

## The Rise, Fall and Rise of Buell Motorbikes

2010 sees something of a fresh start for Erik Buell and his unique approach to motorcycle innovation. 2009 saw a significant amount of money problems affect the industry, from manufacturers to [motorcycle insurance](#) providers. Yet, after the shocking news in October 2009 that Harley-Davidson had put an end to the commercial production of Buell motorcycles, it didn't take long for the company's founder to bounce back with his focus on racing and the birth of Erick Buell Racing.

It shouldn't take Buell too long to immerse himself comfortably into his new niche, after all it was racing that set him on this track in the first place. In 1983 Buell himself was a top competition racer - and he developed the RW750 using modified Barton parts and his own modifications in order for it to compete in the American Motorcyclist Association (AMA) Formula 1 Championship.

Shortly afterward Buell left his job at Harley-Davidson in order to pursue his dream to improve on the RW750. The following year saw the launch of the aptly named RW750 number 2 which went on to be raced by the AMU team that same year. Yet, after receiving fantastic reviews by its riders, the AMA later announced an end to the Formula 1 series - and thus an arena for Buell's racing machines.

This didn't stop Buell though. By the 1990s he entered the commercial market with his RR1000, RR1200 and the two seated RS1200 using engines gained via his connections with Harley-Davidson. By 1993 Harley-Davidson partnered with the Buell Motor Company and Buell's organisation with Harley-Davidson as stakeholders came to be known as Buell Motorcycle Company.

The 1990s and 2000s saw significant advancements with the development of Zero Torsional Load (ZTL) disc braking system and the efficient fuel in frame technology used in the XB range, as well as notable Thunderbolt and Cyclone names. 2009 saw significant progress in Buell bikes rode for racing too with Danny Eslick winning their first AMA Pro racing championship on September 9th.

Following this, the decision for Harley-Davidson to stop the production of Buell motorcycles was no doubt surprising and saddening to many, but Erik Buell's return to focus on Erik Buell Racing is apt and well timed. 2010, therefore, could really see the Buell 1125R make some serious progress on the racetrack.

## About the Author

Sarah Maple writes for Bennetts UK who not only compare motorcycle insurance but also offer a 'Pay 9 months, get 12 months' [cheap motorbike insurance](#) and a special [moped insurance](#).

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