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think of it as the tail wagging the dog.

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STURGIS MOTORCYCLE RALLY :: AT MONKEY ROCK IN STURGIS, SD 8/6/2010 - 8/14/2010

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BIKETOFEREST :: DAYTONA INTERNATIONAL SPEEDWAY, DAYTONA BEACH, FL 10/14/2010 - 10/17/2010
Greetings, BHRA Members and Boss Hoss Enthusiasts:

It’s almost hard to believe that Boss Hoss has been around for 20 years now. As the old saying goes, “Time sure flies when you’re having fun.” I’ve known about the Boss Hoss for nearly 16 years now, but it seems like just yesterday when I first laid eyes on a Boss Hoss. But in reality it was really some time ago. In ‘93 I bought a popular V Twin, and had a blast with a few old and new friends that first year. It was somewhere around September when a couple of my buddies saw this guy at a motorcycle hot spot in northeast Ohio. Supposedly this guy was riding a bike with a V8 engine in it. They told me the story about riding with this guy and getting their doors blown over and over again. It was as if they had hearts circling their heads as they told me the story. For some reason they were really impressed with this guy’s bike. The next spring, my wife and I rode to this hot spot and there it was. I think it was a ‘91 or ‘92 model. We parked our bike and looked it over. My wife said it was ugly, and as we all know, women just don’t see things like men do. As I looked it over, it brought back all the memories of my hot rod days when I was driving around in a souped up ‘66 GTO. The essence of having all that power in a car was the thing back then.

But seeing the Chevy engine in a bike frame just blew my mind. All I could do was imagine what it was like when you turned up the wick on a bike like that and how awesome the sound it made would be. From there I just started daydreaming about the power and the beauty of the concept. We found the owner in the bar and I had to ask him all the questions that I now find to be a bit silly. So for the next year I just...
dreamed about a Boss Hoss. In October of '95 my family and some friends went to Florida. Coming out of Universal Studios at the end of the day, we came across a new Boss Hoss. Now the wheels in my head really started to turn, because this one looked so much better than the earlier models I'd seen. I started researching it some more, and found a dealer in Pittsburgh. We took a ride across a new Boss Hoss. Now the wheels in my head really started to turn, because this one looked so much better than that first one we saw. I started showing my friend the pictures I took of it and said, someday I'm going to have one of these bikes! By that time, it was obvious that I was truly infected with the Boss Hoss Bug.

Next, in '98, a friend came home from Sturgis with a brochure, and those little hearts started circling around my head as the newer bikes looked so much better than the earlier models I'd seen. I started researching it some more, and found a dealer in Pittsburgh. We took a ride one day and had a look around, and we fell in love with the bike I've been riding for nearly 11 years now. Test rode it May 1st, drove it home June 24th, the last 25 miles in the pouring rain. I've never regretted it... the rest is history.

As I sit here reminiscing about all this history that has been created by Monty's idea, an idea he put into motion, I'm surely glad to have been a part of it. I'm glad not only because I have one of my very own, but because of the doors of opportunity that have been opened... and because of the camaraderie. I've never felt more at home than with the friends I've made, because they feel more like family. We are tight, that's obvious. When someone gets hurt, sick, or in need of a hand, Boss Hoss owners will stop what they are doing and step up to the plate without hesitation; so it truly is like being a part of the family. I'm sure as time goes on our family will get even larger, but I'd say it's pretty big right now, even though it's only 20 years old.

Well, that's pretty much it. All I can say is, I wish for Boss Hoss all the success the future has in store. And five years from now, we can all then celebrate one quarter century of the Boss Hoss!

Respectfully Yours, Michael A. Levesque
AKA "Carburetor Mike"
President Boss Hoss Rider's Association
It is, after all, a four letter word.

Story and photos by Seth Chandler

Since the very early days of Boss Hoss Country Magazine, there has been one constant. And it’s been that four letter word that rhymes with Rad... Chad Osborne has always been a Boss Hoss enthusiast, and not just because he’s been the executive editor of BHC for the last several years.

I’ve had the pleasure... wait... no... wrong word... the privilege... nope, that’s not it... I’ve been stuck with the peckerhead... no, that’s too strong... I’ve been around him for nearly a decade. He works hard and plays even harder. Chad and I have traveled across the country on motorcycles trips on a couple of occasions. You won’t find a guy that has more fun.

He’s moving to North Carolina for even more adventure, which will leave a big empty spot at the rallies, at BHC and with all the folks who’ve had the privilege of working with him. You won’t find a guy that has more fun.

Several years ago, Chad, Doug Zaricor (big man on campus at Boss Hoss) and I decided to ride out to Sturgis together. It was a combination trip of a lifetime, photojournalism adventure, and advertising photo excursion.

We loaded our gear into a Sierra Truck trike (multiple still cameras and some pretty hefty video gear) and headed west. That trip reminded me of the inspiration for the ad that you’ll find in this magazine on pages 4 and 5. Obviously, plenty of motorcycle enthusiasts were making the same trek. Very few, however, were riding. Most were pulling their bikes on trailers. Frankly, that dumbfounds me, but that’s another story for another issue. The scenery and the curves were not meant for four-wheeled vehicles or for girly men who need air, a radio and/or a cup holder.

So the next time somebody yells road trip, be sure to include highway 63 in Arkansas and highway 2 in Nebraska. And don’t forget to call Chad. He’s a blast on a long motorcycle trip.

Now that we’ve got Chad out of the way, we’re changing the look of the magazine! Please feel free to send any positive feedback to seth@bosshosscountry.com. For any negative feedback, feel free to visit my new website at www.it’schad’sfault.com. See you at the next big rally.
Just ask Randy Morten which motorcycle you should choose, and he’ll tell you in a heartbeat: “Get a Hoss!”—and as a trained expert in the field of high-performance vehicles, he should know.

He came by his interest honestly—and early, in and around Calgary, Alberta. “My dad was into cars, and it was just one of those things I took to. When I was 13 I could identify the model and manufacturer of every car on the road; it just came naturally to me, and now it’s an addiction! I live and breathe this stuff—anything with a motor in it is interesting to me.”

Morten got his bike license and bought his first bike—a Honda Nighthawk—at age 17, while he was attending college and working on his diploma in computer science. Six months later, he bought a Harley Sportster, and for the following 30 years, has been “pretty much a Harley guy,” enjoying his series of motorcycles while also racing high-performance cars, including a 1968 Chevy Impala, 1960 Pontiac GTO, and a 1970 Dodge Demon.

After college, he worked in the computer field until the company he worked for went out of business. “I decided I had to do something I was passionate about, and I was passionate about cars and bikes. So I went to school fulltime for a year, and finished business that pays the bills, while Morten’s heart is still in the projects he continues to build on the side, in his spare time.

Interestingly, it was Wanda who led Morten through his conversion from committed Harley rider to Boss Hoss fan: Together, they saw their first Boss Hoss in Sturgis in 2002, marveling at the ’63 Corvette and ’57 Chevy trikes, and trying to decide whether it was completely cool or completely crazy—or a little bit of both.

At Daytona Bike Week in 2005, however, they were again attracted to the Boss Hoss trikes displayed by Stamford Boss Hoss. “Wanda took a liking to one of the S-10 trikes,” remembers Morten. “She had been riding on
“Although we looked at other places, we came back to Stamford—Deb and the guys were super nice. We made a deal on the S-10 before Wanda had even gotten her license.”

After the trike was shipped to Canada, and Wanda qualified for her trike license, they lost no time in getting plenty of use out of it. Everywhere they went, it turned heads and gained fans—including Arizona, where the Mortens have a home, and where the riding season is a lot longer, Randy laughs.

A Harley guy “through and through,” he recalls, it was his dedication to them that gained Wanda’s interest.

