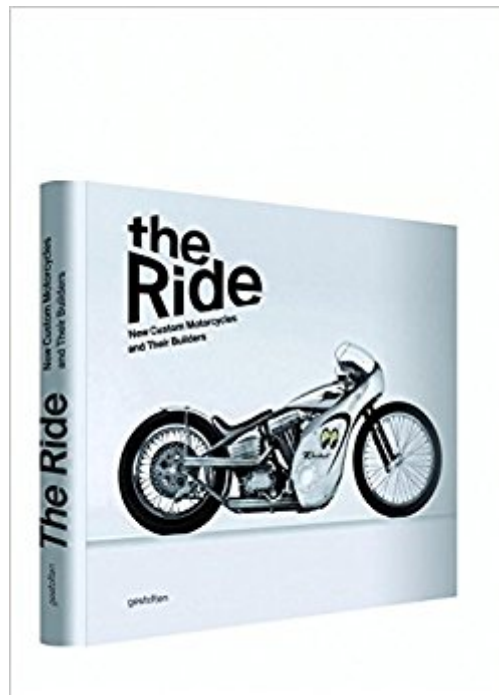




The book was found

# 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 an 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

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After a twenty-year career as a creative director, Chris Hunter quit the advertising industry to run the motorcycle website Bike EXIF. It's now the world's most popular showcase of custom bikes, with millions of pageviews every month and a passionate global following. Hunter has traded the bright lights of London and Sydney for the solitude of rural New Zealand, where the lack of decent broadband is made up for by magnificent riding roads.

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 newbie 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).

Excellent photography and design/layout. Write ups are informative but don't meander. Only real downside I found is the intro from the editor is a bit condescending. Degrades/mocks the chopper/custom scene in the late 90's to mid 2000's. Granted, not my favorite period in motorcycle customizing but it still comes off as a little childish. Other than that a good read and great photography

My husband saw this in a hotel lounge and had to have it. Ordered it right then and it was waiting for him when we got home. He loves it! Looks at it every night.

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.

Wonderful, inspirational publication for anyone interested in different types and styles of motorcycle customization, their roots, history and garages responsible.

I have purchased this book for 2 different people who have both really enjoyed reading it ...

I loved the bike exif site so I bought the book but it's just all the pics from the exif site!! ...?? Thought it would be something new it's not. Gonna regift it.

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