

News Harley encourages younger riders



Special is based on £4k XL883 Sportster



Harley dealer aims to attract young riders



Roy Lichtenstein pop-art paint cost £2k

Harley youth plan spawns £6000 Sportster



HOW SHAW HARLEY CREATED THE BIKE

The tank and seat are from a Harley 48 for an 'old-school' look painted by Image Design Custom. Wheels are original but powder coated and the exhaust is a Vance & Hines Tracker. The fork legs have been treated with titanium nitrate for a gold effect. Shorter shocks lower the bike and Avon Speedmaster rubber reinforces the old-school look. Streetfighter bars come with Roland Sands risers and the triple clamp is also a Roland Sands item. Smaller detail touches include a custom rear light and indicators moved to the bottom of the swingarm.



Image shows CBF1000F £9,275.00 OTR

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► Custom 883 Sportster commissioned by Brighton DJ ► Result of pro-active Harley dealer employing a 'youth ambassador'

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This pop-art Harley-Davidson Sportster 883 is the first sales success in a British dealer's masterplan to get younger riders onto bikes.

The bike was built for Brighton DJ Casper Gaday after he was introduced to motorcycles by Shaw Harley-Davidson's youth ambassador Polly Taylor. She was appointed by the forward-thinking dealer in December 2010 in an attempt to encourage under-30s to get onto bikes.

Taylor, 21, told MCN: "I've always been into bikes because of my dad, and I spend a lot of time trying to explain to people that it's easier and cheaper than it looks. Casper's pop-art bike cost him £6000, but he assumed a decent custom bike would be £15,000 or more. I'm just trying to get that message across to people my age."

Taylor is a trainee solicitor and has created a campaign to work with Facebook and Twitter in her spare time. This is how she first met Gaday,



Shaw Harley's 'youth ambassador' Taylor

who then went to Shaw Harley-Davidson to discuss a personalised Harley. The end result is based on a £4000 2005 XL883 with £2000-worth of paint and new parts (see details above).

Steve Willis is the dealer principle at Shaw. He told MCN: "We are trying to break the mould and get new young riders into the Harley brand. Social networking with our 'Follow Polly' campaign is an avenue we're exploring - it's early days at the moment, but indications are looking positive."

"If all dealers found a youth ambassador, I think it would help motorcycling. We met Polly when she came along to a party, then I noticed later that on her Facebook page she was asking if any of her friends knew where she could hire a bike. I said 'do you want to borrow a Harley?'."

"We checked she was safe on a bike then loaned her a Sportster, which she then rode round to see all her mates. Two days later we had 15 under-25s in our showroom."

'A great initiative from Shaw Harley'



OPINION

John Westlake
Senior Editor

Many dealers quietly get on with attracting younger riders, whether it be through supporting racing or making their showrooms less intimidating to newbies. But Shaw Harley's initiative takes this to another level: imagine the long term benefit to motorcycling if every dealer in the country tried it...



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