"CCN" BMWMOC's Quarterly Newsletter

BMW Club
Motorcycle Owners
of Cleveland

Cleveland Club News

Spring 2018

Mother Nature finds
A cure for
PMS:
(Parked Motorcycle
Syndrome)

It's called
SPRING!

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BMW MOC

BMW Motorcycle Owners of Cleveland, Inc.

www.bmwmoc.org

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A commercial advertising rate schedule is available upon request. Communications for CCN should be addressed to: Cleveland Club News, c/o Pat Corrigan, 130 Norman Ave., Avon Lake, OH 44012. Please submit your articles and photos either electronically to fotopat@aol.com or via digital media to the above listed address.

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From the Editor

Pat Corrigan

The year-end holiday season has come and gone, as have the annual IX Center bike show and groundhog watch. Fish fry season is under way, another marker on the calendar that brings us that much closer to the time of year most anticipated by motorcycle riders in the Midwest. In recent weeks, Mother Nature, in her own fickle way, has teased the residents of the North Coast with short bursts of mild weather; brief visions of what we have to look forward to in the weeks and months ahead. Income tax returns are on their way as shopping lists of bike bling and riding gear grow longer than the government refunds will cover.

Road maps and travel brochures are already showing signs of wear and tear as travel plans have been well under way, this, another part of the winter routine that helps pass the time during the cold winter months and a way of keeping hope alive in the hearts of riders, long weary of the weather even as the first snowfall fades.

Along with your bike preparation To Do List of tire and oil changes, don't forget the rider preparation aspect. Perhaps it is time to consider a MSF refresher course to brush the dust off those dormant riding skills. If not already done, register for those mileage contests you favor and don't neglect to reinstate your motorcycle insurance if necessary. And finally, if planning a long trip for the first time or the first time in a while, or with a new bike, take the time to review your packing list and to do a practice run to dial in your gear packing technique and to get used to long days in the saddle. A prepared rider is a happy rider.

ATGATT

CCN 2018

The CCN will be published quarterly, at the beginning of each season. We welcome and encourage member submissions.

Deadlines for submissions are:

Spring CCN	**March 15**
Summer CCN	**June 15**
Fall CCN	**September 15**
Winter CCN	**December 15**

The BMW MOC is Chartered Club #196 with both the BMW MOA and the BMW RA national organizations. The BMW MOC is a Not-For-Profit Corporation of the Great State of Ohio consisting of about 175 riding enthusiasts mostly in the Northeast Ohio Area.

The Club is an active group with a common interest in BMW Motorcycles and the people who ride them.

President's Message

Leo Buckon

Contending with the Winter Blahs!

As I get older, the winters in Northeast Ohio seem to get longer. I try to keep the winter interesting. I have fun skiing. We stayed in a cabin with an in cabin hot tub at an Ohio State Park in February. I've even have been down south on business twice since the year began. Yet the winter goes on forever. The winter blahs were making it difficult to find inspiration to write a few notes for this Club Newsletter. Then, my digital copy of Easyriders showed up in my email today. I flipped through page after digital page with photos of people enjoying motorcycles, sunshine, roads without potholes and the camaraderie of others riders. It raised my spirits reminding me that the riding season is almost here and it won't be long before we are on the road again and after a long day of riding, kicking back and sipping a few cold ones while we swap stories.

The club Road Captains and officers have been working diligently this winter to put together a great riding season for all of us to enjoy. Details on upcoming club events and rides can be found elsewhere in the newsletter and online at the **BMW MOC club website**. But the best way to find out what is going on is to come to meeting on April 5th at the Oak Barrel Restaurant. It will be both informative and a fun night out.

On a final note: One thing I noticed in the April issue of the Easyriders pictorial guide to the "biker lifestyle" was how many photos of there were of our beloved BMWs in amongst the Harley-Davidsons. The Easyriders Bike Show in Sacramento had a few highly modified BMW airhead motorcycles for folks to admire. The **Moto Beach Classic**, sponsored by Roland Sands Designs, featured a number of new and old BMW models on display and in the riding events. I've read Easyriders magazines for many years and don't recall an overseas brand appearing so prominently in an issue. As Bob Dylan sang "The Times They Are A Changing."

Leo Buckon

Holiday Greetings

Calendar of Events

Visit the calendar on the BMW MOC web site for an updated list of events, dates, locations and times.

