

'HOG CALL'

The official NEWSLETTER of the Daytona Beach HOG Chapter

Volume 5

Edition 1

JANUARY 2021



A note from the Editor:

A quote from the late, great Phil Rizzuto 'HOLY COW, What a year it has been'! YES, 2020, it has been a year we all do not want to repeat. AND... **Nobody press the 'rewind' button.** There is no need to remember some issues, especially for all the negativity, social upheaval, looting and rioting of cities, paper towel and toilet paper shortages, the China 'WUHAN' Flu, also known currently as the CoVid-19 Influenza, the Elections and so much more that occurred in 2020, a year we won't soon forget.

On a lighter note, there's been a great amount of R & D and changes this past year with the mother unit, Harley-Davidson Motor Company in Milwaukee, WI. There's a whole new line of motorcycles that will soon be debuted on 21 JAN 2021. New ideas, new models, changes to existing motorcycles, additional electric bikes coming out and there's a line of H-D bicycles [electric models] that may catch your eye. So, stay tuned to the **Bruce Rossmeier Harley-Davidson website** and you'll start to see some of these changes real soon. Until then, ride often, ride smart, and ride safe. Make sure your motorcycle is in great condition for the 2021 riding season, as plans are being made now for a good Riding Year – 2021.

Richard 'STRETCH' Sawicki – Editor



Message from the Chapter Director

Mr. Paul Doolittle

Director – Daytona HOG

Fellow HOGs,

Thanks to the past Board for their efforts and support for the Group for the last two years. They have set us on a path for what is hopefully a bright future. The overriding theme going forth is just to get out and ride and have fun!

That is what we will be stressing in the coming year. To this end, there are a number of what I will call Sponsored Group Rides. These will be hosted by the Board and just be for the sake of getting together and riding. All of these will start and likely end at Destination. Either myself, or another Road Captain will be leading these and the route will be decided on that day. Again, just to get out there and ride!

There also will not be a regular monthly meeting- there will be ones during the early months, but they will be discontinued for the summer-technology is such that if something comes up, we should be able to handle it with emails etc. In these months where no general meeting is scheduled, there are a number of Group Rides that are on the calendar.

Finally, all meetings will be held at the Pavilion, with the exception of the Jan/Feb Board which are scheduled for Houligan's. This is for the safety of all of us.

I know I speak for all of the Board Members when I state we are excited for a great 2021!

Paul



Message from the Assistant Chapter Director

Mr. Fred Courtright

Assistant Director – Daytona HOG

Greetings to all my fellow HOG members,

This is my first article for the Newsletter as your Assistant Director. I am looking forward to a great year of riding and having fun with the Daytona Beach H. O.G. Chapter.

Bernadette and I joined Daytona Beach H.O.G. in January 2018 before moving here permanently in December 2018. Prior to that we were members of Indian Valley H.O.G. in Pennsylvania for 8 years.

People join HOG for the camaraderie and ability to spend time with other likeminded people, ride Harleys and just have fun. 2020 was a tough year, not many rides and get togethers. I am looking forward to a much better 2021.

I encourage each and every member to share your thoughts, ideas and options with not only myself, but each and every person on the Executive Board. If you do not like something don't just sit back and complain, make us aware of it as soon as possible so we can address it.

Fred



Message from the Chapter Secretary

Ms. Susan Doolittle

Chapter Secretary – Daytona HOG

Well, here we are with another great year starting out good, so far! Just a short note to let you know that Rory Burdine, serving as your Membership Chairperson, and a great job that he has done. He is asking to 'step-down' from this position for the upcoming year. I will be in-charge of taking all those applications in and processing them for the new year. Please go to the Daytona HOG website and print a copy of the membership application and bring it to the HOG meeting with your dues OR mailing it in with the current dues of \$20.00. Checks only should be mailed. Cash will be accepted at the HOG meeting.

Thank you for your cooperation

Susan



Message from the Chapter Treasurer

Ms. Bernadette Courtright

Chapter Treasurer - Daytona HOG

Happy New Year from your new Treasurer! A big shout out to past Treasurer Howard Robinson for a great job keeping our finances organized. Our Chapter By-Laws describe the Treasurer duties as follows:

- Receive all monies due to the Chapter
- Maintain and procure insurance as needed
- Maintain a record of all expenditures and issue checks/sign as needed
- Report to the membership the Treasury balance and other financial details as appropriate at each monthly Chapter meeting
- File the necessary state and federal tax reports
- Maintain the Chapter's non-profit status

I am committed to performing these duties in 2021 for our Chapter to the best of my abilities. I previously served as Treasurer for the Indian Valley HOG Chapter in Pennsylvania for the years 2016 and 2017 and am familiar with the obligations of the position.

My husband Fred and I moved to Daytona Beach in 2018 and have been members of the Daytona Beach HOG chapter since that time. Although I work full-time, I look forward to riding and getting to know you all during my down time!

