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Magazine

Feb 2011 #81 FREE



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Motorcycle News | Events | Product Reviews | Exclusive Biker Event Coverage | Test Rides | Biker Travels | Event Photography | Page 3 Babes | Events Listings | and more Inside ...

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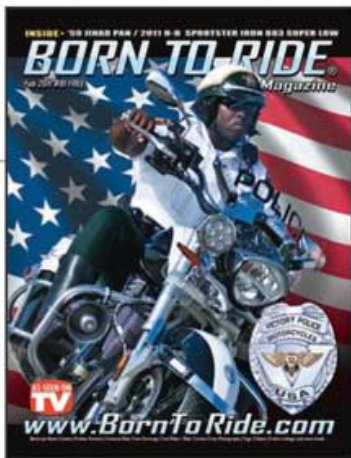
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Victory Police Motorcycles
www.VictoryPoliceMotorcycles.com
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 Cover Photo By Jesse Williams



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LETTER FROM THE PUBLISHER

This month we have an exclusive cover story on the all new Victory Police Motorcycle. It all came to life when my friend, Rob Cornelius told me about his new venture with Victory Motorcycles and I saw how excited he was about it. I asked Rob how could BTR help him and it just took off from there with logistics, communication and collaboration. The next thing I knew Mike Schultz, Director of Sales from Arizona, was in Florida and we made plans to meet and schedule a big production, marketing and promotion campaign. Check out the cover story this month as BTR brings you something pretty large. Our entire staff takes pride in these stories. We like to be on the cutting edge of the industry. We really do care and are out for more zoom and less gloom when we consider our brand romance of BTR and you the reader.

With this story, it also brings to light the recent deaths of law enforcement officers across the state. It makes us all feel sick. We are proud to have an officer on the cover of the magazine this month and may God bless all the men and women who are out on the streets protecting our lives. Let's all do what we can to raise funds for the families of these fallen officers. Bubba The Love Sponge is holding his annual Bikes for Badges Ride March 20th and could use your support. Show law enforcement that bikers really do care!

Let's not forget our military that are out there protecting our freedom abroad as well.

I hope you enjoy the coverage of Thunder By The Bay and Gibtown Bike Week. Two huge events we are proud to be a part of and I love when you can show the people and the fun that went on at the shows. It's all about you ...not us.

Thank you all for the great feedback about the BTR Saloon We are looking for a partner to get it going again, interested call 888-795-5779.

So read on and get Your Maintenance Minute, a shot of Craven Moorehead, Jihad's Pan, Test Ride a new Sportster, see what Fun Bike Center has guaranteed, do you know Action Jack? Ever see the Black Six? Are you going to Powerfest? So much more in the pages of Born To Ride.

Nothing sells our magazine like our magazine. It's about end game results so let BTR be your media sponsor with our multi-media punch.

Ron Galletti

"Truth is the cry of all but the game of few"

- Goerge Berkeley

BORN TO

THE MONTH OF LOVE

February, the month of love! Valentine's Day is an annual commemoration celebrating love and affection between intimate companions. So on February 14th, Happy Valentine's Day to all the sweethearts and moms reading this issue of Born To Ride.

We are happy to have Love Motorsports in Homosassa back--celebrating the month of love. (see their ad on pg 32) The Warlocks of Brevard are having their annual Valentine's Day Massacre Party Saturday, February 12th, and everyone is invited too! (see their ad on pg 54)

So whatever you choose to do don't forget about your sweetheart, or your good old mom, and



be good to them ... show them the love. It's the month of love, Happy Valentine's Day!

CHECK OUT THE NEW HIGH BALL FROM VICTORY



Donny from St.Pete Powersports wanted to give us a preview of the new Victory High Ball: It's stripped down, bare bones, a bold throwback--the all-new Victory High Ball rumbles down the road in the spirit of the classic bobber with an outright refusal to sacrifice performance along the way. Built piece by piece around the road-pounding 106 Freedom V-Twin, it's a ride with all

