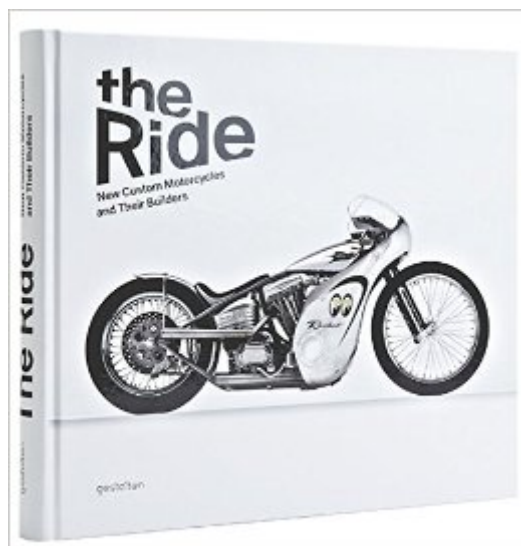


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# The Ride: New Custom Motorcycles And Their Builders



## Synopsis

The motorcycle is back! Similar to the fresh contemporary scene that has established itself around bicycles in the last few years, the motorcycle is currently undergoing an aesthetic rebirth. A young subculture worldwide is discovering the motorcycle as an expression of its personality and creativity. *The Ride* explores motorcycle riding as it is meant to be: as a means of getting around with attitude, as an extension of one's own body, as an expression of personal freedom, but also as a significant challenge to technical expertise, craftsmanship, physics, discipline, and driving skill. In the motorcycle scene of 1960s Britain, it was frowned upon to drive a motorcycle as it was produced in a factory. Following in this historical tradition, *The Ride* focuses on those who are creating customized motorcycles that come as close to one's own vision of how pure riding should be as possible. For example, the creative young people who are buying old, wrecked bikes on eBay, removing everything but the motor and frame, and then rebuilding them in ways that are as radical and subversively creative as they are knowledgeable and respectful of tradition. The archetypes of the new motorcycles created in this way--classic board racers, bobbers, café racers, and choppers--may very well be 30-50 or even 80 years old, but what is made out of them is new, not retro. Decked out with state-of-the-art disk brakes, LED lights, gears, and drive components, these machines are more agile, faster, more radical, and therefore more fun than anything produced in the past. *The Ride* features transformations such as a boring plastic motorcycle made in Japan in the 1990s turned into a slick café racer with an Italian feel, a soulless neo-baroque machine turned into an in-your-face scrambler, or an old find from grandpa's barn turned into a absolutely comfort-free hardtail with the coolest of sounds. The book also presents small, local custom motorcycle workshops from around the globe that have established themselves with sought-after products that inspire other builders worldwide. It features extensive profiles of pioneers including Walt Siegl, Wrenchmonkees, DP Customs, Cole Foster, Deus, Shinya Kimura, Ian Barry, and Uwe Ehinger and their very different ideas of how a motorcycle should be. The unique bikes created in their garages--sometimes made-to-order, sometimes in a limited series--are often technically superior, better thought-out, and simply more radical than those produced by larger manufacturers who need to appeal to a broader audience. The spirit of this young motorcycle scene is reminiscent of that of current bike frame builders or even today's new food subculture. It's about making, transforming, or designing something with your own hands. In this case, something that will get a person from A to B, that makes noise, smells, vibrates, and comes to life. What could be more exciting, more analog, and more satisfying?

## Book Information

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## Customer Reviews

We currently have two Vespas, but in all honesty my motorcycle ownership days are probably long gone. Other responsibilities have taken care of that. Thankfully, however, there are many, many talented and creative individuals around the world who will keep the spirit and idea of custom, one off motorcycles alive. It seems as if these craftspeople are able to take just about any make or displacement bike and make it something truly special. The ideas and designs are almost limitless. Some are true one offs, whilst others can be purchased, albeit for a whole lot of money, from the shop. Great photos and nice little interviews with many of the builders themselves are included. If you enjoy the world of motorcycles and also are partial to creativity and grand design, this book will not disappoint. Very well written with wonderful photos as well. A fine read and time very well spent.

This is a great coffee table book featuring some of the best contemporary builders from all over the world. Whether you work on motorcycles or just enjoy the occasional ride, this is a great look at some truly imaginative work.

If your soul is attached to the wings of two wheels with a motor this is the master tome. No other printed work combines the efforts and artistic ability of the builders with the inspired flawless photography. A must have for the hardcore and the newbe biker. Worth twice the price, a true bargain !

BIKEEXIF is a web site I check almost daily for few years now and I love it from the day one so it

was logical give this book a try. It fulfills and exceeded my expectations. Very good job done Mr. Chris (and others involved).

great book..actually quite a big book too which explained the bigger than expected shipping price. While the pages aren't glossy they are of a good quality and hubby finds it an interesting read... would recommend it. Actually it arrived 4 days earlier than expected...a bonus!

If you like art, engineering, style, motorcycling, or any combination thereof, this book is nothing short of pornographic. Hundreds of enticing images of bikes of all sorts captured just like models! While it does offer more cafe racer style bikes than others, there is a little bit of everything to keep any kind of enthusiast interested. What's more, Chris Hunter provides a perfect amount of personal/biographical information for the builders featured in this book and how they got to where they are. In my opinion, this is the ultimate present (for yourself or a friend) and you will find that you can't put it down!

This is a fabulous book which should be owned and read by everyone who turns around when they hear a motorcycle coming down the street. Truly, no motorcycle aficionado will have lived a complete life without reading this book. Wonderful photography and great insights into the philosophy of some of the world's most creative custom builders. Custom motorcycling is no longer just about American and British bikes but embraces the spectrum of two wheelers from every corner of the globe. Buy it and you will spend many happy hours inside its pages and it may well inspire you to build, or have built, a one off custom of your own. Doc Robinson, Heavy Duty magazine Australia.

First off, it's not all Harleys. Generally it's a book for people who understand the experience of motorcycling and have grown beyond the go as fast as humanly possible period of life. I keep it on my coffee table and pick it up daily. Most importantly, it makes me want to go for a ride.

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