Membership Meeting
March 1, 2018 @ 7:00 p.m.
The Oak Barrel
5975 Canal Road, Valley View, OH 44125

High Voltage Indoor Karting
March 10, 2018 , 7:00 p.m. - 8:30 p.m.
333 Foundry St., Medina, OH 44256

March Moto Madness
March 22 - 25, 2018
801 Steer Creek Road , Tellico Plains, TN

Adventure Motorcycle Video Screening
March 24th at 1:15 pm at Sills Motor Sales
1901 Brookpark Rd., Cleveland, OH 44109

BMW MOC Directors Meeting
March 29, 2018 at 7:00 p.m.
The Oak Barrel
5975 Canal Road, Valley View, OH 44125

Membership Meeting
April 5, 2018 @ 7:00 p.m.
The Oak Barrel
5975 Canal Road, Valley View, OH 44125

Ohio Regional RA Spring Campout
April 27 - 29, 2018
Kokosing Valley Camp & Canoe
25860 Coshocton Rd., Howard, OH 43028

Membership Meeting
May 3, 2018 @ 7:00 p.m.
Geauga Park District - Katydid Shelter
16780 Savage Rd., Chagrin Falls, OH 44023

Great Hopewell Road Rally
May 4 - 6, 2018
Happy Hills CG, 22245 State Route 278
Nelsonville, OH

European Riders Rally
May 17 - 20, 2018
Dr. Schickel City Park
Upper River Street, Burkesville, KY

BMW Battlefield Memorial Workers Rally
May 18 - 20, 2018
Gettyburg, PA

Ohio Bike Week
May 24 - 28, 2018
Sandusky, OH

BMW MOC Directors Meeting
May 31, 2018 at 7:00 p.m.
To Be Determined
Location

Americade
June 4 - 9, 2018
Lake George, NY

DirtDaze Adventure Bike Rally
June 6 - 9, 2018
Lake Luzerne, NY

Membership Meeting
June 7, 2018 @ 7:00 p.m.
To Be Determined
Location

BMW MOC Rolling Rally
June 8 - 10, 2018
Radisson Hotel, Clarion PA

Ohio RA Rawiga Road Camp-out
Rawiga Road- The Ringstmeiers
8988 Rawiga Road, Seville , OH

BMW MOC Spring Campout
June 29 - July 1, 2018
A-1 Twin Valley Campground,
Carrollton, OH

AMA Vintage Motorcycle Days
July 6 - 8, 2018
Mid - Ohio Sports Car Course, Lexington, OH

BMW MOA 2018 International Rally
July 12 - 15, 2018
Iowa State Fairgrounds
Des Moines, IA

WV Mountain Mayhem - GS Giant 2018
July 16 - 19, 2018
Milleson's Walnut Grove Campground
1971 Milleson Road, Springfield, WV 26763

BWM RA 2018 National Rally
July 19 - 21, 2018
Tioga County Fairgrounds, Wellsboro, PA

Mama Tried's Flat Out Friday
July 27, 2018
Wolstein Center, Cleveland, OH

Fuel Cleveland
July 28th, 12 - 8 pm
Ingenuity Center / Skidmark Garage
5401 Hamilton Ave., Cleveland, OH 44114

Easyriders Rodeo Tour
August 30 - Sept. 3, 2018
Ross County Fairgrounds, Chillicothe, OH

Finger Lakes Rally
August 31 - Sept. 3, 2018
Watkins Glen Hidden Valley Group Camp
Watkins Glen, NY

Annual Four Winds BMW Rally
August 17-19, 2018
Redbank Valley Municipal Park
New Bethlehem, PA

Wailin' Wayne Weekend
September 6 - 9, 2018
New Straitsville, OH

The Distinguished Gentlemans Ride
September 30, 2018
Cleveland, OH

Ohio RA Halloween Camp-out
Oct, 19 - 21, 2018
Tappan Lake Park
84000 Mallarnee Road, Deersville, OH 44693

Check the BMW MOC Website Calendar for more & current information and updates. Send event info to fotopat@aol.com

Wednesday Morning Breakfast and Ride

Each Wednesday we meet for breakfast at **Bob Evans** located at:

266 Highland Road E, (Rt. 8 & I-271), Macedonia, OH 44056

Club members usually arrive before 9 and by 10 we are ready to ride.
If it's lousy weather, we just go home, or maybe not. We decide at 10.
At least come out for breakfast.

2018 National Rallies

The 2018 BMW MOA International Rally will be held at The Iowa State Fairgrounds in Des Moines, IA from July 12 - 15, 2018.

RALLY **REGISTRATION** IS NOW OPEN!
REGISTER TWO PEOPLE FOR $99 DURING THE MONTH OF FEBRUARY (OR ONE PERSON FOR $55)

Join the GS Giants at the WEST VIRGINIA MOUNTAIN MAYHEM event July 16-19, 2018 at Milleson's Walnut Grove Campground located in Springfield, WV.

Following their rally in West Virginia, the GS Giants will head north to the BMW RA Rally in Wellsboro, PA where they will continue their points competition.