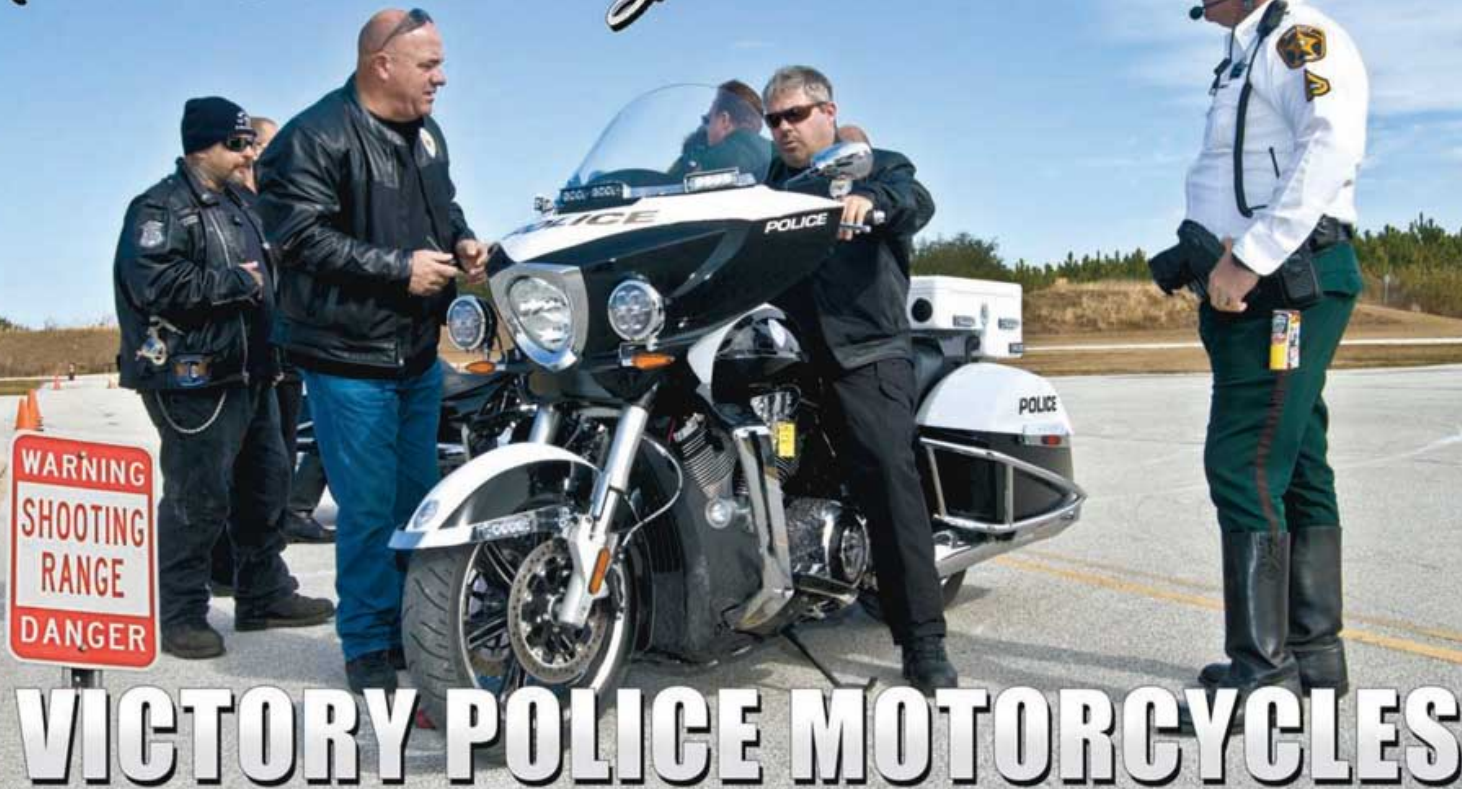
the power and agility you'd expect from a Victory. If you're a pure rider with a passion for old-school styling, this is the bike you fire up for the first time and never look back.

The High Ball is available in April, call Donny at St. Pete Powersports 727-456-6088 or www.stpetepowersports.com and order yours today!

It's Coming! Uncle Mikes BBQ & Grill

Check Out More Updated Daily News At BornToRide.com

Introducing



VICTORY POLICE MOTORCYCLES

In 2007 Arizona Victory was approached by members of the Tucson Police Dept inquiring as to the possibility of Victory offering a Police Motorcycle after several of their officers had purchased Victory's for their personal motorcycles. So after developing a 2007 Victory Kingpin with the assistance of and in cooperation with the Tucson Police Department whereby the Kingpin was built and put into service in 2008 in Tucson Arizona.

At that time it was discovered that a new platform was being released by Victory (A wholly owned subsidiary of Polaris Industries) that would change Motorcycle handling and performance with the latest innovations to come out in over 50 years.