Let's roll 😊

Bernadette

*As always, any active DB-HOG Member can see me about any Chapter Treasury Business,
or read the HOG Financial statement.*



Message from the Activities Director

Daytona HOG Roaring 20's Party!

There are a few changes since my last email about the party, so please read this update if you plan to attend and do not yet have tickets!

Join us at the Daytona HOG Speakeasy on Saturday, Feb 27th, 2021. You can purchase your Tickets at the Jan 23 and Feb 20th Chapter Meetings (cash, check, & credit cards accepted) or email activities@daytonahog.com to arrange a time to meet me at BRHD (cash or check only).

Last day to buy tickets is at the Feb 20th Chapter Meeting!

- **When:** February 27th, 2021 | 6:00 - 9:30 pm
- **Where:** Halifax Clubhouse, 3400 Club House Dr, Ormond Beach
- **Theme:** **Roaring 20's** (theme attire is optional)
- **Dinner Choices:** Salmon Teriyaki, Chicken Marsala, Prime Rib
- **Contests:** Best Theme Dressed, Charleston Dance-Off
- **Cost:** Members: \$25 pp, Guests: \$40 pp

And, of course, there will be door prizes, a cash bar, and live music!

New this year - you will be able to reserve a table! I will start reaching out to folks (in January) that have bought tickets to find out if you want to reserve a table. You can request a table for two, four, or six! **Halifax purchased new chairs that are larger, so the most they can fit at one table is six.** If there are others you want to sit near, I'll do my best to put you at neighboring tables.

Gail Smith

Daytona HOG – Activities Director

SORRY! . . . We had NO Winner!!!!

There was no winner for the last **'HOG CALL'** Newsletter that was sent out for November of 2020. Let's all hope for a better, safer and healthier new year of 2021

Good luck in finding **'YOUR Hidden Number'** in any of the future HOG Newsletters. There's a knack to hiding the number in many ways, so look closely and find that **'Hidden Number'**

HEY! You never know when it'll be your turn !!



Message from the Sponsorship Program

Hello fellow HOG members, I hope that all of you are doing well!!! With 2020 behind us - good riddance - looking forward to a healthy and more normal 2021.

As of this writing, 1/2/2021, I have sent out to all our current sponsors and as of this moment I think we have had a great response!! We have had 13 sponsors send back to us!! This is so awesome!!

As always, if you have some establishment that you think would like to be part of our program please let us know, I will get a letter out to them. Remember, this is not only for restaurants, feel free to reach out to lawyers, CPAs, real estate agents, gas stations, car sales and rentals etc...all are welcome to advertise with us.

Here is to a happy, healthy, and safe New Year!!!

Jackie & Randy Port
Sponsorship Coordinators



Our own HOG Treasurer, Bernadette, astride her H-D Softail RIDE!



Message from the Chapter Quartermaster

Greetings to all HOG members,

I will be taking orders at the regular January HOG Chapter meeting for the official HOG **Safety Green long sleeve 'T' [tee] shirts**. The current price is set at \$33.00 each [Chapter price] The printing as show will be the normal, large Chapter emblem on the back, and the HOG winged eagle patch on the front.

This is a much-desired shirt for the spring, summer and fall riding season so you can really "B-SEEN" on the highways and by-ways of Florida



There is a minimum of 24 shirts [all sizes] that must be ordered from the official HOG store [Norscot] and we are looking to place this order as soon as possible, so see me at the meeting so we can get a count for size and quantity that is desired.

ALSO, to note . . there are some great items for continued sale at the Quartermaster's table at each HOG Chapter meeting

Thank you

Richard 'Rich' Lemke

Chapter Quartermaster



Your 'eyes' need protection both from the sun and road debris when riding .. See the folks at the Dealership about the fine selection of stylish Harley-Davidson protective eyewear for men & women

**IF you are the 'lucky person' who finds
(your) the lucky number – do the following;**

Contact the Chapter Director – the Chapter Assistant Director OR the HOG Newsletter Editor as soon as you find it. Their information is on the Daytona Beach HOG Website

You will have up until the (end of) current Monthly Meeting to contact any one of these three Chapter Board or Staff personnel to claim your prize

Director - Paul Doolittle ✱ Assistant Director – Fred Courtright
HOG Newsletter Editor – Richard 'Stretch' Sawicki



Message from the Safety Director

Safety Article – HOG January Newsletter

By Safety Director- Mike O'Toole

Since I became more active in the Daytona Beach HOG Chapter about a year ago, I've made a point of attending the monthly parking lot practice (PLP) sessions as often as possible. They are held the first Sunday each month (be sure to check the HOG calendar for changes). The practice sessions are being held in either the parking lot across from J&P Cycles or the one behind Ultimate Seats.

We've had a couple of recent changes to who leads the sessions, but regardless, they are all well done. I improved my riding skills, as have others under the guidance of Dan Vassallo. Late last year, Dan decided to step down from that role to spend quality time with family. I personally want to thank Dan for his time and dedication to the safety of riders.