For more info, contact:
Lori Payne via email at lpayne@payneff.com
Or (phone: 818-414-8324)

A rider's rally of discovery and touring awaits you from July 19 - 22, 2018 in the Pennsylvania mountains and back woods at the 2018 BMW Riders Association International Rally in central Pennsylvania, home of some of the finest riding roads in North America. The roads in the Keystone State are extraordinary, well-paved and extremely rural. Pennsylvania hosts more small highways and byways than any other state in the country. Little towns and villages are connected by both paved and unpaved roads, with plenty of picturesque farms, hills, mountains, and covered bridges that pepper the landscape.

Pre-register **HERE**!

Video Screening

Sill's Motor Sales

cordially invites it's BMW MOC friends and customers

to a screening of a DVD showcasing the

adventure motorcycle travels of Cleveland

businessman and entrepreneur

Dan T. Moore

Saturday, March 24, 2018

Screening begins at 1:15 PM

Snacks will be served

Antique Motorcycle Exhibit

18th Annual Antique Motorcycle Exhibit at the National Packard Museum

The National Packard Museum's 18th Annual Antique Motorcycle Exhibit, "The Motor", runs through May 20, 2018. This year's exhibit features twenty five vintage American, European and Japanese motorcycles along with nine different motorcycle motors. Exhibit highlights include the only known existing 1902 Sylvester & Jones, a highly sought after 1947 Harley-Davidson Knucklehead, and a unique 1957 Ariel "Square 4" with two crankshafts.

This year's exhibit traces the evolution of the motorcycle engine, which dates back to 1885 Germany, when Gottlieb Daimler mounted a single-cylinder Otto-cycle engine onto a bicycle frame. The first successful production motorcycle, introduced by Hildebrand & Wolfmueller in Munich, Germany in 1894, was powered by a water cooled parallel-twin engine.

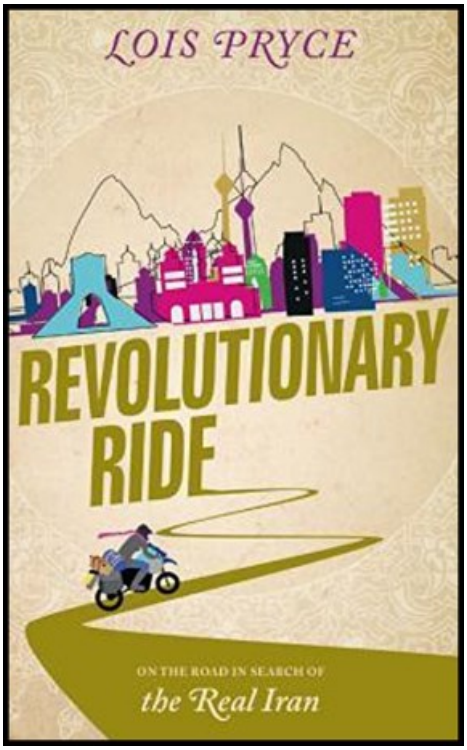
Motorcycle production was revolutionized in 1895, when the French manufacturer DeDion-Buton introduced a lightweight four cycle internal combustion engine suitable for motorcycles. The DeDion-Buton engine design was licensed to more than 150 manufacturers and was copied by many other makers including Indian and Harley-Davidson.

While their basic designs remain unchanged, motorcycles evolved throughout the 20th Century with advances in engine technology and manufacturing methods. The exhibit will compare and contrast various motorcycle motor configurations from the simple single cylinder, the popular V-Twin, to the high performance four cylinder motors used on sport bikes.

The National Packard Museum is open Tuesday through Saturday from12:00pm to 5:00pm, and on Sunday from 1:00pm to 5:00pm. Admission is $8.00 for adults, $5.00 for seniors (65 and older), $5.00 for children (aged 7-12), and children under 7 are free. Cameras and flash photography are welcome. For group rates or more information, please call 330-394-1899.

The museum is located at 1899 Mahoning Avenue N.W., Warren OH 44483

Book Review



Revolutionary Ride by Lois Pryce

In 2011, at the height of tension between the British and Iranian governments, travel writer Lois Pryce found a note left on her motorcycle outside the Iranian Embassy in London:

> *I wish that you will visit Iran so you will see for yourself about my country. WE ARE NOT TERRORISTS!!! Please come to my city, Shiraz. It is very famous as the friendliest city in Iran, it is the city of poetry and gardens and wine!!!*
> *Your Persian friend,*
> *Habib*

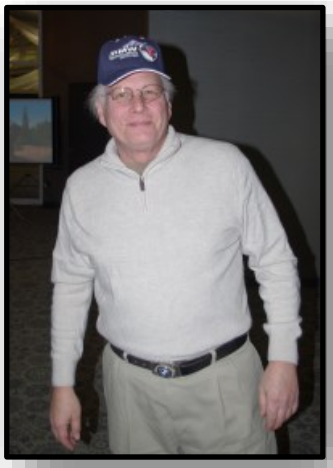
Intrigued, Lois decides to ignore the official warnings against travel (and the warnings of both her friends and family) and sets off alone on a 3,000 mile ride from Tabriz to Shiraz, to try to uncover the heart of this most complex and incongruous country. Along the way, she meets carpet sellers and drug addicts, war veterans and housewives, doctors and teachers - people living their ordinary lives under the rule of an extraordinarily strict Islamic government.