“She never really liked motorcycles before we met, but she just kind of got into that culture because that’s what I do, most of the time—hot rods and bikes.”

Cruising through Scottsdale, the Mortens discovered Arizona Boss Hoss, and befriended managers Chris Butler, Kendal Harris, and owner Frank Cavolo.

When Wanda was ready for a change, she asked Chris to modify her creamsicle S-10, converting it into a ’57 Chevy. Drawing on her years of riding (and learning) experience with Randy, Wanda had very definite ideas concerning the modifications she selected: stingray custom seat, wheel spinners, 17” custom aluminum rims, low profile tire, different bars, a four-speaker stereo system with amplifier so she can play her iPod, LED underlighting, raked front end,—and a metalflake purple color to match her nail polish.

(Creative inspiration comes from many sources, guys! —you won’t laugh at the fantastic results!)

“They did an awesome job painting, and with all the modifications she asked for—including adding her nickname, ‘Mustang Sally’ on the trunk lid—it turned out to be a huge headturner. Everybody loves it,” Morten reports.

(continued on pg. 20)
So how did this twosome become a two-Boss family?

Hardcore Harley holdout Randy admits, “I’ve always been a Harley guy, a chopper guy—it was really hard to convert me, even when I saw the Boss Hoss—even though I thought they were cool. But when we went down to Arizona this year, we were visiting Chris and Frank, and he said, ‘You’ve got to take one of these bikes out for a ride. I’ve got a LS3 here—you’ll just die! It’s an awesome bike!’

“ ‘He had another one on the floor that caught my eye—it was a trade-in from California, a 2002 502 big block with nitrous oxide, and it had over 600 horsepower. I was looking at that one and saying, ‘That’s kind of cool—the guy did a really nice job of building that one.’

Between them Chris and Frank convinced Randy to try out the LS3 just to get a feel for what the bikes were like.

“I jumped on the thing and I swear, in 10 to 15 minutes, I was hooked—after 30 years of riding Harleys,” he shakes his head. “It was unbelievable. I’m a hot rod and a chopper guy, and this bike is a good combination of both. I just didn’t think it would handle worth a ****, but they do! They handle great. We took it out for a spin, and I probably couldn’t wipe the smile off my face for the whole day!”

Back at the shop, Randy was now a man on a mission. He took the red California bike out, revealed in its 611 horsepower, and with Wanda’s support and insistence that he needed “a real bike to ride” while in Arizona, they wasted no time arranging to swap a 65 Mustang convertible and a Yamaha Roadstar in order to take home Randy’s first Boss Hoss, which also boasts Edelbrock heads, an Edelbrock intake manifold, an 850 Holley 4-barrel carb, and a ‘huge’ high lift long duration camshaft. With the nitrous, it delivers over 700 hp.

“I honestly can say it rides better than a Harley. It doesn’t vibrate—Wanda jumped on the back of it and said, ‘Wow, this bike really rides smooth’

“I was really surprised—and totally, totally hooked!”

Down from Canada for Arizona Bike Week and the Laughlin River Run, the Mortons enjoyed Boss Hoss adventures with several others of the Boss Hoss faithful.

“There were 7 or 8 of us, all on Boss Hoss bikes and trikes, rumbling through all these towns, on our way to Laughlin,” Morton remembers. “When Chris and Chad decided we needed to go for a ‘run’ and circle around Vegas, with Chad leading the pack, I never imagined a run like that!”

“Memories are made of such days—cold, cloudy, with a headwind of 50-60 mph—cruising at excessive speeds just because they could—blowing past a pack of other riders like they were standing still—and later meeting one of those riders who marveled, ‘I never saw a bike move so fast—we thought it was a train coming by. I’ve just never seen anything like it; we couldn’t figure out what it was!’

The magic of ‘what it was’ is essentially what attracted Morten: “To me it’s a chop-rod. I’m a chopper guy and a hot rod guy, and I’m getting a combination of both—especially with the bike I have, with its big block engine and nitrous oxide, fat tire, and chopper look. It’s the handling and the sound of starting up a big block. There’s nothing that can match the sound of a big block when it’s running. It’s just a very cool bike.”

Amen to that.

The Mortons leave their Boss Hosses in Arizona, and travel there to enjoy them for about four weeks each year—during which time they ride “all the time, all over the place,” says Randy.

“In Canada the riding season is so short, we’re talking maybe three good months—and it’s sporadic, at that. Today (June 1st) it’s only 10 degrees here—we just had a snowstorm two weeks ago.”

When they can ride the beautiful Alberta countryside just outside Calgary, the Mortons cover it on Wanda’s Lehman trike and Randy’s one-off custom Harley.

“Getting a Boss Hoss up here for me soon will be the next thing,” he insists. “I’m sold on the Boss Hoss—it’s incredible.”

He’ll have to discuss that agenda with Wanda, who is already considering replacing her Lehman with another Boss Hoss trike to ride in Canada!

His future project plans include acquiring another Boss Hoss bike to modify—“with a big 330 tire on the back, I want to change the tank a bit—lower the frame 2 inches and stretch it out about 4 inches and, of course, put in a big block.”

Being a two Boss Hoss family is fun, even if his red California bike does clash with her purple trike. “Everywhere we go, it’s a story to tell. Everybody wants to know about these bikes. With other motorcycles, they’re all looking pretty much the same. And now that they’re seeing women on the bikes, especially Wanda, I’ve heard a number of women say, ‘Wow—your wife drives that?!’

“When they see Wanda riding, everywhere we go, they always ask her, ‘It’s not too powerful?’

Women need to be more aware that they’re able to ride these bikes and enjoy them—especially, points out Wanda, because of that extra bonus—‘plenty of trunk storage for shopping’!

Between them, the Mortens have five children, ranging from 11 to 17, and, strangely, Randy’s 14-year-old twin boys have “absolutely no interest in modifying or customizing cars or bikes,” he reports. “They’re into sports and soccer. They like bikes but not nearly as much as you would think.

The organization will have a club patch, a beneficiary charity to receive results of their fundraisers, and a logo currently being finalized. Watch for more news breaking soon!

(And be sure to ask Morten about his tattoo. . . !)
Ever since Monte Warne first showed off Old Number One on the streets of Daytona 20 years ago, the Boss Hoss has been turning heads. An increasing number of those heads belong to reporters, producers, and other print and broadcast media representatives, who recognize that the Boss Hoss’s universally eye-popping appeal makes a colorful and graceful transition into newsprint, slick glossy magazines, and even the silver screen—both big and small. The list of publications who have featured the Boss Hoss in some way, shape, or form, is several pages long, and ranges from local newspapers thrilled to cover a visit from the Boss Hoss Power Tour crew, to American Iron, Hot Bike, Motorcycle Cruiser, Trikes, Car Craft, Cycle World, Thunder Press, Wheels on the Road, Chroned Out, Long Riders, Power Sport News—and even the Navy Times, Wing World, Rich Guy, the Robb Report, and Penthouse.

Even at its tamest, most toned-down and tasteful, the Boss Hoss is an instant attention-getter, as everyone who has ever owned one can testify. What eager reporter, hungry for a story, could fail to recognize its instant appeal and anticipate how it will captivate his reading or viewing audience, too? Their exuberant and creative headlines certainly don’t hurt:

* “Experience Boss Hoss—the Tsunami of Cycles”
* “Experience the Best Bodies on the Beach”
* “The Boss Is Back in Town”
* “Hoss Power to Spare”
* “The Boss Beef’s Up…”
* “Boss Hoss Trike: A Really Big Wheel”
* “When Big Just Ain’t Big Enough”
* “You Coulda Had a V-8”
* “Rumble’s Dream Rides”
* “Boss Hoss Burns Up…Bike Week”
* “Outrageous Trike Trails: Boss Hoss Offers 3-Wheel Thrill”
* “Sit Down and Hold On!”
* “The Wild Ones”

Even familiarity doesn’t dull its charm—the Boss Hoss is always “fresh” news—especially when fresh fodder for the media appears in the form of special events like new dealerships, Power Tour visits, and the unveiling of an outrageous new original creation from the hands of one of our gifted Boss Hoss customizers who just can’t leave well enough alone—bless ‘em!

