

URBAN RIDES

magazine

Southernboy Baggers
BANKRUPT

volume 140

Manufacturer Spotlight: RC Components

85th Sturgis Show Schedule



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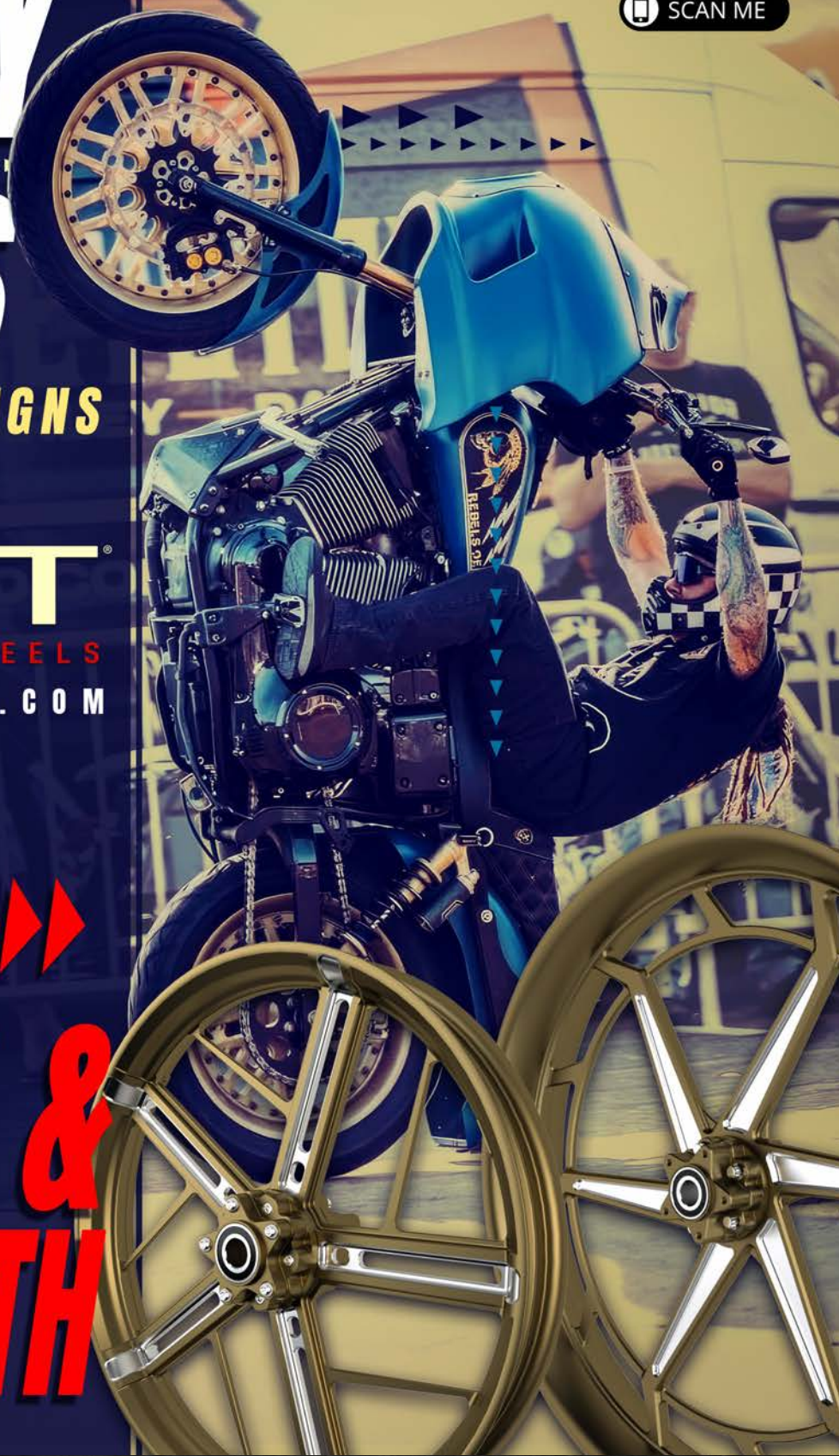
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Brand Spotlight: RC



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23X



Sturgis Show Flyers

Welcome to URM Volume 140, right on point for the 85th Sturgis Rally! This issue isn't the only thing well timed, because we ALSO dropped a brand new Special Print Edition with 30 of the baddest bikes over the last year. Where can you get one? Head to www.URBANRIDESMAGAZINE.com and pre-order a copy to be shipped after the rally to your door!