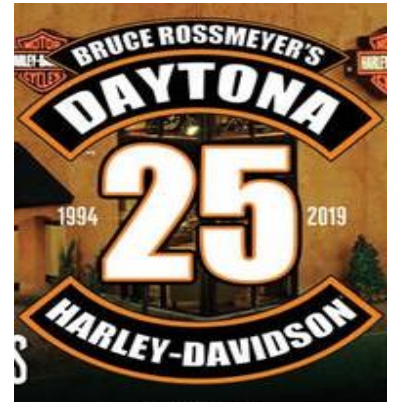
Rory Burdine and/or his wife have agreed to take over and coordinate the monthly PLP sessions. From time-to-time they have engaged the services of Bob Sivori of Ridemasters USA who has been gracious by providing first-class instruction and guidance. The first Sunday in January (yep January 4th) was the most recent PLP with a total of 6 riders participating. Yes it got "cold" as a front came through and it rained, but to quote Rory, "If you can't ride in the rain....you shouldn't be riding!"

If you've never attended a PLP session, I can tell you it is well worth the cost of your chapter dues! I've seen riders of all skill levels participate and improve some aspect of slow speed maneuvering. There are multiple exercises set up and riders are encouraged to attempt those that are likely to refresh and improve critical skills. Exercises include things like an off-set slow cone weave, the snowman, the intersection, and emergency braking.

The exercises are designed to improve skills that may not be used frequently, such as making U-turns on the street, object avoidance, approaching and navigating curves, and emergency braking. PLP sessions provide all of us the opportunity to refresh those skills or correct some (bad) habits that will make you a safer rider.

I hope to see you at the next PLP on **Sunday - February 7th**. Be safe out there!

Michael O'Toole



Jean Abeling

Customer Relations Manager
Riding Academy Manager

Bruce Rossmeier's Daytona Harley-Davidson

1637 N US HWY1 Ormond Beach, Florida 32714

Phone: (386) 671.7100 .ext 1311

Fax: (386)671.7086

Call or Stop-by the Service OR Parts Department for all your
Harley-Davidson motorcycle needs

The 'RIDE 365' Program

RIDE 365

For the year 2021, qualifying H.O.G. members now earn one point on their Harley-Davidson VISA card for every mile you ride on your H-D Motorcycle, up to 50,000 miles in a calendar year. That is up to \$500 in H-D Gift Cards from the Motor Company!

How will my mileage be tracked?

You must have your odometer mileage validated at your H-D Dealership at the beginning of the calendar year. After that, you can return to the dealership throughout the year to add to your total annual mileage.

Can I enter mileage myself?

To maintain the integrity of the program, mileage must be read and entered at an authorized Harley-Davidson Dealership.

Can H.O.G.® members start the program at any time during the year?

Yes. You may check-in your mileage at any time during the year. The annual program recognizes miles ridden from January 1 through December 31, so it's smart to check-in mileage at the beginning of the year.

How many times each year do H.O.G.® members have to check-in their mileage?

You need only to have your odometer checked in two times each year at the dealership – the first time to validate miles on or after January 1, and the second time is for a final annual total on or before December 31.

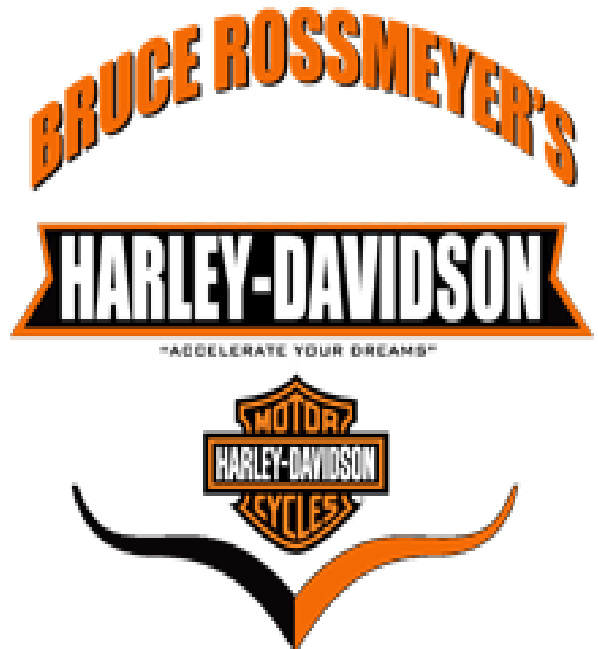
However, you'll want to check in with your dealership frequently to enter your updated miles so you can earn digital badges and add to your annual and chapter totals throughout the year. Adding your mileage will instantly update the H-D.com/hog website and your chapter totals.

*Please see Jean Abeling for more information
About the 'RIDE 365' program*



*Mr. Will Rossmeier - Vice President
Bruce Rossmeier's Daytona Harley-Davidson
Dealership HOG Chapter Sponsor*

**Mr. Will Rossmeier
386 – 671 - 7119**



A reminder that you can rent a fine motorcycle at Bruce Rossmeier H-D. Please see the staff at the dealership to make your arrangements and reservations.