When it comes to those Boss Hoss spectaculars that are extreme enough to merit their own superstar names, naturally the media are lined up around the block…
to get a crack at covering close up—and perhaps even riding!—icons like the Jager Trike, McIver’s Bluff, the Viper, the FireTrike, the Hulk, Chopper One, Miss Behav’r, the Advantage Trike, and the Secret Weapon, to mention just a few. Take a look at more gleeful headline evidence:

* “The Original Rock Star: Riding 5,700cc of Boss Hoss”
* “When Too Much Is Not Enough”
* “The Ridermeister”
* “The Jagermeister Rolls Into Town”
* “Mad Max Meets Da Vinci”
* “Boss Hoss FireTrike Burns Rubber at Europe’s Essen Show”
* “Veteran’s Lifelong Mission Keeps Memories Alive” (the Flashback Trike)

Broadcast Bonanza

Movies and television shows are likewise enjoying their opportunities to show off a little gratuitous Boss Hoss muscle. “Righteous Kill” poses Al Pacino seated on a Boss Hoss during a fight scene. “Mad Money” features a Boss Hoss delivering Adam Rothenberg and Katie Holmes as they ride into camera range for their closeup. In “The Wager,” Randy Travis puts a Boss Hoss through its paces during a chase scene. Two Boss Hosses appeared in a CSI episode, while CSI:New York tried some one-upmanship by including five Boss Hosses in one episode.

The Boss Hoss has also been featured on the History Channel, the Travel Channel, the Discovery ChannelEurope, as well as on Drive Television and PBS.

What’s at the root of all this attention?

Seth Chandler, Boss Hoss Country’s new editor and Boss Hoss Cycles’ account exec at DCA/DCPR (ad agency for BH), shares his thoughts: “The Boss Hoss is such a specialty product that it generates a lot of interest on many levels. If you were to buy the coverage that Boss Hoss has enjoyed, just through grassroots interest in the product, it would amount to several million dollars’ worth of publicity.”

Celebrity appeal unquestionably adds to the Boss Hoss’s status—and the media coverage it receives.

“I imagine what it does for your product when Jay Leno and Tom Cruise talk about riding a Boss Hoss on the Tonight Show,” Chandler points out, “—and then go out and actually ride it, generating more video that also airs on Entertainment Tonight. And that’s just one of many examples.”

Seeing such celebrities demonstrating and enjoying the product is better than a live-action testimonial to those who witness it—and carries more credibility than a paid commercial testimonial.

Jim Stoddard, Sales Manager for California Boss Hoss, agrees that customers visit as the result of seeing celebrities associated with the bike, including Jay Leno, who has featured it on his Jay’s Garage web site.

Stoddard also mentions stunt man Monty Perlin and well-known automotive custom builder Eddie Paul—a regular on television shows like “MegaMachines”—both of whom rode and proudly displayed their eye-catching custom Boss Hosses.

“Many people have come in over the years and told us that they’ve seen Boss Hosses on TV and/or in a movie. Does that give them an incentive to buy one? “The single thing that gives us the most exposure is going to shows, where we expose the bikes to a lot of people. I think in the aggregate, it has all helped, including the celebrity exposures,” Stoddard concludes.

Several other celebrities are also showing serious interest in the Boss Hoss, says Victor Vert, owner and manager of California Boss Hoss, including Governor Arnold Schwarzenegger and Lorenzo Lamas, who have reportedly dropped by to kick the tires more than once.

“We’ve had all types of action with Hollywood in terms of publicity,” adds Chandler, “but we’ve also enjoyed similar attention from all of the media. Name it—from the motorcycle community to airplane magazines, everybody wants to write about something that’s so exciting and powerful.”

Chandler reflects on the universal reaction of riders waiting in the demo line at rallies, struggling with ambivalent feelings: wondering nervously why anyone would want to ride such a machine, yet simultaneously determined to experience it for themselves.

“If you stand at the end of a demo ride with a camera, there are several key phrases you’ll capture from every single person when they first step off the bike,” says Chandler. “I said it myself. I had no intention of owning a Boss Hoss before I rode one; but I wasn’t even finished with the ride before I said, ‘I gotta have one of these’”

“The same thing is happening with the media. They see it, they’re fascinated by it, but they wonder why anyone would want to ride one—and then they need to know what it’s like. They want to feel it, touch it, experience that same ‘wow’ factor and adrenaline rush that you get from riding a Boss Hoss.”

“All of our readers recognize that fascination; it’s not lost on Hollywood, it’s not lost on the news business and it’s not lost on anybody who is into thrills. So in reality, it’s not very difficult to get publicity for Boss Hoss.”

Has Boss Hoss been treated fairly by the media? Do they tend to present it as something bizarre and freakish?

“We are bizarre—we are freakish!” laughs Chandler. “We are outrageously different and more powerful than most other motorcycles, but that’s our strength. Once those reporters take the challenge and ride the bike, they say the same thing that every first-time rider says, coming off a demo ride: I can’t believe how easy it is to handle!”

“The toughest part about riding a Boss Hoss is getting it off the kickstand, and that’s not hard at all because it’s so well balanced. Yes, it’s a 1200 pound bike; but at any given time, 1/3 of the weight is counterbalanced on the opposite side of the bike, so it feels like a 700 pound bike. If they’re truly journalistic about it, reporters and columnists recognize that.

“As far as I can tell, we haven’t gotten any bad press. We let them go out and ride it for a day—take a long trip and come back. They all come back with rave reviews.”
The Mayor of Motorcycles: Boss Hoss of Frederick

Jim Grimes has always been a guy who makes things happen. Not content to wait for Lady Luck to eventually saunter in his direction, Grimes is more likely to launch himself in hot pursuit and capture the prize through hard work and persistence.

Since Grimes’ uncle lost his life in a motorcycle accident, Grimes’ father prohibited all five of his children from owning or riding a motorcycle when they were young. As soon as they left home, however, “all three of us boys got motorcycles,” remembers Grimes, “and so did my father!”

The four often rode together in the evenings and on Sunday around his native Lewistown, ten miles north of Frederick. In subsequent years, Grimes rode a succession of Hondas and Harleys—until, of course, he discovered the Boss Hoss.

A man who’s always known what he wants, Grimes applied his diehard philosophy to his ambition to become a Boss Hoss dealer.

When the Boss Hoss factory initially declined his application on grounds that other regional Boss Hoss dealers were located too close to Grimes’ hometown area of Frederick, Maryland, he viewed it as a challenge, and tackled it with enthusiasm.

Within a year of purchasing his first Boss Hoss, Grimes not only achieved his goal of becoming a Boss Hoss dealer, he earned recognition as “Rookie of the Year” on Boss Hoss Cycles’ dealer list. Today, that recognition even stretches to his catchy local moniker, “the Mayor of Motorcycles.”

Boss Hoss Country: How did you leverage your first interest in the Boss Hoss into a successful dealership so quickly?

Jim Grimes: My father had trucks. He also owned a gas station and a grocery store, and I grew up in that business. In 1961, I bought the business out and I closed the grocery stores. My older brother was in the trucking end of the business with my father; but they sold out before I got started. I grew up mechanically inclined, however, because of servicing and working with the family in the trucking business.