Victory Police Motorcycles (VPM) was then formed in 2009 and the process begun on developing a Victory Police Motorcycle on Victory's latest C.O.R.E. platform. VPM then surveyed over 2200 Motor Officers gaining invaluable feedback

and confirmation of what had been learned from our local Police officers. Officer Shawn Ramsey (19 year veteran) of the Tucson Police department and VPM's test rider/designer then spent countless hours and miles testing and developing the unique switches, controls, protection and features of the Victory Police Motorcycle.

"After over 23 years of involvement with Law Enforcement (and selling Victory Motorcycles for retail) I felt I could offer a police motorcycle that was safe, fast, and reliable. My desire was to offer the most economical, most dependable, and best of all-- an American made motorcycle to the ladies and gentlemen that serve and protect."

Nita Buckner

CEO - Victory Police Motorcycles

That statement states the philosophy behind the new police motorcycle that is currently causing a national buzz in the LEO communities. We had to find out more on this new bike, or in this case two new bikes from Victory Police Motorcycles. Born To Ride's longtime friend Rob Cornelius (Eastern US Rep) invited us last month to attend a demonstration for their new police motorcycles. Off we went to Polk County Sheriff's Training facility in Lakeland, FL to observe law enforcement officers testing the new American made Victory Police Motorcycles' Commander I and Commander II.

Rob gave us a little background on his involvement with Victory Police Motorcycles. "We came to train with deputies and police officers from several police agencies around Florida-- including Minnesota. I came aboard the Victory Police Motorcycles team when Mike Schultz asked me to try the bikes out. After I road them I was hooked ... let's just say you are watching history

in the making. The comfort, power, handling and stopping power of these bikes are amazing, and they will be infiltrating police departments across America ... and Canada."

Director of Sales Mike Schultz and CEO Nita Buckner are the creative forces behind Victory

"LET'S JUST SAY YOU ARE WATCHING HISTORY IN THE MAKING. THE COMFORT, POWER, HANDLING AND STOPPING POWER OF THESE BIKES ARE AMAZING, AND THEY WILL BE INFILTRATING POLICE DEPARTMENTS ACROSS AMERICA ... AND CANADA."

- ROB CORNELIUS -

Police Motorcycles, after being prodded to create a more agile and low maintenance police motorcycle



by numerous motorcycle cops they did something about it. "We've had different police departments test the Commander I and Commander II-- and they're coming away pretty impressed--they're looking at the new American police motorcycle. The Commander I and Commander II are based on the Victory Cross Country and Cross Roads series platforms. Polk County Sheriff's Department has an order in; they should receive it in 60 days. We're going to get a lot more orders coming forth!"

Mike was asked about the timeline of these new police motorcycles. "We started development with these motorcycles about 4 years ago-- starting with the Victory Kingpin platform and ended up using the Cross Country and Cross Roads platforms last year. After a couple of years of development we have a bike that we think is hands-down the total package when talking police motorcycles. The performance, quality, and amenities that come with these bikes cannot be beat! We're the only ones offering a 5-year unlimited mile warranty on the motorcycles. They come completely up-fit - there's no need to go out and have your bike sent out to be wired, they come complete with everything on them. You get a tremendous options list with this motorcycle so we think it's a whole new way police departments and municipalities will look at purchasing motorcycles for their fleets."

What about cost? "The best thing that they're going to really like once the bikes are in their fleet is the total cost of ownership. The total cost will

be a fraction of the current bikes that are on the market. These bikes are so low maintenance, so easy to maintain they will be astonished by the low cost of the motorcycles."

The Victory Police Motorcycles tour has just finished a Texas tour; Mike explains the reception the Commander I and Commander II are receiving. "We just left Texas--we did several

**"AFTER A COUPLE OF YEARS OF DEVELOPMENT WE HAVE A BIKE THAT WE THINK IS HANDS-DOWN THE TOTAL PACKAGE WHEN TALKING POLICE MOTORCYCLES"
- MIKE SCHULTZ-**

stops in Texas, Dallas was very receptive. We are in Florida for the month of January--also a motorcycle cop from St. Paul, MN came down to Florida so he could test the bike. Our bikes are shipping into Canada, right after June they'll be

getting their bikes. We are heading over to the West Coast shortly to do a bunch of demos - we've got departments lining up for these bikes!"