Hi Everyone,

Hope you all had a great Holiday with Family and Friends. May this year bring lots of happiness and hopefully keep everyone safe and healthy. LOH had a great time with the gift wrapping at the dealership. We always have fun and enjoy wrapping presents. LOH's Xmas party was at Halifax Plantation this year and we had an awesome time. Some ladies were not able to be with us but hopefully next year we all will be together again. We are looking forward to these next months and planning a new venture we all can enjoy going to.

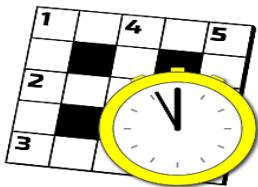
This year LOH dinner meeting will be held on the first Thursday of the month at Houligans Destination. Husbands are always welcome to meet at the guy's table near the bar. This year will be having our meetings Jan- May, and Sept - Nov. We have decided to have the summer off and Dec.

Ladies, you are always welcome to come and join us. The ladies get together and socialize and have our meeting. Hopefully, we can organize the Female International ride with the dealership but we need to see if this Covid will disappear for good. We are looking forward to putting rides together to go to some fun places that we were supposed to go to last year but we couldn't. Please check the calendar and the FB page of both Daytona HOG and LOH for upcoming rides.

Stay Amazing as always and remember it doesn't matter if you ride 2, 3, or 4 wheels - you are always welcomed through our door.

Let's make this an exciting year for ADVENTURE!!

Luv ya,
Marjie



That 'HIDDEN NUMBER'

*Is somewhere! you might try your luck at UP - DOWN - SLANT - BACKWARDS - ? ? ?
There's only ONE correct one • and you have till the end of the HOG meeting to claim it!*

<i>EXECUTIVE BOARD ROAD CAPTAIN MEETING DATES</i>	<i>MEMBERSHIP MEETING DATES</i> Please make note of date changes for <u>Monthly HOG Meetings</u>	Chapter Dealership Bruce Rossmeyer's H-D Mr. Will Rossmeyer Vice President 386 – 671 - 7119
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***NOTE: . . DUE TO COVID-19 PADEMIC ISSUES and GUIDELINES
ALL CHAPTER MEETINGS WILL BE ANNOUCED ACCORDINGLY***

<u>Executive Board & Road Captain's Meetings will be held accordingly as needed – Time & Location will be announced</u>	<u>Membership Meeting</u> <u>9:00 a.m. till 9:30 a.m. 'Meet & Greet'</u> <u>9:30 a.m. till 10:30 a.m. Meeting Time</u> <u>Membership Dues accepted after 01JAN21</u>
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Executive Board & Road Captains Meeting Houligan's Restaurant – 19 JAN 2021 5:30 p.m.	January HOG Chapter Meeting will be in the Destination Daytona Pavilion 23 JAN 2021 9:00 a.m.
Executive Board & Road Captains Meeting Houligan's Restaurant – 16 FEB 2021 5:30 p.m.	February HOG Chapter Meeting will be in the Destination Daytona Pavilion 20 FEB 2021 9:00 a.m.

Any & all meetings are open to the entire membership and participation is encouraged

>>>> "ANY & ALL MEETINGS ARE ANNOUNCED AS NEEDED" <<<<

**HOG Meeting will be held in the PAVILION at Destination Daytona –
UNLESS OTHERWISE POSTED IN THE HOG CHAPTER CALENDAR
Seating is provided OR bring your own (seating) folding chairs
(AND watch the weather to dress accordingly for temperatures)**

**Please: Keep checking the Official HOG Calendar daily for
any 'last minute' changes in Meetings - Rides, Start Times
and/or Location**



Message from the Chapter Chaplain

Our Beloved Hog Members,

We have been experiencing a degradation in lifestyle and healthcare challenges that this nation has not seen since 1917 with the viral epidemics of that age. We know that as Harley Riders, we all love the FREEDOM of the open road and riding with friends that we all have been missing for the past several months.

Carley and I have been praying that we all, including all of your immediate and expanded families, would get through this ordeal unscathed. Please know that we are available. If you have any prayer concerns or spiritual needs. Please feel free to contact us at 386-589-4448 or 386-589-4178

We will be excited when there will be a re-opening of the HOG Chapter Meetings, and we look forward to seeing, meeting and greeting you all there.

God Bless You !

