Drivers are being encouraged to see motorcyclists as individuals in a new government ad aimed at making them more likely to notice us.

The TV ad shows riders with neon signs on their backs showing their name along with messages such as "shy retiring type" or "new dad". It's based on research which suggested drivers are more likely to notice us if they know a motorcyclist personally.

A voiceover at the end asks them to look out for us next time they're on the road.

The first TV ad was to be aired on Monday during ITV's Coronation Street in London and Emmerdale elsewhere. The campaign also includes radio, cinema and online ads.

Transport minister Paul Clark said: "Previous adverts have warned drivers to look out for bikes in specific situations such as at T-junctions or in their blind spots and showed the deadly consequences of failing to do so. This exciting new campaign goes a step further by asking drivers to reconsider the way they look at bikers."

A spokesman for Transport for London, which helped devise the campaign, said: "The aim is to get drivers to think about the person on the back of a bike as a real person rather than a 'biker' in a bid to cut down on the number of injuries."

A webpage dedicated to the campaign is at [www.dft.gov.uk/think/motorcycles](http://www.dft.gov.uk/think/motorcycles)

 Tell us what you think  
[www.motorcyclenews.com](http://www.motorcyclenews.com)



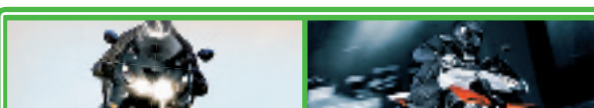
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\*All test rides are at the discretion of each individual dealer and are dependent upon riders meeting the qualifying criteria required by each dealer's individual insurance company. Test rides are also subject to availability of demonstrator stock from Kawasaki Motors UK.

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