Revolutionary Ride is the story of a people and a country. Religious and hedonistic, practical and poetic, modern and rooted in tradition - and with a wild sense of humor and appreciation of beauty despite the comparative lack of freedom - this is real contemporary Iran.

Holiday Party

Holiday Party

Woodside Event Center
Broadview Heights, OH
January 13, 2018



Mike Sikora receives 2nd place MoCal Trophy.

Roger Pivonka receives 3rd place MoCal Trophy.

See all of the Holiday Party pictures [HERE](#).

2017 MOCAL Winners

Mike Kanczak ran away with 1st Place honors in the 2017 MoCal Contest. As if that were not enough in the raffle, he won a new touring jacket, donated by our sponsor Cycle Gear of North Olmsted, OH.

2017 MoCal Standings

1st Place	Mike Kanczak
2nd Place	Michael Sikora
3rd Place	Roger Pivonka
4th Place	Paul Koontz
5th Place	Pat Corrigan
6th Place	Bob Gruntkowski
7th Place	Bill Penney
8th Place	Wally Gingrich
9th Place	Sandy Valois
10th Place	Pete Menczer

2018 MOCAL Points

RESIDENCE MEETING	Hold monthly meeting at your home ..... 15 Pts.
ARRANGE MONTHLY MTG.	Contact restaurant/bar ..... 5 Pts.
ATTEND MONTHLY MEETING	Show up, sign attendance sheet ..... 1 Pt.
RIDE TO MONTHLY MEETING	Attend after arriving on two wheels ..... 1 Pt.
BRING GUEST TO MEETING	Bring guest, sign attendance sheet ..... 1 Pt.
NAME TAG DISPLAYED	Wear your name tag at club event……..……1 Pt.
MEETING ACTIVITY	Conduct 50/50 or raffle ..... 2 Pts.
BOARD MEETING	Hold board meeting your home ..... 10 Pts.
	Attend Board Meeting……..……5 Pts.
RALLY CHAIRPERSON	Micro Rally & Oktoberfest.. ..... 25 Pts.
RALLY TASK LEADER	Perform rally task to assist chair ..... 5 Pts.
RALLY TASK VOLUNTEER	Help out as required at rally ..... 2 Pts.
BOARD MEMBER	President, Vice President, Secretary, Treasurer, Directors,..... 10 Pts.
ROAD CAPTAIN	Take on club ride and function responsibilities……..…25 Pts.
NEWSLETTER EDITOR	Create quarterly newsletter ..... 25 Pts.
STORY/REPORT FOR CCN	Submit story for newsletter ..... 3 Pts.
RIDE*LEADER	Lead rides from breakfast or rallies ..... 3 Pts.
RIDE LEADER BONUS	Lead more than 3 bikes, report names ..... 2 Pts.
RIDE PARTICIPANT	Ride with leader of above ..... 1 Pt.
RIDE PARTICIPANT BONUS	Attend ride with 3 or more bikes ..... 1 Pt.
LARGE GROUP BONUSES	More than 5 bikes…..... 2 Pts.
	More than 8 bikes ..... 4 Pts
	More than 12 bikes……..……5 Pts
BREAKFAST ONLY	Attend breakfast, no ride ..... 1 Pt.
CLUB COMMITTEE HEAD	Membership, Ads, Country Store, etc. ……..……5 Pts.
COMMITTEE ASSISTANT	Aid committee as needed ....……..2 Pts.
BMWMOC GRAND TOUR 2018	Turn in a photo of yourself and/or your machine next to a sign designating town with an animal, bird or insect name as part of the town/city name location……..……3 Pts.
BANNER PHOTO	Submit group photo at a m/c function, rally, ride ……..…3 Pts.
	Display club banner or neckerchief at function……...3 Pts.
WEBMEISTER	Maintain club web site..... ..25 Pts.
NEW MEMBER SPONSOR	Sponsor new member who joins ..... 5 Pts.
NEW MEMBER BONUS	Join club..... 5 Pts.
BOARD AWARDS	Points awarded to outstanding Members ..... 10 Pts.
	(as voted at November Board Meeting)

* A "Club Ride" is defined as at least two club members AND two motorcycles.

Fool's Gear

HEAD. Considered precious by sensible people; *never* exposed by the pros. When fully in view, allows immediate identification of unsafe person not using his or hers. Hand out rider education info on sight.