Love, Ron & Carley Cain



Message from the Head Road Captain

I would like to start my comment by wishing everyone a Happy New Year. 2020 was a difficult year for many reasons and I look forward to a better year in 2021. As we all know the number of large group rides were limited last year. Most rides had between 5-8 bikes/trikes and were easier to lead as a road captain. With that said, I have had a couple of issues brought to my attention that needs to be addressed especially as the groups get larger. The 1st issue revolves around the space between bikes. We ride in a staggered formation and prefer trikes to be in right side of the lane to allow better visibility of the rear road captain. The spacing should be maintained at 2 seconds from the bike in front of you and 1 second from the bike to the right or left of you; unless that bike is a trike and then the diagonal spacing should be 2 seconds. This provides a little extra margin of safety as both the bike and the trike are sharing the number 2 lane in an emergency braking situation. If you are not comfortable riding that close feel free to add a second to the distance, but not much more. If the gap between bikes/trikes get much larger it will invite cars into our group, cause the group to be split up by lights and will lengthen the rubber band effect which then causes speed issues. If you are concerned about your ability to keep up, please talk with the lead road captain before the ride leaves. I have found that riding next to the road captain will help you keep up. The other option would be to ride at the end of the group. The tail road captain will attempt to coach you to close the gap, however, if in the rare instance, the tail road captain believes you are causing a safety issue and they are concerned for the group they will pass you when safe to do so and will discuss the incidence with me.

Head Road Captain (cont'd)

The 2nd issue has to do with speed and the excessive speed caused by the rubber band effect. Most road captains ride at the speed limit and use their cruise control. However, it has also been brought to my attention and I have also witnessed Road Captains leaving a stopped position and reaching the speed limit in seconds. Just because your bike can go from 0 to 60 MPH in 3 seconds, when you are leading a group, it is the number 1 cause of the rubber band effect and those in the rear of the group falling behind and increasing the gap. Road Captains need to pace their acceleration and ensure they are not leaving the group behind. Consider the Road Captain position as a train engine, you are pulling up 20 bikes with you. It would be nice if every bike starts moving at the same time but that is just not reality. As Road Captains, we need to consider if we are the cause for issue 1 above and make the appropriate change to our riding style when leading a ride. We are all volunteers, and as such we have accepted the duty to get everyone on the ride to the destination leaving anyone behind should be an extremely rare situation.

I hope we all have a great riding year and look forward to riding with you all.

Woody

Membership Application

Please go to the official website for the DAYTONA HOG and look for the application link, print the document and bring it to the next meeting with your dues [\$20.00] for the coming year, 2021.

PLEASE SUPPORT OUR 2020 SPONSORS

This year has been a challenge and there has been a change-up in the way we will be supporting all of our sponsors who gladly buy-in to our HOG Newsletter advertisements. We, Jackie & Randy Port, have solicited those same vendors, as well as new ones, to advertise in our Daytona Beach HOG Newsletter.

PLEASE, do your best in patronizing & supporting those who's businesses are there to support your great Daytona Beach HOG Chapter

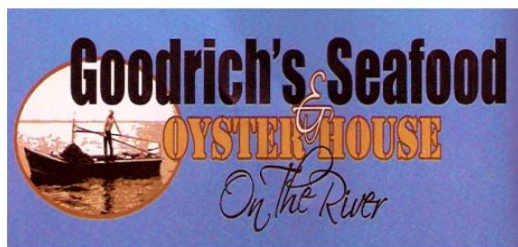
REMEMBER YOU CAN SUPPORT EACH and ANY VENDOR ANY TIME, ANY DAY and LET THEM KNOW YOU ARE THERE TO SUPPORT THEIR BUSINESS AS A 'HOG' member

Thank You . . . Jackie & Randy Port



2021

KELSEY's PIZZA 2021
2845 GARDEN STREET - TITUSVILLE, FL 32796
 Open: 11:00 a.m. to 9:00 p.m.
 (321) 268 – 5555



Goodrich's Seafood and Oyster House 2021

253 River Rd – Oak Hill FL 32759

386.345.3397

www.goodrichseafoodandoysterhouse.com



Lagerheads Bar and Grill 2021

2986 Ocean Shore Blvd
 Ormond-by-the-Sea FL 32176

386.265.1977

www.lagerheads.net



Blackwater Inn & William's Landing 2021

55716 Front St.

Astor FL 32102

352.759.2802

www.blackwaterinn.com



Ruthy's Kozy Kitchen 2021

618 Canal St.
 New Smyrna Beach FL 32168
 386.423.9656

www.ruthyskozykitchen.com



2021

Corky Bell's Seafood & Steaks at Gator Landing

185 S US Highway 17 – East Palatka FL 32131

386.325.1094

www.corkybellseafood.com



Tomoka Riders
 ABC Motorcycle Ministry

Ron & Carley Cain

Ormond Beach, Florida 32174
 (386) 441-8776
 abchandling@cfl.rr.com
 R (386) 589-4448
 C (386) 589-4178