I bought my own dealership, and was an International Truck dealer for 40 years. Then International offered a buyout in 2006, at which time I sold both my dealerships and got into some other things.

In the process, one day in 2005 I went to a motorcycle show in Baltimore, where I saw one of my trucking customers—and he had a Boss Hoss. This was the first time that I had seen a Boss Hoss. I found out where he got it, called the dealer (Stamford Boss Hoss) and talked to Debbi Vetti, and purchased my first Boss Hoss trike.

About three months later, I had created so much activity and curiosity here in the community that I went back up to Debbi and bought a bike, too!

I suggested to Debbi and Bruce that maybe I ought to become a dealer, with all the interest that I was creating, since I had the facilities and the mechanical experience.

They thought it was a good idea, and introduced me to the Boss Hoss COO. I made an application, and strange as it might seem—I was turned down. The reasons were good—I was too close to two other dealers. But after thinking about it for a little bit, I called back and asked him to examine the overall sales picture in this area. When he called back to discuss it, he invited me to come and tour the factory. I flew down, and it took less than a day; I became a dealer, and I ordered my beginning inventory of five more bikes.

That was in September 2005. I was Rookie of the Year in 2006, and again in 2007. After that, I was no longer a rookie dealer, so in 2008 and 2009 I won the Dealer of the Year award. Decisions are based on a lot of things like customer satisfaction, credibility, how you handle your account with the company, the number of vehicles ordered and sold, the shows attended—a number of things. BHC: The key to your success is being very busy and very active, then?

JG: I guess so. Within the first year, I bought my first tractor-trailer to attend the shows. I have since purchased a second tractor-trailer, and just recently I also purchased a third tractor-trailer that we transport. We go to Daytona twice a year, we’re going to Myrtle Beach twice a year, we go to Sturgis. We do all the local shows here. At this point in time, we’re doing about 15 shows a year on the road.

I’d have to say that probably 70% of everything we sell is through the internet and at the shows. You have to have a base, of course—and my base is my home showroom. We do local activities here, including the annual Power Tour visit—which was very successful this spring, despite the rain.

BHC: Folks at the recent Leesburg Festival were happy to have a Boss Hoss dealer visit their show for the first time, I hear?

JG: We had considered including Leesburg on our show list for a number of years. We had been to Panama City last year, and this year, since the Panama City and Leesburg events were back to back, we chose to go to both. Yes, we had extremely good results in both places this year.

BHC: Is this surprising because of the depressed economy? Is this a sign that things are improving?

continued on page 32
California Boss Hoss Custom Parts

Trans Oil Reservoir Kit
Reduces possibility of transmission failure
After a long period of exhaustive research and development, we can now offer a solution to transmission fluid overheating. Our one of a kind system doubles the normal capacity of fluid, thereby allowing the fluid to circulate through the covers long enough to dissipate the heat before returning to the transmission. It is an affordable bolt on kit that comes complete & ready to install. Call for more information and pricing.

CBH129 - CoolerHose/Clamps/Oil Temp Switch

Custom Made Covers to Fit all Models

Trike Cover - $179
Bike Cover - $169

Custom Covers
All bolt-on cover custom made for a Boss Hoss. California Boss Hoss has in stock covers for the 2 wheelers, as well as all models of the trikes. Our bike cover is uniquely designed, so that one model fits all, and the trike cover is as a sport configuration. If your bike doesn’t have a seat box or swingarms, that portion of the cover hides away in an enclosed compartment built into the cover. Covers come with built in air vents and no doors to protect from blow out. Choice of California Boss Hoss or Boss Hoss Cycles (factory logo).

Increase Your Horsepower
Custom Exhaust Headers with Ceramic Coating and Chrome Tips
CBH138 - $1400
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(Factory heat shields compatible except SO2)

300 Rear Tire Package

Our 300 rear tire kit is exclusive and here’s why -
We start by machining a new hub from billet round stock so that it fits properly. We don’t use spacers, aluminum pulleys, etc. - our fins finish is with show quality chrome. New premium bearings are installed. We custom fabricate a step finder as per your specs. Bobbed long wrap around, etc. The 18 x 10.5 custom made wheel also has show quality chrome. The 300x16 inch tire is balanced and installed on a custom built pulley hub. Also included is a bolt side mount license plate holder with LED brake light. Our kit is complete, less pain, and easy to install. The cost of everything included is $399 plus shipping. We also offer a matching 18 x 4.5 chrome front wheel as an option.

Call for more info.

Full Service Custom Motorcycle Dealership
- Customer Satisfaction is our #1 Goal
- Factory Trained Technicians
- Friendly, Knowledgeable Staff
- Fully Customized Builds

From wild to mild and everything in between, you can find it at California Boss Hoss Motorsports. Whether it’s the ground shaking, the martial power of the 140 Boss Hoss or the retro cool of the Trike sidecar, it’s all here under one roof.

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www.CALIFORNIABOSSHOSS.COM
continued from page 27

**JG:** There is some improvement in the economy, no question about that. But also –over the winter, people started becoming stir-crazy, and they started developing an interest in our products. We’re of interest, we’re different and they’re aware of it. Everybody doesn’t want the same thing—and the Boss Hoss is unique.

**BHC:** The Leesburg folks tell me they were very impressed with your hard work and long hours there. You didn’t shut down at 6 p.m., like most other vendors.

**JG:** That was crazy; we’re talking about 11 o’clock at night. I can tell you we did a Boss Hoss sale at 11:30 p.m. We also took three trade-ins for a trike, and the deal was consummated at 11 o’clock at night. I asked my sales manager if he were trying to get into the Guinness Book!

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**JG:** It was very well received from the beginning. Because of my background in marketing and the amount of inventory that we had, we drew people. Our website, however, is a major contributor to the success of our sales, along with the shows. The Sierra model sales match the ‘57 Chevy sales pretty closely. Because of the Baby Boomers—who mention their bad backs, bad feet, bad legs, weak knees—we sell more trikes than bikes; women are becoming an increasing segment of this market.

**BHC:** You’re a well-recognized personality in your community, I understand—that helps!

**JG:** When I moved to Frederick in 1970 with my truck dealership, I also became involved in the political world. I served two four-year terms on the city council, I served for eight years as mayor, and I’m currently serving as a judge in the Orphans’ Court—a probate court that settles estates.

So I’m well-known in the community, and Boss Hoss of Frederick is well-regarded, because we sponsor and actively support the non-profits.

**BHC:** Are you still doing business in your first Boss Hoss showroom?

**JG:** No. Recently, when the lease expired with International, we were able to move back into the original truck dealership I built in 1970. It includes 26,000 square feet and 20 bays.

My original Boss Hoss facility, although sizeable, was probably only half the size of our current quarters. At one time, before the economy tanked, we were operating two separate facilities, but now we’re operating one from this larger location.

My first facility was on a side street; the current facility faces the main street through Frederick, so we enjoy about 20 times the exposure. We display 15-20 motorcycles out front every day, and every driver who passes has to stop at the stoplight—and they can’t miss them! People often say they were driving past, saw the bikes and couldn’t resist just dropping in.

**BHC:** How has the community reacted to the Boss Hoss—and the introduction of your dealership?

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**BHC:** How many bikes do you stock? What’s selling best?

**JG:** New and used bikes and trikes combined, we carry about 50 pieces. It has always been my theory—whether in the truck business or the motorcycle business—that you can’t sell from an empty store. Because of that, I do carry a large inventory to represent the product line.

The ‘57 Chevy is the most talked about, and gets more viewers, but the coupe is our best seller. The Sierra model sales match the ‘57 Chevy sales pretty closely. Because of the Baby Boomers—who mention their bad backs, bad feet, bad legs, weak knees—we sell more trikes than bikes; women are becoming an increasing segment of this market.

