

25 Years of Buell

Court Canfield and Dave Gess

The past 25 years have seen the evolution of the Buell Motorcycle Company from an idea in Erik Buell's head to the thriving, highly-respected motorcycle company it is today. As Buell celebrates its 25th anniversary and looks forward, two Buell fans, and former employees, Dave Gess and Court Canfield, looked back and gathered stories and hundreds of photographs from the first 25 years of Buell. This is the story of those years—the company, the motorcycles and the people who made them.

Erik Buell is, of course, at the center of this inspiring story for it was his creative energy that started the endeavor. But it was also his ability to inspire those around him to share his dedication that fueled the company's growth.

This is also the story of perseverance in the face of the seemingly insurmountable problems that so often bring down fledgling companies. When the survival of the business was hanging by a thread and corporate finances consisted of Erik's thin wallet, he did not give up. With ingenuity, creative use of the resources at hand, the help of loyal employees and colleagues who shared his passion, and a liberal dose of good luck at key moments, the company was not only able to survive but to prosper.

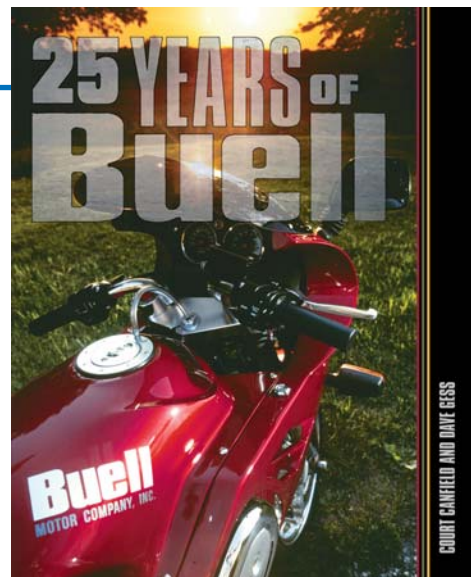
The Authors

Court Canfield stumbled onto Buell in the late 1980s when you could hold an owners convention in a phone booth. After buying his first Buell, a 1990 RS-1200, Canfield has ridden Buells in 44 states and has become the "acknowledged unofficial Buell storyteller." He tends to be drawn easily into challenges like circling the United States on a Buell or riding a Buell halfway across the country and into the Guggenheim Museum for "The Art of The Motorcycle" exhibit. He maintains close contact with Buell owners around the globe.

Dave Gess has been involved with Buell Motorcycles since buying a used car from Erik Buell in 1983. When Buell Motor Company got started he helped the project along by generating publicity and promotional materials. A photographer by profession, Gess not only took publicity pictures but also documented the design and building of all the early Buells. These early photographs and stories from the first 15 years of Buell provide an insider's view of the company.

Selected Table of Contents

- Silver Dream Racer
- Battle Twins
- Westwind
- New Beginning
- XB Series
- The Future



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Key Selling Points

- Never-before-published photographs and stories from the early years of Buell Motorcycles.
- The inside story of how one man gathered a loyal team and built a world-class company.
- The first comprehensive history of the Buell Motorcycle Company
- Book will be published in time for Buell's 25th anniversary celebration

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