EYES, EARS AND FACE. Exposure leads to irritated eyes, noise-deafening windblast, and distracting impacts from bugs and road debris.

HANDS. *Au naturel* (not for long). Known to lock into curled position when exposed to cold; not genetically evolved to withstand abrasion.

BARE LIMBS. A phenomenon seen only in riders who think it's other people who crash. Subject to ridicule in riding circles.

FLIP FLOPS. Terminology for what sandals, toes and feet do upon contact with road surfaces, shift lever, brake pedal, or footrests.

BOTTOM LINE. Fool's gear identifies an unaware rider. Learn how to avoid embarrassment, ridicule and injury, while gaining valuable skills and knowledge by completing an MSF *RiderCourse*SM.

800.446.9227 or www.msf-usa.org

Cool Gear

HELMET. Most important piece of protective gear a rider can use. Protects against head injury, windblast, cold, and flying objects. Full-face helmet recommended.

FACESHIELD. "Saves face." Any rider who's been hit in the face by stones, insects, or debris can tell you the benefits.

GLOVES. Keep hands comfortable, functional, and protected. There's an infinite variety for all seasons.

JACKET AND PANTS. Long sleeves and sturdy trousers resist abrasion and protect against sunburn, dehydration, or hypothermia. Some riders wear padded gear with "body armor" for more protection. Light colors in the daytime and reflectivity at night make it easier for car drivers to see you.

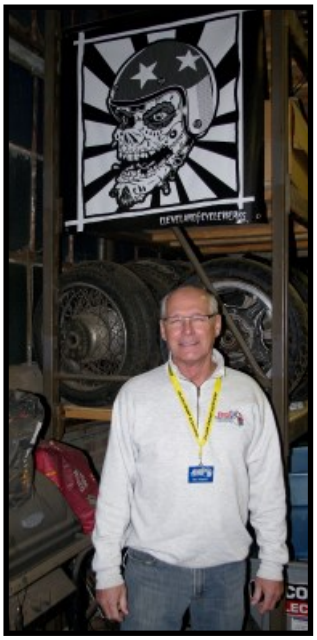
BOOTS. Provide protection against foot and ankle injuries and give you a good grip on footrests or road surfaces.

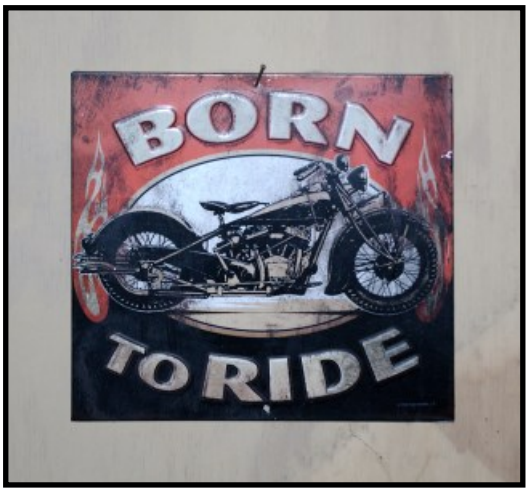
BOTTOM LINE. Dress for the ride as well as for the crash. Proper riding gear allows you to enjoy the ride in comfort and helps minimize injury.

MSF MOTORCYCLE SAFETY FOUNDATION®

The more you know, the better it gets.

Meet and Greet at Skidmark Garage



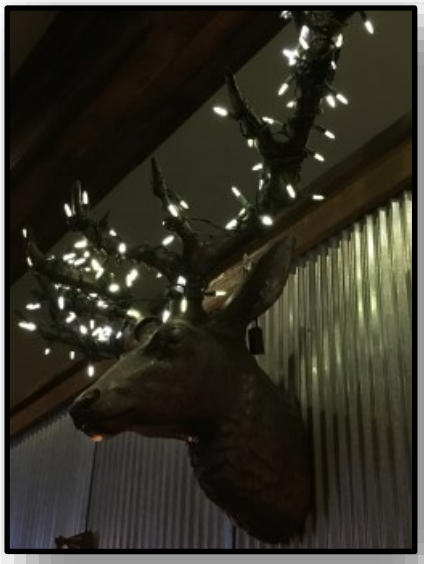


See all of the Meet & Greet at Skidmark Garage pictures **HERE**.

Annual Club Ski Trip

Holiday Valley

Ellicottville, NY
February 3, 2018



High Voltage Kart Racing

High Voltage Kart Racing

Medina, OH
March 10, 2018

(Thanks to V.P. Paul Koontz for the arrangements.)

Ohio Motorcycle Racing Venues

Sandusky Valley Riders (SVR) was established in 1928. Its past and current members are proud of our long tradition and love everything about motor-cycles. Our facility resides on about 40 acres. The property contains some river frontage areas and has a creek in the center. If you're looking for somewhere to ride with natural terrain, this is the place. SVR also has a clubhouse with an attached maintenance building. This building is used for sign up during motocross and club events and also is used for the club's meetings.