**BHC:** Do you do much advertising? What works for you?

**JG:** I have not used TV, but we have a very strong radio station with a strong listening audience; we’ve also done radio advertising in the Baltimore-Washington area, as well. Results are extremely hard to measure, but I’m a believer that you’ve got to keep your name out there.

All three of my big rigs are billboards, and as we move down the highway and when we set up at shows, they display the products that we handle. When we set up at shows, we do use floodlights not only as security for our vehicles and property, but because it also gives you 24-hour advertising. We have a very special spot at Daytona right along the highway, and I can tell you, the people are just elated when we set up and we’re visible 24 hours a day.

**BHC:** Do you have any future expansion or growth plans?

**JG:** We constantly look at the opportunities to prosper from different bikefests. Since I was actively involved in a satellite store, I have given consideration to reactivating a second location. In my experience, most Boss Hoss owners have a second bike, if they can afford one.

I see often it happen that somebody in a community—especially on the eastern shore—will buy a Boss Hoss, never having seen one before, and others in their community then realize that they’ve got to have one, too. That’s the value of the shows and demos. It’s a big plus for selling—that people get the opportunity to test ride, and I’ve heard that said many times this last weekend. I had a guy who rode here on a Harley and said, “I don’t even want to ride that thing home!”

**BHC:** What kind of bikes do they choose? What unusual modifications do they ask for?

**JG:** We don’t do a lot of customizing and modifications to the bikes. We will do accessories, or put on a fat tire kit or something of that nature, but when it comes to modifying the engine and changing the frames, we stay away from that.

Paint jobs are a different story. Everybody wants their own special paint job; the most popular are graphic themes that sometimes run to $15,000. One that comes to mind is a Canadian customer who asked us to modify a bike to look like a step-side pickup, complete with the Aaron decals and #99—like an Aaron NASCAR bike.

**BHC:** How about your own riding habits?

**JG:** I ride the Boss Hosses at shows, of course; and in the evenings and on weekends, from time to time, when nice weather permits, we’ll do some riding, especially along the mountain ridges that run through neighboring Virginia and West Virginia, and in the national park near Camp David.

**BHC:** Is there a BRHA chapter you ride with?

**JG:** There was a chapter established in Maryland, but it really didn’t take off. We’d like to reactivate that group, and become active with them again. There’s no question that Boss Hoss riders really like to ride together—the attention and the pleasure that the Boss Hoss provides is unique.

**BHC:** Will we see you at the next Boss Hoss national rally?

**JG:** I’ve been there and they’re fabulous! But this year I can’t go because of a scheduling conflict; I’m...
What Makes a Boss Hoss Dealer Great?

...It all comes down to each dealer’s personal level of commitment, enthusiasm, and ambition to do his best to serve and satisfy each customer.

That’s why Boss Hoss Cycles screens and selects our dealers so carefully; most of their customers will agree that we’ve done a good job of choosing an excellent corps of Boss Hoss dealers nationwide and around the world—experienced, knowledgeable, helpful and friendly. That’s a conviction that works both ways: many of our dealers tell us that some of their closest personal friends first walked into their showrooms as strangers.

Boss Hoss Cycles is committed to supporting and encouraging our dealers to provide a praiseworthy level of service that Boss Hoss riders can continue to enjoy and appreciate. To that end, the factory originally announced the Boss Hoss Dealer Preferred Program back in 2005—a program which provides extra incentives for dealers to improve and grow their dealerships, and rewards our high achievers.

Dealers are graded in 10 categories, including advertising, customer contact, rally attendance, and dealership events—each of which serve to make each dealer more accessible and supportive of their customers’ needs and preferences.

Those dealers who excel based on the program guidelines are recognized as Silver, Gold, or Platinum Dealers, and receive extra rewards in the form of advertising co-op funds, price discounts, marketing materials, production scheduling preference and positioning at events.

Our Dealer of the Year, chosen each December, is one who has not only met the criteria for the special recognition and rewards categories, but has excelled even in comparison with other outstanding dealers.

Our Rookie of the Year is one who has been a Boss Hoss dealer for two years or less, but has nonetheless met the rewards criteria and excelled above all other new dealers.

Each year the Dealer and Rookie of the Year honor are bestowed upon the dealership that accumulates the most total points from all the categories in the program. This award signifies that the Dealership is a leader in the Boss Hoss organization and has taken numerous steps to insure a high level of professionalism in the way they conduct their business.

It’s all about you, our rider.

And because, in the final analysis, the most important element in this program is our Boss Hoss Customer, our primary goal continues to be not only ensuring each customer’s continued satisfaction, but guaranteeing their delight and pride in owning and riding what we believe to be the best motorcycle on the market today.

That’s why we are currently planning to incorporate a Customer Service category into our grading system. Soon each Boss Hoss customer can expect to receive an evaluation form from Boss Hoss Cycles, asking them to rate their customer experience, including the level of service and support they received from their dealer.

We hope to make it easier than ever for you to talk to us. We are committed to listening and responding—and finding better ways to listen and respond. If your Boss Hoss Dealer is great, we want to know about it. If he’s not, we want to know that, too. Talk to us.

Ride safe!

Rad Hunsley
COO
Boss Hoss Cycles, Inc.
Ph: 731-286-4915
radhunsley@bosshoss.com
Thanks largely to the dedicated sponsorship of Boss Hoss rider Billy Graham, the Leesburg Bikefest continues growing—and building its appeal for fans of the Boss Hoss!

During its 14-year history, the Leesburg, Florida, event has matured into a three-day festival that now draws more than a quarter-million riders and spectators—and this year’s late April celebration also attracted a first-time official presence from Boss Hoss Cycles in the form of Jim Grimes and two of his impressive show trailers from Boss Hoss of Fredericksburg.

“He’s a worker—he makes it happen!” said Joe Shipes, Executive Vice President of the Leesburg Partnership, Inc., which organizes the annual Bikefest. “He doesn’t shut down his tent at 6 o’clock and go home, like a lot of the national vendors do. This is our first year for getting some of the nationals to come in. Being a downtown venue, it’s very difficult for us to place the big rigs, but this year, in addition to Boss Hoss, we had Yamaha and some new vendors, and I’m hoping they’re going to come back. They’re all faced with budget cuts, but hopefully we’ll stay on their schedule, and we’ll continue to develop our national vendors.”

Shipes revealed that a record number of vendors participated, and despite threats of tornadoes on Sunday, they exceeded anticipated attendance on both Friday and Saturday.

“Even in a down economy,” said Shipes, “people can still day trip from Tampa, Jacksonville, Orlando, Melbourne, Vero Beach, and Daytona. We’re only an hour and a half cruise from any of those areas, so we always get a good turnout of participants.”

Along with new national sponsors Jack Daniels and Red Bull, and a bevy of popular bands, Leesburg added a new attraction: Tried and True Tattoo Shows brought in a group of 25 nationally known tattoo artists to demonstrate their art in an air conditioned indoor showroom. “It went over well,” reported Shipes, “and we hope to expand on that next year.”

Boss Hoss Stars—Center Stage

And in the midst of it all, the Boss Hoss was a main attraction—even more so than usual: Graham’s knockout retrofitted 2001 Boss Hoss was on display as the festival’s featured bike, available for drooling over in the VIP tent, where literally hundreds of photos were shot, reports Graham, of people posing with the Boss Hoss—including Graham’s striking twin daughters, and the bikini-clad contenders in the Ms. Bikefest beauty contest (one of whom was the third-place winner sponsored by Graham’s trucking company).