Giuseppe's Steel City Pizza 2021

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386.761.4717

www.giuseppessteelcitypizza.com

Saints & Sinners Pub



hottest spot in town

2021

Saints and Sinners Pub

1635 N US Highway 1 – Ormond Beach FL 32174

386.671.7108

www.facebook.com/saintsnsinnerspub



2021

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3665 S Washington Avenue

Titusville, FL. 32780

(321) 567 - 3555



2444 Ocean Shores Blvd. 2021

Flagler Beach, FL. 32136

(386) 693 - 4839



2021

DOGS 'R' US

4200 S Washington Avenue

Titusville, FL. 32780

(321) 269 - 9050

RIDE MASTERS USA



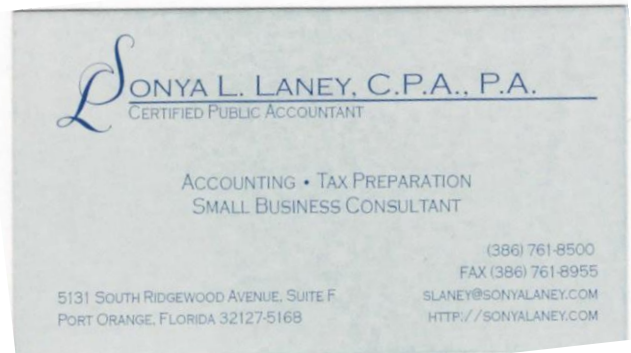
BASIC AND ADVANCED MOTORCYCLE TRAINING

BOB SIVORI motorman10647@gmail.com

(516) 330-0403

Professional Instructors – Attention to detail

2021



Sonya L Laney, C.P.A., P.A.

5131 Ridgewood Avenue – Suite F

Port Orange, Florida 32127

(386) 761 – 8500

2021

** * * RIDE 365 * * **

Do not forget this is a 'NEW' year and IF you want to be in the program, please see Jean Abeling at the H-D dealership so she may record your 'STARTING' mileage for 2021



Travis Tritt

WITH SUPPORT BY
PRYOR & LEE

APRIL 2ND 2021

DESTINATION DAYTONA PAVILION

1651 US-1, ORMOND BEACH, FL

FOR TICKETS **eventbrite**

SHOW DISCLAIMER
EVERYONE WALKING INTO THE VENUE WILL HAVE THEIR TEMPERATURE CHECKED. MASKS ARE RECOMMENDED. IF YOU ARE IMMUNE DEFICIENT WE ASK YOU DON'T ATTEND. WE WILL PROVIDE FREE MASKS AND HAND SANITIZER AT THE GATE BEFORE YOU ENTER. PLEASE KEEP YOUR DISTANCE WHEN YOU CAN.

See the Daytona H-D Website for more information



The NEW Bruce Rossmeyer
Harley-Davidson Poker Chip at the Dealership . . NOW

ONE THING IS FOR SURE
2021 WILL BE BETTER THAN 2020
HAPPY NEW YEAR
2021!

A vibrant display of colorful fireworks in shades of blue, purple, green, and red exploding behind the text.

Wishing you all good
things in this New Year!
Have fun, joy, peace,
love, care, luck and
success ahead! Happy
New Year to All my
Friends!



