



# Hutchins Harley-Davidson

Home of the Route 62 Diner



## YOUR DESTINATION DEALERSHIP NEWSLETTER

September 2007

[www.hutchinshd.com](http://www.hutchinshd.com)

FREE to All Riders

### NEW HARLEY-DAVIDSON'S AT HUTCHINS

Fall is a great time of the year; night-time cruises get cooler, the sunsets are more spectacular and Hutchins begins to fill its showroom with new model year Harley-Davidson's. This year, the Motor Company's 105th anniversary, brings three radically styled new models to the party.



Rocker C  
FXCWC

The Dyna Fat Bob, the Rocker and the Rocker C (*above*) have become the latest family members to HD's lineup that also will include fourteen models available in a limited-edition 105th anniversary copper and black paint scheme.

As stated by Bill Davidson (Director of Motorcycle Product Development for Harley-Davidson), "Only Harley-Davidson could style and engineer a motorcycle as visually exciting as the new Rocker. To offer this level of customization in a reliable, production motorcycle is unprecedented."



Riding solo? Tuck the passenger seat away...

The new Rocker and Rocker C will feature the *Rockertail* rear end that mounts a form-fitting fender directly to the swing arm over the tire. The Rocker comes with a solo seat and the Rocker C features a "trick" seat that conceals a passenger pillion under a solo cushion. Another new Softail family member is

the Dyna Fat Bob (*at right*) will feature a new seat shape and drag bars.



Dyna Fat Bob  
FXDF

But the changes don't stop there, especially if you're into putting a lot of miles under your wheels as the patriarch of the Touring family: the Electra Glide (*below*) plus the

Street and Road Glides, have received attention as well with larger six-gallon gas tanks (up from five) and new Brembo-sourced brakes with optional ABS.



Electra Glide Ultra Classic  
in 105th Anniversary trim

Many of the 2008 models are resting in the Hutchins showroom, while the others will be there shortly. Do yourself a favor and visit to check out Milwaukee's latest, or discover the value of stepping into a new 2007 model or pre-owned bike. After all, it's Fall and you'll enjoy the ride!

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**CHECK  
INSIDE FOR  
MORE INFO!**

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## HUTCHINS RIDER TIP: HARLEY-DAVIDSON ACCESSORY CATALOG

Some of us can remember falling asleep with copies of the Sears Roebuck Christmas Catalog in our arms. Each catalog held hundreds of toy possibilities and the adventures that accompanied them. While times have changed, the concept of the "toy catalog" lives on with the release of the new, full-color 2008 Harley-Davidson Accessory Catalog.

You bet your Red Ryder BB-Gun it's thick! This 832-page catalog contains thousands of parts that you can use to personalize your Harley-Davidson motorcycle. We're not just talking about making your ride shine with more chrome, but there's Genuine Motor Company Parts that will make it function better to help you enjoy your ride.

If you have not yet received your catalog, swing into Hutchins Harley-Davidson and see one of our parts experts for your copy plus their sound advice on the latest and greatest items for your bike.

**HHD**



## HUTCHINS FULL METAL OPEN HOUSE: SATURDAY, SEPTEMBER 22ND



You may have already seen the new Harley-Davidson's in the first page of this newsletter, or maybe you already checked them out on the web - but there is still nothing like sitting on the real thing. That's why you need to mark your calendar now to get into Hutchins Harley-Davidson on September 22nd to experience the new bikes.

Our entire store and staff will be geared up to do what it takes to get your tail onto the seat of a new Harley-Davidson. We'll back that up with Accessory, Motorclothes and Service specials to make sure you're ready to ride.

**HHD**

## HUTCHINS TEAM MEMBER PROFILE:

### CORY LOTZ SERVICE DIRECTOR



Like many service professionals, Cory Lotz knew from the beginning he was a motorcycle guy, "My memories of motorcycles date back to the first time I burned my leg on a Trail 70 in the backyard. I was probably six-years old riding with Dad, I fell and burned my sock right into my leg. Mom

picked me up, cleaned me up and I've loved bikes ever since."

From that rather "warm" start to attending Motorcycle Mechanics Institute, then hitting a couple other dealerships in various service roles, Cory has settled into his current role as Hutchins Motor Sports and Hutchins Harley-Davidson's Service Director. You have to be a pretty unique individual to obtain that position in any dealership, but it's particularly impressive that Cory can rally his team to service customers at two dealerships.

Cory has come to the realization that an important service department goal is to help riders enjoy the sport. "As a technician I serviced motorcycles," Cory says, "I've moved now to a point where I take care of rider needs. I used to put a good amount of effort into wrenching bikes, but now I'm going to put twice that effort into my customers. I want to get to know them, to establish a personal relationship so we can continue the strong sense of family we have here at Hutchins."

When he's not at work overseeing the install of the latest Yoshimura or Screamin' Eagle accessory on a bike, Cory can be found camping or riding

ATVs with his wife Crystal and their children. "I've got a family camping trip to Yosemite coming up soon. Being off-road enthusiasts we really enjoy using our tent trailer and riding our ATVs," says Cory.

Cory can't sit still too much, his family and his customers rely on that energy and that relationship so they are charter members in his fan club. When you get the chance to visit with Cory at either Hutchins store, you quickly become a fan too.

**HHD**



## HUTCHINS DEATH VALLEY RIDE:

OCTOBER 6TH - 8TH



There are few places on this earth as magical as Death Valley. The name conjures images of torrid heat and miles of sand, but the real Death Valley is filled with life and incredible vistas that are perfect for an autumn motorcycle adventure.