Even their abundant charms can’t quite eclipse the splendor of Graham’s showstopper Boss Hoss, however. Summit Boss Hoss updated the 2001 model bike to a flashy 2010 by changing the side panels, the fenders, the rear tire, and the engine (a 440 Donovan) and turning it over to Chris Cruz for a paint job that put the icing on this irresistible cake.

Graham brought in a crew of about 20 friends for the festival, who met at his home on Friday. They covered the 10 miles into Leesburg, rumbled through town for a preview, and had lunch at the Hideaway, a biker bar, before returning to Leesburg to check out the festivities and enjoy themselves. “Everybody’s always impressed with the Boss Hoss,” Graham noted. “It’s the nature of the
beast—especially when you’ve got a modified engine, a Kewlmetal front end and 300 tire on the rear, and a Chris Cruz paint job topping it off.

“All totaled, we captured 10 to 12 Boss Hosses in our little group before it was all over. We had a good turnout, and people are always happy to see the Boss Hosses—they turn heads every time you take a run through town.”

Graham turned a few more heads than usual when he took his HossFly down Main Street on a solo run. “It just set the crowd off to a good pace,” he chuckled. “It makes a lot of noise and racket, and everybody just cheers that thing! “All in all, we had another successful year—the festival gets bigger and better every year, and we’re already looking forward to next year!”

Find out more about the event’s attractions by visiting www.Leesburgbikefest.com; and consider adding next year’s Leesburg Bikefest—April 29, 30, and May 1—to your 2011 “gotta-do” calendar. Let’s make sure the Boss Hoss family of riders attending this fun festival continues to grow!
Exploring History: The Search for Wheeled Power

How many times has each of us struggled to verbalize exactly what it is about the Boss Hoss that is so appealing? Is it its unique sound? Is it its unusual and arresting appearance—a signature standout silhouette that still allows each Boss Hoss to be uniquely individual?

Browsing through history, it’s easy to trace a human fascination with wheeled power from the development of the earliest vehicles—clumsy wagons whose value as powerful weapons of war was quickly recognized. The early Sumerian battle wagons, crafted of wood, weighed several hundred pounds. Drawn by onagers or asses, their best speed was probably about 12 mph. Progress quickly introduced the chariot, which followed the wagon in the mere blink of an eye, as history is measured.

Lighter, more maneuverable, and more practical in battle, chariots—which began appearing around 2000 B.C. in the area of modern-day Turkey—served as mobile platforms for archers. Their popularity took the eastern Mediterranean area by storm, spreading to northern Europe and as far as northwest India, where chariots continued to be of military value until around 600 B.C.

Around 1000 B.C., the development of mounted cavalry troops began replacing the chariot’s use in wartime, which was probably a good thing. As we know, chariots don’t come cheap, and scrupulous maintenance can be costly, as well—especially if your chariot is continually getting banged up intentionally by people out to kill you.

Although the army provided the horsepower and a set of grooms and stable boys, the chariot itself reportedly cost an Egyptian charioteer a small fortune—“three deben of silver for the shaft and five for the body,” according to period records—and the maintenance crew still had to be fed, clothed, and housed, to boot. Thus, chariots were usually the property of an aristocratic warrior class of powerful, respected individuals, and were even absorbed into the pharaoh’s royal retinue, becoming a powerful symbol of domination.

Even when its importance as a weapon declined, the chariot continued to be regarded as a symbol of status and power. It was then used primarily for hunting and for sport racing—which became a popular competition sport in the ancient Olympics around 680 B.C. Remember ‘Ben-Hur’? What could have exceeded the ultimate in power in his day—controlling a quadriga—a four-horse-drawn racing chariot?

Watch it again, if you question the thrills those pulse-pounding duel-to-the-death racing scenes still generate! This 1959 epic has lost none of its power in half a century; it garnered 11 Oscars and a raftful of other awards.

Not to be outdone by a mere common adventurer, however, the Emperor Nero drove a ten-horse chariot in the Roman games at the Circus Maximus before an audience of 150,000. Although Nero reportedly fell out of the chariot, who’s going to argue with a temperamental emperor? He was acknowledged as the winner,
Anyway.

Wildly violent and frequently deadly, with no-holds-barred crashes and enthusiastic gambling that went way beyond the civilized borders of today’s pari-mutuel betting, chariot racing was a hugely popular draw in its day. The manic crowds of fans it attracted frequently exploded into riots that made World Cup Soccer street brawls look like a tea party:

Rioting over chariot races...
Water, Water Everywhere!

By Ernie Beadle, Boss Hoss of British Columbia

How about ocean front property in Arizona? No? Okay, how about waterfront property in Tennessee—namely Dyersburg, Tennessee? Got your attention yet? My name is Ernie Beadle and I am the western Canadian dealer for Boss Hoss motorcycles and this is the third article to the magazine about my travels associated with Boss Hoss and the weird and sometimes bizarre instances surrounding these trips.

The first article (Boss Hoss Country, Spring 2009) described my trip to Sturgis, when I ended up riding more or less alongside the Hell’s Angels for a spell, only to find out that when we checked into our hotel that night, every room was booked by the Hells Angels—with the exception of our three rooms. The irony is that they offered to give us full protection and security for our bikes. Well, I knew they would not steal mine because my bike was a Boss Hoss, but I laughed because all of my buddies were riding Harleys; I told them their bikes were likely to become spare parts for the Angels! But all went well. Their bikes were there in the morning, and we had an interesting night, to say the least.

The second article (Boss Hoss Country, Fall 2009) shared my adventures in Europe last year, when I went over to Germany to go to the annual Boss Hoss Pullman City rally put on and hosted by Wolfgang Hagenberger, several avid Boss Hoss customers, and Andy Mueller—who is the German dealer as well as the European importer for all Boss Hosses. This was an interesting rally, to say the least: a couple hundred Bosses showed up, and, rain or shine, the Germans know how to have fun, as beer over there “is more than just a breakfast drink.”

The Germans are very open-minded, or more liberal in a lot of ways than we are here in the Americas, but I guess that goes for most Europeans. If you ever have a desire to go to Europe, make sure you put this rally on your “to do” list. You will not be disappointed.

The Germans are very friendly and love to laugh and have fun. Picture this: you are sitting in a western bar, listening to some good old country music, having a cold “pop,” when all of a sudden the double doors open up, a 605 c.i. Boss Hoss drives in through the people, up onto the dance floor and proceeds to do the biggest burnout you can imagine—INSIDE THE BAR—with all the other people still dancing all around it! There’s a lot more to tell, but I will leave that for you to discover!

Now, back to the current tale—about waterfront property in Tennessee. I had recently sold my personal bike, an ’06 Boss Hoss, and needed a replacement, so I called the factory. They had an opening for building me a new bike, and I had a little extra time on my hands, so thought I would drive down there to pick it up. It’s a mere 55-hour drive each way, but what the heck? I enjoy the open road or I wouldn’t ride a motorcycle, now, would I? Not only that, but this way I could stop in to see Scotty (the painter) and have him paint me a really neat custom paint job. I also wanted to have a trailer painted to match the custom job for my new bike, as I really want to do some serious touring on this bike. Sure enough Scotty came through with flying colors (no pun intended) and delivered a fabulous job for me.

When I arrived at the factory, they were just heading out to Panama City in Florida for a demo rally. I found they could use a hand, so off I went with the guys to Florida—a nice unexpected surprise. But the best was yet to come! When we arrived, I got to ride shotgun (back of the tour) on a new LS-3 bike, and traded once with Chad for his SS model with the new 300 rear tire on it. In only two short words it was “absolutely awesome”. It puts 440 horsepower of extremely smooth, super-responsive power at your fingertips if you have guts enough to grab a fist full of throttle; but beware—if you do get to ride one of these beautiful machines, roll it on slowly, because you will need a change of underwear! I honestly think that at 440 horsepower it is...
underrated; to make things worse, it is lighter than the traditional ZZ4 bike, so—far more ponies and less weight. You get the picture! When the factory says it is the best bike that they have ever built, they’re not kidding: an SS model, with that new 300 tire on it and an LS-3 engine, makes an unbeatable combination with superb handling.