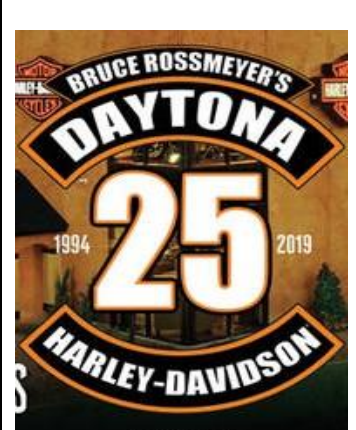
Daytona Beach HOG Administrative Staff



Marjie DeRose
Ladies Of Harley (LOH) Director



Rich Lemke
Quartermaster



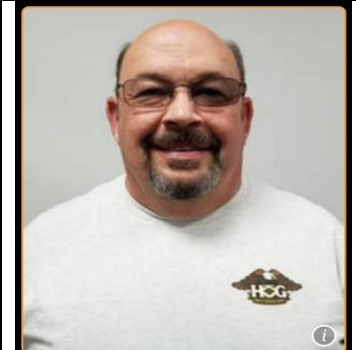
Ron and Carley Cain
Chaplain



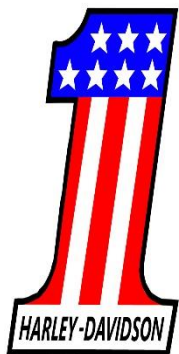
Bruce Cornelius
Sergeant-At-Arms



Norm and Jan Bogard
Welcoming Committee



Woody Smith
Head Road Captain



Mark "Skully" Klayman
Webmaster



Gail Smith
Activities Director



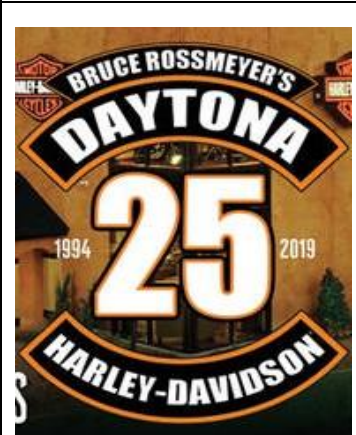
Michael O'Toole
Safety Director

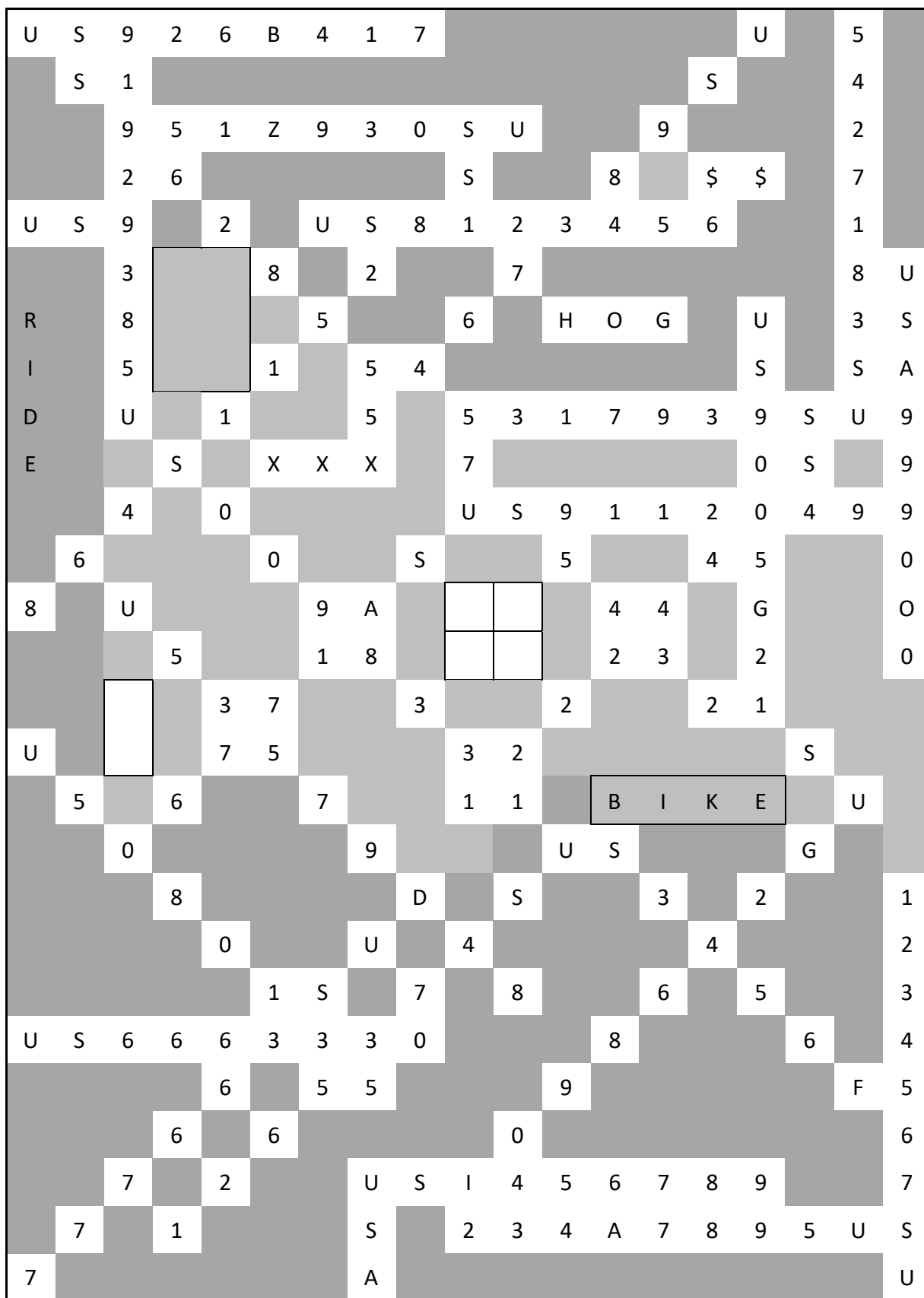


Jackie and Randy Port
Sponsor Program



Richard "Stretch" Sawicki
Newsletter Editor





SOMEWHERE . . . there is a number, the only number, the winning number

Winner will receive FREE Chapter membership for the 2022 calendar year

Continued articles on the Research & Development from

HARLEY-DAVIDSON MOTOR COMPANY

(Published 12-17-2020) After years in development, Harley-Davidson finally pulled back the curtain on its new lineup of electric bikes last month. The **Serial 1** bikes won't go on sale until spring 2021, but I got the chance to test-ride a few of them on a recent chilly afternoon in Brooklyn. And my initial impression is they totally live up to the hype.



© Photo by Andrew Hawkins / The Verge

A quick refresher for those who missed [the initial announcement](#): **Serial 1** is a standalone electric bike company that spun out from Harley-Davidson last October. Initially, **Serial 1** will sell four bikes, ranging in price from \$3,399 to \$4,999. The brand names are Mosh/Cty, a city bike, and the commuter Rush/Cty, which comes in three variants (regular, Step-Thru, and Speed). Each comes with a mid-drive motor capable of generating 250W of continuous power and hitting top speeds of 20mph — except for the Rush/Cty Speed, which can go faster. I'll admit, I was a little skeptical that Harley-Davidson could pull this off. When you hear about companies that specialize in combustion engine vehicles releasing their own electric bikes, most of the time, it's just a brand licensing deal. (Think [Jeep's e-bike](#) or those [Hummer bikes](#) from last decade.)