Hutchins's annual Death Valley Motorcycle Tour is a three-day event that visits Scotty's Castle (*pictured above*) and other historical landmarks. Participants will stay at the Furnace Creek Ranch and be entertained by the legendary Hutchins "Barbecue Extravaganza under the Stars".

Visit either Hutchins dealership for an entry form or get more ride information online at [www.hutchinshd.com](http://www.hutchinshd.com). **HHD**

## HUTCHINS CLOTHES HORSE:

### HARLEY-DAVIDSON MOTOR CLOTHES SPOTLIGHT



Hutchins Motorclothes Manager; Christina Hamilton, told us that she's getting the new Fall line of clothes and merchandise in the store and out on display. When something new arrives, she warns, better get in quick because hot, new items have a pretty short shelf life. She also reminds all of us, especially the guys out there, it's not too early to shop for the holidays - your significant other deserves the best so go with the best riding and After Ride gear there is - Genuine Harley-Davidson Motorclothes. **HHD**

## DON'T FORGET - BIKE NIGHT

First Thursday of Each Month

-at-

*Hutchins Harley-Davidson & Route 62 Diner*



*Jeremy Fuka (L) and Ed Keesling (R) lining up for a SLOW RACE, always a favorite with riders. Fuka won, despite the cigarette in his mouth.*

If you're a Hutchins customer you know we're a bunch of bike lovers too. We ride everything from big custom V-twins to tiny little ATVs and love every minute of it. Any brand or model of bike are welcome to our events and it's that variety that makes Hutchins and our community special.

Our monthly Bike Night events are important to us as we get to gather as many other bike lovers into one spot for food, tunes and fun. We love to kick tires and share stories.

We always have activities, such as Slow Bike Races, to make sure the grin factor is high but we're planning even more fun in the future. We're looking at other activities such as a Fashion Show where contestants can win prizes for their riding and after-ride garb. We plan to take Bike Night on the road to select locations so riders can enjoy a short run, special food and live tunes.

Let us know what you want to see and do at future bike nights. Sign up for our Online Newsletter & Riding Club so you can get the latest ride and event news. You can sign up at either Hutchins location or by sending a email to: [hutchinsridingclub@irs-media.net](mailto:hutchinsridingclub@irs-media.net) **HHD**



## YOUR DINER SPECIAL AWAITS!

When "Hutch" added the Route 62 Diner to Hutchins Motor Sports (now Hutchins HD) a few years back some folks wondered if it was just to cover a yen for chocolate malts. But since then the diner has become a great gathering spot for riders and folks in the community who want some great food without melting down their wallets. Stop in the diner, check out one of our \$3.99 breakfast specials and jump-start your day with some great eats in a cool, 50's nostalgic environment. **HHD**

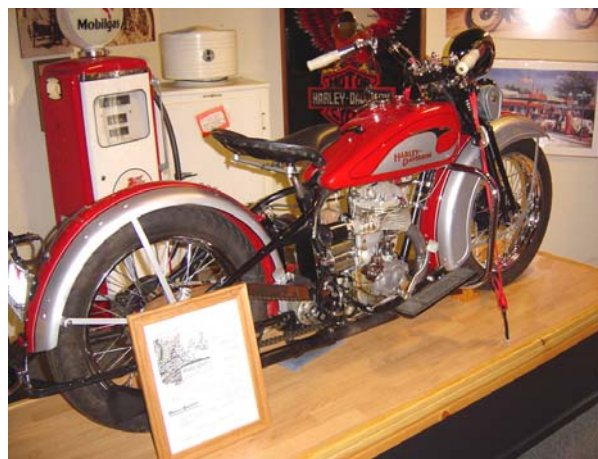
## 1931 HARLEY-DAVIDSON MODEL C

A great benefit of visiting Hutchins Harley-Davidson is the ability to see some of Richard "Hutch" Hutchins' collection of unique and vintage motorcycles. With the expansion of Hutchins to two dealerships "Hutch" now has the room to bring more of his special bikes to the Har-

ley-Davidson store for display. We're going to wet your appetite by showing you a few in

this and upcoming newsletters, but you really need to stop in to fully appreciate the engineering and art of these classic machines.

Starting in 1930 the Motor Company began to offer the Model C which featured a 30.50 cubic-inch single-cylinder, side valve engine.



Hutch's Model C is a 1931 model with brilliant red and silver paint. When new, the model C sold for \$195.00. This sounds like a pittance, but in those days our nation was recovering from the Great Depression and FDR's New Deal was beginning to be set in place. The average person's annual income was about \$1900.00, a new car was about \$400 and a one-pound steak was served up, with trimmings, at twenty-cents.

Even as time has marched on, along with huge increases in the consumer price index, it can't distract from the skill required to produce these special motorcycles decades before there was computer-aided design and laser controlled machining processes. Those early motorcycle engineers were artisans - stop by Hutchins and see the proof.

**HHD**



# Hutchins Harley-Davidson

*Home of the Route 62 Diner*



## EVENT CALENDAR

YOUR DESTINATION DEALERSHIPS

September 6th ..... Hutchins Bike Night

September 22nd ..... Hutchins Harley-Davidson Full Metal Open House

9AM to 6PM on Saturday, 9/22 at our Harley-Davidson store and Route 62 Diner

October 4th ..... Hutchins Bike Night

October 6th thru 8th ..... Hutchins Death Valley Motorcycle Tour

Check our web-sites for event information - contact our Service & Parts Departments for your pre-run needs

November 1st ..... Hutchins Bike Night

December ..... Hutchins Toys for Tots Poker Run

December ..... Long Beach Motorcycle Show

[www.hutchinsmotorsports.com](http://www.hutchinsmotorsports.com)

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