Western Reserve Motorcycle Club is a non-profit corporation founded April 24, 1957 just outside Salem, Ohio. The club grounds consist of close to eighty acres of land which contain a one quarter mile dirt flat track with bleacher seating and lights, a challenging outdoor motocross track, separate pee wee moto-cross track for 5o's and trail bikes, and various harescramble wood courses which are changed throughout the year.

Sunset Ramblers say the fact that
"We are one of the oldest motorcycle club organizations in the Ohio"
says a lot!

The Meadowlarks Motorcycle Club is a private Motorcycle Club that promotes PUBLIC Motocross Races in Northern Ohio. We are OMA Race Sanctioned.

Bike Review

Cycle World

The BMW R1200GS adventure bike flagship is just that, a flagship. It's large, comfortable, capable, and expensive. For these reasons it can also be a bit intimidating and it certainly isn't entry level. But people love the GS and it's become the bike BMW is known for. So why wouldn't the company want to extend its glow to a much more accessible motorcycle for a wider audience.

That bike is the 2018 G310GS, the long-awaited single-cylinder lightweight adventure machine that takes the company's offerings for multi-surface touring into new low-cost, more accessible territory. The G310GS is largely based on the G310R roadster and therefore shares the same unusual reverse single-cylinder engine with the intake at the front and the exhaust at the rear, as well as many other common parts that help control cost.

The engine design and packaging allows for a lower center of gravity, as well as efficient and direct intake and a shorter exhaust. The small displacement and short pipe mean there's no need for a heavy, bulky collector box; the catalytic converter is inside the end can. BMW claims 33.5 hp at 9,500 rpm and 20.7 pound-feet at 7,500 rpm.

The bike is small (32.8-inch seat height), easy to manage, and ideal for new riders. Clutch pull is light, gearbox action positive, and the ABS-equipped brakes offer friendly response. Suspension tuning is on the soft side and copes well with bumps, while the tall riding position gives you road presence, allowing you to peer over cars. You have a dominant feeling on the GS, which is unusual for an entry-level bike.

Longer-travel suspension (7.1 inches versus the G310R's roughly 5.5 inches) and a larger-diameter, off-road-friendly 19-inch front wheel help with this in-command stance on this claimed 370-pounds-wet motorcycle.

The small screen is standard as is the large luggage rack, which can accommodate a factory BMW top box. BMW doesn't offer panniers in the accessories pack, so you're stuck with an optional top box and tank bag.

Away from town the small screen offers more wind protection than I was expecting. At 60 mph, the single-cylinder four-valve engine is happy revving at 6,000 rpm. Twist the light throttle, increase the revs to just over 7,500 rpm, and 75 mph is easily achievable—and still the claimed 33.5-hp motor isn't fazed. However, once above 7,500 rpm you start to notice vibration, especially through the pegs. As the digital speedo passes 80 mph, so do the vibration.

Thankfully the little motor doesn't mind being flogged. Although BMW quotes 33.5 hp it feels like a little more. If you want to make progress, keep the digital rev counter above 6,000 rpm and don't be afraid to push all the way to the 10,600-rpm redline. At 55 mph it's a fuss-free world, and the bike is far roomier than the 310R. Reach to the levers needs to be shorter for smaller riders, but unfortunately the levers are nonadjustable. Additionally the single-cylinder 313cc motor can be a little lumpy at low rpm and the mirrors need to be a fraction wider—small criticisms.

Once off the freeway and into the mountains, I discovered the BMW's limitations. The handling is user friendly but not sporty. The nonadjustable KYB fork is too soft; it would benefit from more compression and rebound damping. The softness dilutes the feeling from the front Metzeler Tourance tire. The single shock isn't as spineless but would also benefit from more control. It is also worth noting here the tires are specifically designed with softer sidewalls for the GS.

The brakes—which are reassuring in town—lack bite when used aggressively at speed. There's plenty of lever travel but a worrying lack of stopping power in extreme conditions. The ABS also isn't up to the modern standards I've become accustomed to. I might've been riding the entry-level GS a little too hard considering its intended customer, but even at a moderate pace the handling isn't up to usual BMW standards. Your experience level and weight (I'm 172 pounds) may give you a different experience.

If you're new to motorcycling, you'll have very few complaints because the baby GS is easy to ride and fun. But if you're thinking of downgrading—like many current maturing BMW GS owners—or alternatively are wanting a second bike for commuting, you'll find the G310GS's street handling limited.

And the dirt? The G310GS has been designed to take on light off-road riding. That long-travel suspension and 19-inch front wheel help here; and the ABS can be deactivated. There's no standard traction control to hinder the fun.