85 and Feelin' Alive

Welcome to the Editor's rant section where I babble on with whatever random motorcycle thoughts are rolling through my head! If you're patient enough to read until the end without skipping to pics of the gorgeous bikes, congrats! I owe you a crisp high-five and genuine thanks for reading this stuff.

That aside, I miss you guys. I know, you're like...um, *what?* As always, I'll take a short thought and go on for about three or four paragraphs, so bear with me.

What I really miss are the people in and around the motorcycle world. You might think, *but LL you're working in the bike business every day, right?* Well, sort of. The short version is, for the URM/SB media machine to work it takes two parts: ground game and computer work. While everyone knows Dan Robey for operating the ground game, running and covering shows all over the country, yours truly is sitting behind the computer. There's a massive workload making us the most traveled bike show in the country, hosting some of the biggest turnouts on the show circuit. There's an equal workload running the website, social media, graphic designs, photo editing, writing, publishing, being the main contact for advertisers, ect. So, while Dan is running all over the country, I'm planted at a desk staring at screens all day, bouncing between phone calls.

Let's be clear, I'm not complaining, I love it! But it keeps me out of what's happening at the events, and aways from you guys. It's

even harder since before this position, I had my own bike shop for over a decade. This industry has been my life for a long time, it's in my blood.

So, why the yearning to be in the mix with you folks, my people? A culmination of a few things created the perfect storm for an enthusiast like me. The brief time we lived in Nashville allowed me to hang around the Nash Customs guys for a few months and be back in the custom bike shop environment. Add to that, a trip to Daytona where I rode a bike for the first time since my accident a few years back. Then, the absolute madness of the magazines since we grow exponentially every year, and finally watching a vlog by the Thrashin Supply guys on their trip to Sturgis.

All of that together started bringing back a lot of great memories around motorcycles over the years. Yes, it's about the bikes...but more about the *people*. A sincere feeling of being blessed to live a lifetime of experiences anchored around bikes hit home. It awoke something that's been dormant for a few years, the passion of motorcycles that faded since the wreck. It's back.

That is why I miss you guys. While your guy may be sitting at a computer in Kentucky, I'm with you in spirit. It's the 85th Sturgis Rally and if you're fortunate enough to experience it, be safe and have a blast!

I'll catch you next year...

-LL-

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King of Kentucky











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Bike: 2015 HD Road King
Painter: Liquid Luv Studio
Engine: 103 w/ CMP Turbo
Intake /Exhaust: CMP turbo
 with custom exhaust
Suspension: Dirty Air
Front End: Ballistic Cycle
Headlight: Eagle
Wheels: Showkilla 32" w Matching Rear

Brakes: Willwood
Chin Spoiler: Custom
Handlebars: Performance Machine
Gauges: Dakota Digital
Seat: James Carter
Tank/Console/Gas Cap: Ballistic Cycles
Front Fender: Elite
Rear End Setup: Speed by Design
Footboards/Controls: Ballistic Cycle
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Audio System: Soundigital, Euphoria
Additional Details: Lay Frame



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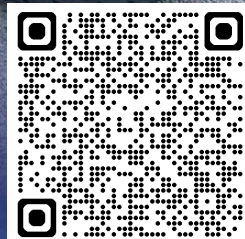


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Black Diamond







S.O.B.





Owners: Lee and Tara Landis
Bike Name: Black Diamond
Builder: Lee Landis and Cody Butler
Bike: 2017 HD Street Glide Conversion
Painter: Josh Southern
Engine: M8
Intake /Exhaust: Gallop
Suspension: Dirty Air
Headlight: Eagle Light
Wheels: Showkilla
Chin Spoiler: Speed by Design
Fairing: Stock with Dirty Bird
Windshield Delete

Handlebars: 12" KST Meathooks
Gauges: Dakota Digital
Seat: Stuart Doak
Tank/Console/Gas Cap: Speed by Design
Front Fender: Packard
Rear End Setup: Insane Asylum 3.0
Tour Pack: Modified Voodoo
OG Grudge Box
Footboards/Controls: Arlen Ness
Battery(s): Limitless Lithium
Audio System: Built by Cody Butler at
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BRAND SPOTLIGHT - RC Components

If you've been in or around the motorcycle industry for any length of time, the name RC Components isn't new to you. When the boss called and told me RC was interested in becoming part of the URM – SB family, I was excited to have another reputable brand in our lineup. I knew the company from both the consumer side, and as a shop owner for many years. So, when the opportunity presented itself to take a tour of the facility I couldn't grab the camera gear fast enough.