While we were in Panama, we watched the news reports nightly, tracking the weather reports and the rainfall that was happening all over the state of Tennessee. One place got over 16 inches of rain in just over 14 hours—unbelievable. Nashville was already flooded and the worst was yet to come. Over 38 people died from the floods in the Nashville area alone, never mind the rest of the state.

We finished up at the Panama rally, headed back to Dyersburg and got back late Sunday night. I had my motor home there in the parking lot, so just crashed there for the night. At 6:00 a.m. I heard a bunch of racket outside, and when I opened my curtains I couldn’t believe what I was seeing!

Water, water everywhere—and police, search and rescue, and firemen all over the place.

I immediately went outside to offer my help and Andy, one of the factory employees (a super nice guy that works on the assembly line and lives in a house right behind the factory) was in the process of “moving out.” They had a 5-ton truck there and various staff from Boss Hoss were already there helping to pack up Andy’s house as fast as humanly possible to get it into the truck before it was too late, as the water was rising rapidly.

He was not the only one; all the people that lived on that street were in the same dilemma—all frantically trying to pack up their personal belongings as fast as they could before they lost them. In a matter of about an hour or two, the water had risen about two feet and was still rising, and at that point we all went over to the factory to start elevating anything possible to avoid damage there.

The early indicators by the media were that it was going to reach the 200-year flood plain level; however it didn’t take long to figure out that was not the case, as it was already past that point and still rising. We worked feverishly at the factory and then went down the street to Hoss Fly (where they build the V-8 bar stools) and started elevating everything there as well, but time ran out. We finally had to quit as the waters were still rising. They were now approximately four feet over the 200-year flood level and we were forced to evacuate for obvious safety reasons.

Now came the wait and see game, and all we could do was wait back and watch what was about to unfold in front of our eyes. It was bizarre to see all this water coming from nowhere and causing so much damage.

When the dust settled—not that there was any dust to be found anywhere close—the factory was under about four feet of water on the lower level, and about a foot under water in the elevated areas such as the fabricating shop, the parts area, and the assembly area. The reception, administration and showroom areas were now submerged and there was nothing we could do until it receded enough that we could go back in.

During the next three days it was obvious what the damage was going to be and the clean up that would need to be done, so in usual form, Monte Warne, the founder of the great machines known to us as the Boss Hosses, went out and found a huge pressure washer. It needed work, so work on it he did—until midnight for a few nights, getting it totally rebuilt and ready to go once the water subsided so that we could get into action.

Have you ever heard the expression “when the going gets tough, the tough get going”? Well, welcome to the folks at Boss Hoss!
hard work was some storytelling and joke telling to keep the humor and morale up.

The staff at the factory were committed to getting their doors open as fast as possible to minimize any hiccups to the public for getting parts or getting their bike orders out. Hey, even Rad, the COO, was around for such an extended period of time and just wanted to get rid of me; so again, they did what they had to do and it worked! As I said my farewells, I told them that before I ever come down to the factory again—trust me—I will call the weatherman first!

Bottom line is that what was supposed to be a 3-4 day trek down to Dyersburg turned out to be two weeks of non-stop experiences for me, but it was an experience that I will never forget. It was a pleasure to work alongside these folks and watch the team all pull together and make the impossible possible. My hat’s off to all of them that came forward to do what needed to be done to help make this all happen so seamlessly.

My bike was the first one off the assembly line once they were up and running again, so I could get going on my journey back home. But in thinking about this, I think they were just plain tired of me hanging in there, “up to his you-know-what,” leading the way, working his butt off to make sure there was little disruption to service. The good folks at Boss Hoss just knuckled down, got the job done and were back building bikes only a few days after the worst flood in history—which is a testament to the leadership, management and attitudes of the folks here at the factory.

In these tough economic times when other motorcycle companies are closing their doors, Boss Hoss has survived the worst recession that we can remember, and the worst flood in history, almost as if it never happened. It just goes to prove that with the right leadership and right attitudes—combined with good work ethics—you can accomplish anything if you really want to.
Tentative Events Schedule
for the 11th Annual Boss Hoss National Rally & Mid-South Motorcycle Festival
PLEASE CHECK BACK FOR UPDATES AS THE EVENT DRAWS NEAR at www.midsouthbikefest.com

Thursday (September 16, 2010)
9:00 am to 4:00 pm Onsite Event Registration and Event Check-in at Paris Landing Park Inn
9:00 am to 4:00 pm Boss Hoss Factory Demo Rides (one hour break for Lunch from 12:00 to 1:00pm)
9:30 am to 10:00 am Registration for the $500 Scavenger Hunt **
10:00 am $500 Scavenger Hunt Rde departing from Paris Landing Event Area **
12:00 pm to 5:00pm Vender / Event Area open to Public
5:00 pm $500 Scavenger Hunt – Last Bike IN at Paris Landing Event Area
7:00 pm to 9:00 pm Meet & Greet at “Boss Hoss Lounge” on first floor of Paris Landing Park Inn **
9:00pm Awards presentation for $500 Scavenger Hunt **
7:00pm to 11:00pm “TBA” performing on the Patio at the “Boss Hoss Lounge” **

Friday (September 17, 2010)
9:00 am to 4:00 pm Boss Hoss Factory Demo Rides (one hour break for Lunch from 12:00 to 1:00pm)
9:00 am to 5:00 pm Vender / Event Area open to Public.  Live entertainment “TBA”
9:30 am to 10:00 am Motorcycle Parade departs from Paris Landing Event Area to downtown Paris, TN Court Square **
11:00 am Registration & Staging of Bike & Trike Show downtown Paris, TN Court Square **
11:30 am Judging for Boss Hoss Bike & Trike Show (People’s Choice Voting)
12:00 pm to 1:00 pm “TBA” performing and Food Vending at downtown Paris, TN Court Square
1:00 pm Bike Show Awards Presentation on Stage at downtown Paris, TN Court Square
1:00 pm Registration for $1,000 Dice Run at downtown Paris, TN Court Square
1:30 pm $1,000 Dice Run, 1st Bikes Out (Starting at downtown Paris, TN Court Square) **
5:30 pm $1,000 Dice Run, Last Bikes In (Ending at Paris Landing Event Area)
6:00 pm BHRA Customer Appreciation Dinner “Paris Landing Park Inn” **
7:00 pm to 8:30 pm BHRA Customer Appreciation Dinner “Paris Landing Park Inn” **
8:30pm $1,000 Dice Run Awards Presentation (concluding dinner) **
7:00pm to 11:00pm “TBA” performing on the Patio at the “Boss Hoss Lounge” **

Saturday (September 18, 2010)
8:00 am to 11:00 am Onsite Event Registration
8:00 am to 4:00 pm Boss Hoss Factory Demo Rides (one hour break for Lunch from 12:00 to 1:00pm)
8:00 am to 5:30 pm Vender / Event Area open to Public.  Live entertainment “TBA”
9:00am Group Photo all attendees & their motorcycles gather at Event Staging Area for a group picture
9:00 am to 5:00 pm Paris Landing Tourism League Boss Hoss Burnout BBQ Cook-Off Competition
9:30 am Registration for $1,500 Poker Run at Paris Landing Event Area
10:00 am $1,500 Poker Run (1st bikes OUT) (Starting & Ending at Paris Landing Event Area) **
5:30 pm $1,500 Poker Run Last Bike IN at Paris Landing Event Area
5:45 pm Awards presentation for BBQ Cook-Off at the Paris Landing State Park amphitheater stage
6:00 pm Customer Appreciation Party “Happy Hour” at “Paris Landing Park Inn” **
7:00 pm to 8:30 pm Customer Appreciation Dinner “Paris Landing Park Inn” **
7:00pm to 11:00pm “TBA” performing on the Patio at the “Boss Hoss Lounge” **
9:00pm Awards presentation for Budweiser® $1,500 Poker Run
10:05 pm Drawing for $500 Sponsors Punch Card Award
10:15 pm Shriners Hospitals for Children drawing for 2010 Boss Hoss Trike