The 310GS isn't intimidating off-road because it's relatively light, the power is tame, and if you're new to dirt, there is even road-biased ABS to help you out. If you simply want to trundle down dirt roads, then the little GS will deliver. Thanks to is small size, it's easier to handle there than the 1200GS and 800GS.

But more experienced hands will find the bars too low, the mirrors need removing as they get in the way, and there really isn't the power to get the rear spinning or to lift the front with ease. At increased speed, the suspension starts to bang and complain. Jumps and wheelies should be avoided as it sounds mechanically terrible.

If ridden as its designers intended—as an occasional light off-road bike—then the G310GS scores highly. More experienced riders who want to carry more speed or tackle tough trails will find the bike comes up short, but probably aren't shopping for this type of bike anyway.

Quality level is impressive. The only real giveaway that this BMW is made in India by partner company TVS is the Bybre brakes; Bybre is Brembo's Indian sister company. In fact, the majority of parts for the G310GS are sourced or produced in India. But, looking at the bike, most will just presume the little GS was made in Germany like the big 1200GS.

The G310GS is an economical, easy-to-ride step onto the BMW ladder; price is not set, but given the 2018 G310R's $4,750 MSRP, the GS ought to come in under $5,500, though we have to wait for confirmation. The GS an impressive alternative commuter that can also take on some light off-road. More experienced riders contemplating downsizing within the GS range will discover it's a significant step down—in power, handling, and specification. But new riders and those looking from something lighter and simpler will love the baby GS.

SPECIFICATIONS
Engine: 313cc, liquid-cooled, four-valve single-cylinder
Frame: tubular steel
Seat height: 32.8 in.
Suspension: Nonadjustable KYB fork w/ 7.1-in. travel; single shock w/ 7.1-in. travel and adjustable preload
Brakes: Bybre single 300mm rotor four-piston caliper front; single 240mm disc with twin-piston caliper rear
Claimed Horsepower:33.5 hp at 9,500 rpm
Claimed Torque: 20.7 lb.-ft. at 7,500 rpm
Claimed Weight: 373 lb. (wet)
Fuel Capacity: 2.9 gallons
Wheels: 2.50 x 19 front; 4.0 x 17 rear
Tires: Metzeler Tourance 110/80-19 front, 150/70-17 rear
Colors: Cosmic Black, Racing Red, Pearl White Metallic Motorsport
Price: $5,500 (estimated)

By Adam Child / Cycle World / October 5, 2017

Industry News

AUTOWEEK

Motorcycle manufacturers know they have to bring in new and often younger buyers, so the season-opening Progressive Motorcycle Show in Long Beach featured many affordable bikes. Here's Suzuki's GSX 250 R.

THE MOTORCYCLE INDUSTRY IS LOSING CUSTOMERS; WHAT MUST IT DO?

Courting aging baby boomers is not enough, it turns out. The motorcycle industry needs new buyers and it needs them now.

After the big recession gullywumped motorcycle sales eight or so years ago, the industry was knocked down, if not quite out. As it recovered from the recession, another problem T-boned it almost as hard: an aging buyership. With some notable exceptions, people are eventually going to stop riding bikes as they get older. And there aren't nearly as many young buyers coming in to fill the void. For an earlier generation, mine or yours, say, motorcycles were a constant thing. We all had one, or rode one at least and didn't consider life without at least one motorcycle in the garage. Not so with today's youth.

As the seven-event Progressive International Motorcycle Shows season kicked off in Long Beach, California, Friday, the industry gathered to consider what, exactly, it should do about its disappearing customers. While press conferences rolled along on the show floor in advance of the public opening of the first round of the cross-country moto-show season, a small group of industry insiders held a parley inside to discuss how to save themselves.

Part of the meeting was to present results of a survey of 300 industry insiders asking what they were all doing wrong. Most agreed they had to make motorcycles more affordable. Cost is still a problem long after the recession ended. They also have to reach out to younger buyers and those not traditionally targeted by the industry -- women and minorities in particular.

Full results of the meeting, including a sort of moto manifesto, will be out in about 10 days. But the seriousness of the problem was acknowledged, at the least.

One way manufacturers are hoping to attract new buyers is to offer more affordable bikes. Many motorcycle makers on hand at the Long Beach show are putting an emphasis on bikes of around 300 ccs of displacement, some single and some dual-cylinders.

BMW has increased the number of entry-level bikes it offers. The G 310 R is a 313-cc street bike that stickers for $4,750 including ABS. It's an easy first bike for someone wanting to try riding. The seat height is only 30.9 inches, the fully fueled weight is just 349 pounds and yet it offers 34 hp and 21 lb-ft of torque, and looks like a sport bike.