Being in the Urban Rides – Street Bagger family is more than just advertising & promotion; we strive to facilitate brand growth any way we can. Another new advertiser we work with, Nash Customs, had mentioned a desire to offer custom-branded parts to their clientele. Shortly after hearing



that, I was on the phone with RC's Director of Sales & Marketing, RJ Clutter. He said, we absolutely can help them out with that! What better way to introduce Nash to RC than a company tour? The head honcho of Nash, Craig Collins, came along and the visit doubled as a business meeting for the brands. We love making those kinds of introductions when we know it's a win-win for both members of the URM – SB family!

Craig and I hopped in the shop truck and rolled an hour north to Bowling Green to see what the RC Components operation was all about, and it's impressive.

Entering the building you're met with a reception area that shows the history of the company. The timeline wall really gives a perspective on how far the owner and President, Rick Ball, has come since the late eighties. To think it all started with wanting some lightweight billet wheels for his bike build. After working with the infamous Boyd Coddington on the first wheels, Rick began production with one CNC machine in a garage in Southern California. In 1993 RC Components moved operations to Bowling Green, KY and unveiled the first RC street wheel at the Dealer Expo in the same year. From there it was all throttle to where the company is today. The solid foundation which built the company created a platform to continuously innovate and offer more products to both the motorcycle and auto industry.



After attending the business meeting between RJ and Craig, we got an in depth look at what production looks like in the massive facility. Walking through the transition from office area to production floor was the thought, "Goodness, this is a big operation." Of course we can't show you everything, RC Components didn't sign up for us to spill all their secrets. I will say though, the stuff RJ said



"Uh, you can't photograph that..." was pretty cool, you'll have to take my word for it.

I could write another page of content about what we saw and how awesome the entire operation is, but pictures will be better than my rambling! Something you can't deny after walking the production floor: the operation is efficient, clean, and impressive. When I say you can get lost in there, I mean it. A few

times I was trying to get some good camera angles while RJ & Craig were walking through, I look up...where's everyone at? Immediately I felt like a toddler in the grocery store that lost my mom or dad. I'm now a big oaf waving a camera, dipping my head down walkways hoping to see where they went. Thankfully I didn't need to set up camp under a pile of chrome wheels and exhaust pipes until a search party went out.

At the end of the tour, we saw the bike room where they do





R&D, showing us, they understand developing new products and testing is key to remaining an industry leader. Several motorcycles in various states of disassembly for fitment and testing. With an ever-changing market between trends and new enthusiasts, they understand moving with the times.





Huge thank you to RJ Clutter for having us there to tour the premises and for becoming such a great member of the Urban Rides and Street Bagger family. The other result was the relationship between RC and Nash we solidified (in the words of Hannibal from the A-Team – I love it when a plan comes together). If you haven't checked out some of the sweet Nash Customs wheels or pipes built by RC Components you're missing out! We look forward to many years of advertising ahead for such a great company.

-LL-



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Builder: Southernboy Baggers
Bike: 2018 HD Road Glide
Painter: Copperhead Graphics
Engine: 124 m8 w/trask turbo
Suspension: Dirty Air
Front End: Southernboy Neck
 with HHI trees
Headlight: Custom Dynamics
Wheels: Metalsport 3D
Brakes: Brembo
Chin Spoiler: Southernboy Baggers
 built and designed
Fairing: Voodoo
Handlebars: HHI bars

Gauges: Dakota Digital
Seat: High Rollers
Tank/Console/Gas Cap: Paul
 Yaffe – Southernboy modified
Front Fender: Elite Metalworks
Rear End Setup: Voodoo Game
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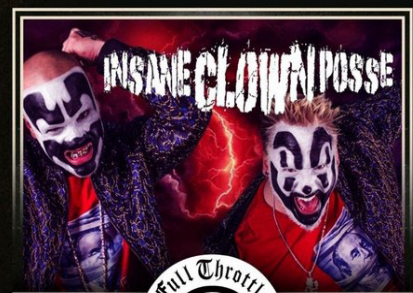
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5TH URM ACS FTS STURGIS
6TH URM VTV URM BAGGER STURGIS
8TH URM INDUSTRY GMG STURGIS

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3rd SBM PER SHOW
3rd URM IND PARTY BEAVER
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