** Must be a registered attendee of the Boss Hoss National Rally to participate in this function.
Times and event functions may change at the discretion of event management.
TBA = To Be Announced
### US Dealers (Alphabetical order):

- **Arizona**
  - Arizona Boss Hoss
  - 9550 North 90th St.
  - Scottsdale, AZ 85258
  - Ph: 480-220-0949
  - arizonaboshoss.com
  - chris@arizonaboshoss.com

- **Arkansas**
  - Rick Taylor, Inc.
  - P.O. Box 808
  - 2809 S. Knoxville
  - Russellville, AR 72801
  - Ph: 479-890-2662
  - bosshoss@arkansas.com
  - rick@bosshoss@arkansas.com

- **California**
  - California Boss Hoss
  - 1414 W. Pacific Coast Hwy.
  - Harbor City, CA 90710
  - Ph: 562-242-4262
  - boss-hoss.se
  - www.bosshosscountry.com

- **Connecticut**
  - Stamford Boss Hoss
  - 792 Pacific St.
  - Stamford, CT 06902
  - Ph: 203-359-1556
  - BossHossct@aol.com
  - Ph: 203-359-1556
  - Stamford, CT 06902

- **Georgia**
  - Atlanta Boss Hoss
  - 2187 West 787
  - Monroe, GA 30655
  - Ph: 770-207-5889
  - atlantabosshoss.com
  - Phone Number

- **Maryland**
  - Boss Hoss of Frederick
  - 100 D Buchiemer Road
  - Frederick, MD 21701
  - Ph: 301-669-9447
  - bosshoss@esd.com
  - bj@bossboshsscyclesfdmd.com

### International Dealers (Alphabetical order):

- **Australia**
  - Pacific Boss Hoss
  - Melbourne, Australia
  - Ph: 61 3 9737 0717
  - bossboss.com.au
  - sales@bossboss.com.au

- **Canada, British Columbia**
  - BC Boss Hoss
  - 1320 Watson Larsen Rd.
  - Kamloops, British Columbia
  - Canada V2C 6Y1
  - Ph: 250-377-1221
  - BCbossboss.com

- **Denmark**
  - Boss Hoss Cycles of Denmark
  - Torvet 4
  - DK-6100 Haderslev, Denmark
  - Ph: 45 74 52 10 22

- **Germany**
  - Boss Hoss Cycles Germany
  - Griedemstr. 4
  - Huerth, Germany 50354
  - Ph: 049 2233 714188
  - Fx: 049 2233 714189
  - bossbossycycles.de
  - info@bossbossycycles.de

- **Japan**
  - Boss Hoss Cycle Japan
  - Ph: 011 64 3 384 2828
  - Ph: 001 81 284 64 0214
  - Fx: 001 81 284 64 0228
  - bossboss.co.jp
  - support@bossboss.co.jp

- **New Zealand**
  - Brian Ford Engineering LTD.
  - Christchurch 91.93 Rutherford St.
  - Christchurch, New Zealand
  - Ph: 011 64 3 384 2828
  - bossboss.co.nz
  - brianfordnz@yahoo.co.nz

- **Sweden**
  - Boss Hoss Cycles Sweden
  - Uddevalla 4
  - Oreybo, Sweden 70217
  - Ph: 46 (0) 703 93 63 93
  - bossboss.se
  - info@bossboss.se

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### Boss Hoss Dealer Listing

for a complete listing of dealers, visit bosshoss.com

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### 11th Annual Boss Hoss National Rally

Produced in conjunction with the 6th Annual Mid-South Motorcycle Festival

**PARIS LANDING STATE PARK, PARIS, TN ~ SEPT. 16-18, 2010**

### REGISTRATION FORM

Pre-registration for this event is $60.00 for all Boss Hoss Riders Association (BHRA) Members, and $75.00 for non-members. The deadline for pre-registration is Wednesday, September 1, 2010. General registration is $90.00 per participant. The registration fee includes access to all events scheduled September 16-18, 2010. You get entry to the poker and dice runs, entry to bike show, sponsors goody-bag, live entertainment, dinner functions and much more (see schedule of events for complete listing of elements included in registration fee).

<table>
<thead>
<tr>
<th>Participants Name (please print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>City/State/Zip</td>
</tr>
<tr>
<td>Phone Number</td>
</tr>
<tr>
<td>E-mail Address</td>
</tr>
<tr>
<td>Bike brand and Model</td>
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</tbody>
</table>

I plan to participate in the following events: (Please check all that apply)

- Poker & Dice Runs
- Bike/Trike Show

### RELEASE AND INDEMNITY AGREEMENT

I agree to be legally bound, and do hereby release, waive, discharge, indemnify, hold harmless and covenant not to sue Boss Hoss Promotions, Inc., Boss Hoss Riders Association, its administrators, officers, directors, agents, or other employees or volunteers of the organizations, or the owners and lessors of the premises used to conduct the event, all of which are hereafter referred to as the “Releasees”, from and against all liability to the undersigned, his or her heirs, and next of kin for any claims, demands, losses or damages on account of any injury, including death and permanent or partial disability or damage to property, caused or alleged to be caused in whole or in part by the negligence of the Releasees or otherwise in whole or in part from any act having any connection with and/or arising out of my travel to, participation in, and return from the Boss Hoss National Rally and any associated event and/or functions.

I acknowledge and fully understand that I am participating in group events that are known to involve risk of serious injury, including permanent disability and death, and severe social and economic losses which might result not only from our own actions, inaction or negligence, but the actions, inactions or negligence of others, the rules of play, or the conditions of the premises or any of the equipment used. Further, that there may be other risks not known to us or not reasonably foreseeable at this time.

I, THE UNDERSIGNED HAVE READ THE ABOVE RELEASE AND HOLD HARMLESS AGREEMENT, AND UNDERSTAND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS AND MADE CERTAIN IMPORTANT GUARANTEES BY SIGNING IT AND HEREBY SIGN IT VOLUNTARILY.

By signing here I agree to the release above (WE MUST HAVE YOUR SIGNATURE TO PARTICIPATE)

Complete and mail form with payment to: Boss Hoss Promotions, Inc., P.O. Box 1715, Dyersburg, TN 38025
Classified Ads Have Moved.

If you’re a BHRA member, you can advertise your Boss Hoss bike or trike free on our classified listings at: www.bosshosscountry.com

There you can also catch up on the latest events, news, and link to all our dealers to review their inventory.

Just as the magazine has gone through a transformation beginning with this issue, we will be upgrading the website both with content and design.

Members will also be able to submit a request for access to the member's only section. A password will be assigned to you by BHC that will allow behind the scenes access to all things Boss Hoss.

If you’re not a member, please sign up online today at bosshosscountry.com and join the Boss Hoss family.
Now that’s what we call

The Rubber Meeting the Road.

For the largest selection of new and used Boss Hoss bikes and trikes on the planet, see us at the next show, at our showroom or online.

www.bosshosscyclesfdkmd.com
301-662-9447 sales • parts • service

**According to BH policy, you can’t be Boss Hoss Dealer of the Year until you’ve been a dealer for two years.**