BMW also highlighted its even-easier-to-ride C Evolution electric scooter. The C Evolution's all-electric powertrain means no shifting and easy regenerative braking. Electric range is 99 miles, BMW says. Of course, batteries are still not cheap things anywhere you put them, so the sticker price is $13,750, but you can get 0 percent APR on all 2016 and 2017 models till Dec. 31! And if you want internal combustion in your scooter, the gasoline-powered C 400 X scooter will be on sale here in the U.S. in third-quarter 2018 with a 34-hp 350-cc single cylinder.

Suzuki introduced its Burgman 400 scooter to the U.S. market in Long Beach, along with four other more traditional entry motorcycles ranging from 200 to 250 ccs that each cost under $5,000: the GSX250 R, DR 200 S, TU 250 S and the Van Van 200.

"We think the Burgman 400 will be good for new riders and riders coming back into the sport," said Suzuki spokesman Avery Innis. "We want to bring back a lot of folks who used to ride before, as well as a lot of new riders in urban areas."

Piaggio announced an electric version of its popular Vespa scooter but gave no indication when it would arrive in U.S. showrooms. This is not a problem for entry-level bikers since the Vespa brand offers many small-displacement scooters with monthly payments as low as $68.70 on a Liberty 50 iGET ei or $53.38 a month on a FLY 150 3V. That'll attract the youth.

Royal Enfield, which has specialized in 500-cc single-cylinder bikes for years, debuted a couple twin-cylinder 650s at Long Beach, two weeks after they were unveiled at the EICMA show in Italy.

"This engine is exactly what we have to do to bring in younger riders to motorcycling," said Rod Copes, president of Royal Enfield North America.

Both the new bikes will sticker for under $7,000 when they arrive here in the second half of 2018.

"The general trend among buyers is that they're aging out," said Copes, who used to be with Harley-Davidson. "What's the next generation coming in? Millennials. A lot of us grew up on dirt bikes; that's not their thing. A lot of people have an interest in motorcycles but to enter the sport on a 750-pound bike is intimidating."

Speaking of which, Harley-Davidson, perhaps hit hardest by the dearth of youth, is offering young buyers its Street 500, Street 750, Street Rod and Iron 883 models. At Long Beach, it announced big plans to reach and keep youth buyers.

"Over the next 10 years, we will create a new generation of motorcycle riders," said spokesman Matt King. "We will bring 2 million new riders, people of all generations … we are charging fast and furious into the future."

Even Ducati, the quintessential sport- and superbike maker, has some ideas. The new Scrambler was introduced in 2014 with an 803-cc engine and is still on sale starting under $9000, but it is joined now by an 1100 model. And the bigger, more powerful sport- and superbikes are even available on open-ended leases through Ducati Premier. You can get a Monster 821 for $1,999 down and $134 a month, for instance; the beautiful 959 Panigale Corse is just $212 a month; and the all-new Panigale V4 S "direct from MotoGP" is $262 a month after the down payment.

To get an idea of how the industry is going to do this, you can see these bikes, as well as a host of performance and cruiser models, at the seven remaining shows coming to a city near you: New York, Dec. 1-3; Minneapolis, Dec. 8-10; Cleveland, Jan. 26-28; Dallas, Feb. 2-4; Chicago, Feb. 9-11; Washington, D.C., Feb. 23-25.

Royal Enfield Interceptor 650

The Ducati 959 Panigale Corse looks so delicious you don't know whether to ride it or eat it.

By MARK VAUGHN - West Coast Editor Mark Vaughn covers all car things west of the Mississippi from his Autoweek lair high above the LA metropolis.

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A Word to the Wise …….

Now that riding season is approaching, it is time to step up our game as we transition from four wheels to two in our daily travels. That means we have to tune out the all too easy distractions that plaque all of us as cage drivers and put our heads into our riding mode. In this way, we will begin to pay attention to those items which we might overlook with four wheels but can make for a very short trip when on two wheels.

One of the most obvious things to look out for this time of year is potholes and there is certainly no shortage of them as winter yelds to spring. If you follow a regular route to work or wherever in your daily travels, make mental notes of those road conditions that should be avoided. Another less obvious hazard while the days are still short is the relative position of the sun, both early and late in the day, and how it affects our vision. Dust off your riding tools that we rely on so when we can ride, we'll be ready.

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(Read the Cool Cleveland interview with owner Brian Schaffran.)

Fuel Cleveland is a unique annual invitational motorcycle show which features builders, rare bike owners, photographers and bike painters honoring the industry and it's crafts by carefully curating it and presenting it to the interested masses.

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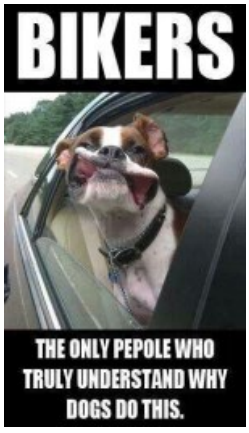
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