Mike went on to explain how the concept of the Victory Police Motorcycle came into existence. "We had a lot of motor officers who owned Cross Country and Cross Roads bike -- it was their idea to have the Victory platform as a police bike because of its reliability and performance. After a tremendous number of hours, meetings, surveys and information gathering from Motor Officers not only in Tucson but from around the U.S., the Kingpin was built. During that time, Arizona Victory had discovered that Tucson Police Department had been looking for a custom style looking motorcycle to use as public relations for a motorcycle safety awareness program sponsored by the Arizona Governor's Office on Highway Safety. Arizona Victory went back to the motorcycle giving it more of a classic custom look to draw the public to the bike and the program. The motorcycle was delivered to the Tucson Police Department early in 2008. The motorcycle was a great hit with the public, as we were getting phone calls of sightings of the elusive Victory Police Motorcycle. The input received about the motorcycles abilities and the officer's likes and dislikes have been a tremendous benefit to Victory and Victory Police Motorcycles in the development of Victory Police Motorcycle's "The Commander" the New American Police Motorcycle. Read about the Commander I and Commander II on its own separate pages."





"We have a couple of officers on staff; our CEO Nita Buckner was smart enough to bring together a talented team of people to help put the whole package together. Everyone who rides these bikes realizes these bikes were built for motor officers by motor officers. The Commander I and II are not just packages of switches with everything thrown together - they are well thought out--the functionality, the simplicity. People are astonished when they view and then ride the bikes. As a matter of fact JD Powers and Associates have rated Victory Motorcycles number one in reliability; these bikes are super-dependable. The bikes have been on the course for 7 hours and the engines are not hot-- no clutch failures, no fading--these guys are totally impressed!"

After the day was done Rob Cornelius went around to survey the police officer's opinions of the Commander I and Commander II.

"It's a very impressive machine; I like it--smooth in the turns, smooth in the corners--definitely takes some getting used to because I ride differently on the handlebars. You're actually sitting down in the bike instead of sitting up on top of it - once I got used to that--the clutch throw and brake - the riding started to get better for me. The bike is impressive, I'm impressed!"

Polk County Deputy Neil

"I think it's a very good bike - very smooth and easy to ride. The power on the bike is strong - very fast - nice ride ... and the braking is great; you hit it and it's there."

Polk County Deputy Motor Sgt. Page

"It's a nice bike; I enjoyed riding it--it's got a lot of features that interest me. I am interested to see if Polk County acquires more of these bikes ... if so I look forward to it."

Polk County Deputy Sgt. Gorick

"I took a survey online at Victory Police Motorcycles and read that they were coming to Florida. I came on my own dollar to see if these bikes were as good as the hype. I love to ride and I wanted to try out a new bike. ...I want one now--please! I've ridden nothing else like them. These bikes are smooth - real fast--the attention to detail is second to none. Everything on this bike is made for a cop - I'll take it! When I get back I'm going to give my department the pitch to buy one (more will follow!)--I'm all for Victory Police Motorcycles at this point."

St. Paul PD Officer Dick

Lead Police Officer Jim Kneup, Tucson PD (Ret) has been with their department for 38 years, Rob asked him to tell his Victory Police Motorcycles tale. "I got involved with Victory about 4 years ago and road the product; I was

impressed with its style and performance. I went to Mike, he was talking about the Victory Vision that was ready to come out (it has a 106 motor and 6-speed). I went to the factory to see what the company was all about and the quality of product they were producing. I was so impressed that I paid \$1,000 deposit and when the one came to Arizona I bought it. About 3 years ago I asked Mike to get into the Police line. He subsequently came up with the Kingpin version, which he donated to the Tucson Police Department. We used the bike for about 2 years - its reliability has been stellar and I've been involved with Mike and the development of these two bikes. Since my retirement last June, I've decided to assist Mike traveling the country and showing these bikes to different police departments around the nation. The guys in Dallas Texas were impressed with them-- they kept the bikes for a day with instructions to beat it up. They found out that they are bulletproof!"

Sorry readers, but this bike is for LEOs only, so we have to ride vicariously through our friends in uniform. What we did take away is a strong sense there may be a new sheriff in town and his name is Victory Police Motorcycles. **To find out more about Victory Police Motorcycles call Rob Cornelius (Eastern US Rep) 863-559-7544 or visit victorypolicemotorcycles.com.**