Other times, it's a much-hyped project that ends up falling victim to larger corporate forces, like [General Motors' Ariv e-bikes](#).

But this is not that. These are e-bikes designed and crafted by a dedicated team of bike enthusiasts inside Harley-Davidson's product development skunkworks. And that dedication and craftsmanship shine through in the final products.

Simply put, these are gorgeous bikes, with a clean design that threads all the wiring internally through the frame. The mid-drive Brose Mag S brushless internal motor was powerful and whisper-quiet. Both the motor and the battery are situated very low on the bike, much lower than normal. According to **Serial 1's** product manager Aaron Frank, this creates an extra low center of gravity, which improves the handling and cornering.



"Harley-Davidson knows as much or more than anyone about designing and engineering a great handling, very naturally responsive two wheeled vehicle," Frank told me.

"And all of those lessons from designing motorcycles about mass centralization, about consistent geometry, about ride handling, was applied to this vehicle, both at the design stage and in the testing stage."

I did most of my testing with the Rush/Cty Speed, which is the only Class 3 bike in the lineup. That meant a top speed of 28 mph, which had me frequently leaving *The Verge* video team in the dust. (Sorry, Becca and Alix!) Thanks to the Enviolo automatic gear shifter, getting up to that top speed felt effortless. I hardly realized how fast I was going before glancing at the modestly sized Brose digital display. (I really liked the petite Brose display; too many drivetrain makers opt for oversized displays that are mostly unnecessary. Less is more, in my opinion.)



I only had the bikes for a couple of hours, but it was my first experience with a CVT (continuous variable transmission) shifter. The rear hub Enviolo transmission is fully enclosed, electronically powered, and never needs maintenance. Using an app that connects to the bike via Bluetooth, you can set your ideal cadence so the bike always feels like it's in the perfect gear.

I didn't get a chance to futz with the settings, which was a little bit of a bummer because there were times I felt like I was spinning my legs like a pinwheel. Given more time with the bike, I would have loved to play around with that feature a little more and find the right setting for my riding style.

The Mosh/Cty and Rush/Cty Step-Thru come with 529Wh battery packs, while the Rush/Cty and Rush/Cty Speed come with the more powerful 706Wh packs. The same team that developed the batteries for Harley-Davidson [electric LiveWire motorcycles](#) also developed these batteries. The integrated batteries are mounted very low on the frame, which helps with the mass centralization and improved handling.

One of the things that really surprised me was how well the bikes handled off-road

I can't comment on the **Serial 1's** charging time or range estimates, as I didn't have long enough with the bikes to go the necessary limits. Depending on the power level, the Mosh/Cty is supposed to get 35–105 miles of range, while the Rush/Cty variants each get about 25–115 miles of range. That's a pretty huge disparity, but a lot will depend on what power level you're using. The higher the level, the less range you can expect.

One of the things that really surprised me was how well the bikes handled off-road, especially considering Serial 1 is marketing them (specifically the Mosh/Cty) as "the ultimate urban playbike."

Granted, this is only based on a few minutes riding over tree roots and wet leaves in Prospect Park, but the Rush/Cty Speed was nimble and handled better than expected. That said, I don't expect to be popping wheelies anytime soon like [the actor in the Serial 1-produced promo video](#) — at least not right away.

The tires are Schwalbe Super Moto-X, and they come in two sizes: 27.5 x 2.4-inch and 27.5 x 2.8-inch. But one of the bike's best features is a built-in 620 cubic-centimeter storage space at the base of the downtube, which should be enough room to store [an Abus folding lock](#). Think of it as your bike's glove compartment.

But forget all of that for a minute: are they worth \$3,000 to \$5,000? That's the real question. There are plenty of e-bikes — really good ones, too — that can be had for much cheaper. And those bikes don't come with all of the baggage of having the Harley-Davidson name on the chainstay.



Serial 1 won't be competing with budget e-bikes from Swagtron or Lectric or modestly priced e-bikes from [Rad Power Bikes](#), [VanMoof](#), or Blix. Rather, the company is taking aim at major manufacturers like Giant, Trek, and Specialized, which sell premium e-bikes for high-end customers.

Bikes from those companies sporting similar parts cost about the same as **Serial 1's** bikes. If Harley-Davidson wants to go helmet to helmet with those major manufacturers, it has the name recognition and cultural capital to do so.

"This isn't just about a short term, opportunistic grab at a moment in marketing or something," Frank told me. "We're very, very dedicated to building a permanent place for **Serial 1** in this bicycle business."

Comments, opinions, evaluations, and other findings written in this report are those ONLY of the writer (Report and Photography by Andrew Hawkins / The Verge)