

A close-up, low-angle shot of a motorcycle headlight. The headlight is dark, possibly black or dark grey, with a prominent red 'BUELL' logo on the upper right side. The lighting is dramatic, with a bright highlight on the lower right edge of the headlight housing and a dark, textured area on the left. The overall mood is sleek and modern.

**BUELL<sup>®</sup> MOTORCYCLES 2007**

**THE ART OF HANDLING**



**“ALL I WANTED TO DO WAS FIND A BIKE TO RACE.  
AND I ENDED UP WITH MY OWN COMPANY.”**

Erik Buell. Founder, Engineer and Racer.

Erik lived in an area that was a hotbed for motorcycles. Lots of racers around, so it was easy to get involved. Soon he was spending all his time working in bike shops, riding, and going to night school to study engineering. Then he starting to race motocross seriously, but was badly injured and since he couldn't ride, he got a job as a mechanic for a road racer who quit, so Erik took over. All of a sudden he was a road racer. “I spent all my time designing and building my own bike to take on the barbarians of the motorcycle industry,” recalls Erik, “I spent every penny on racing”.

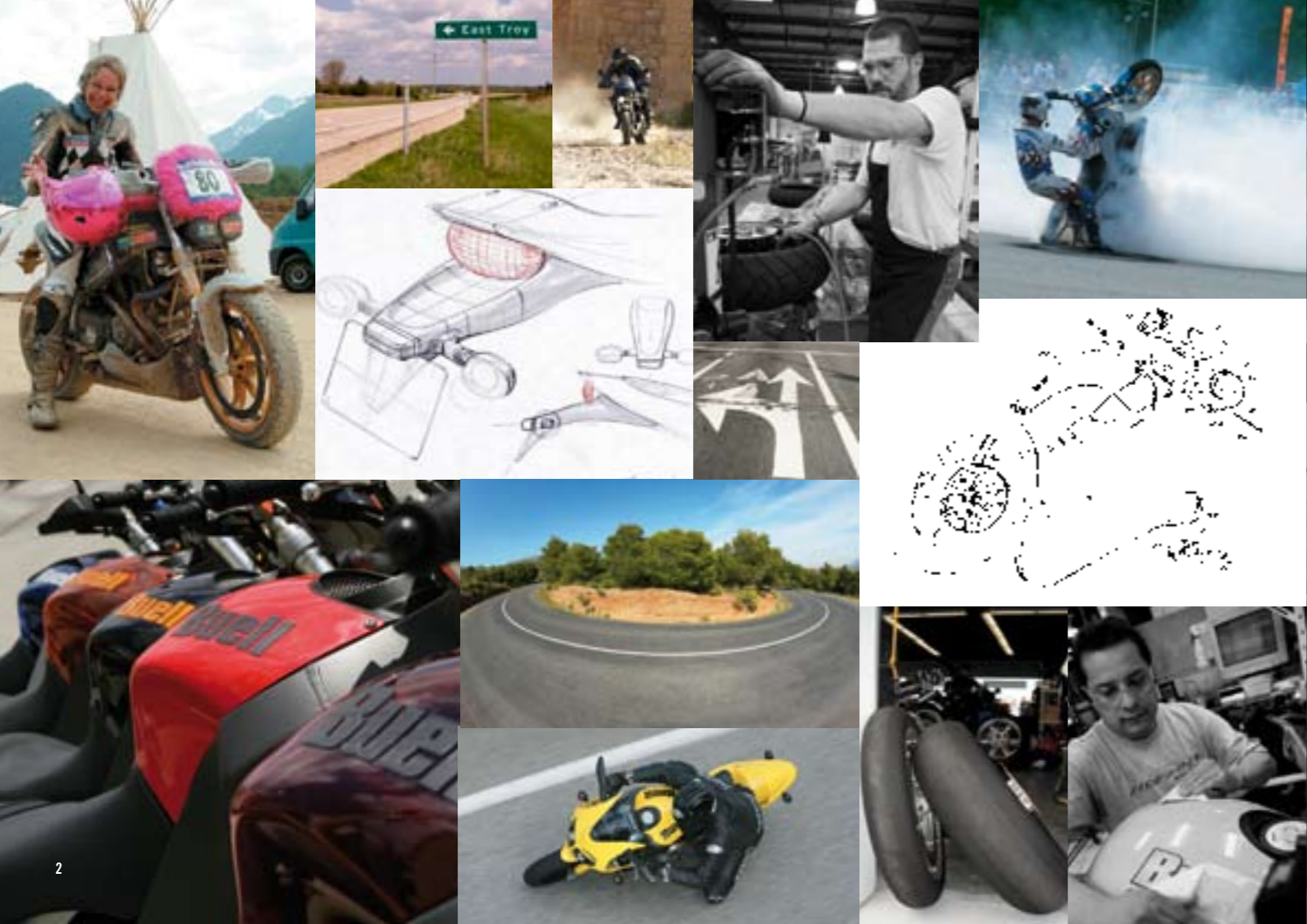
By the time his RW750 was ready in 1983, it was smoking other 750s. A private bike, that out handled all the factory bikes and clocked at 178 mph on the track in Talladega. His passion and commitment to building the best handling bikes around runs through his company, developing motorcycles that continue to surprise everyone with innovative solutions, making his bikes the best choice for riding on the road. Now, after years of being away from the competitive circuits, he is back, with another bike to race, the XB12RR. The difference is, these days he's got a company, together with years of expertise and knowledge of building bikes and this is how he does it...



*The Buell RW750*



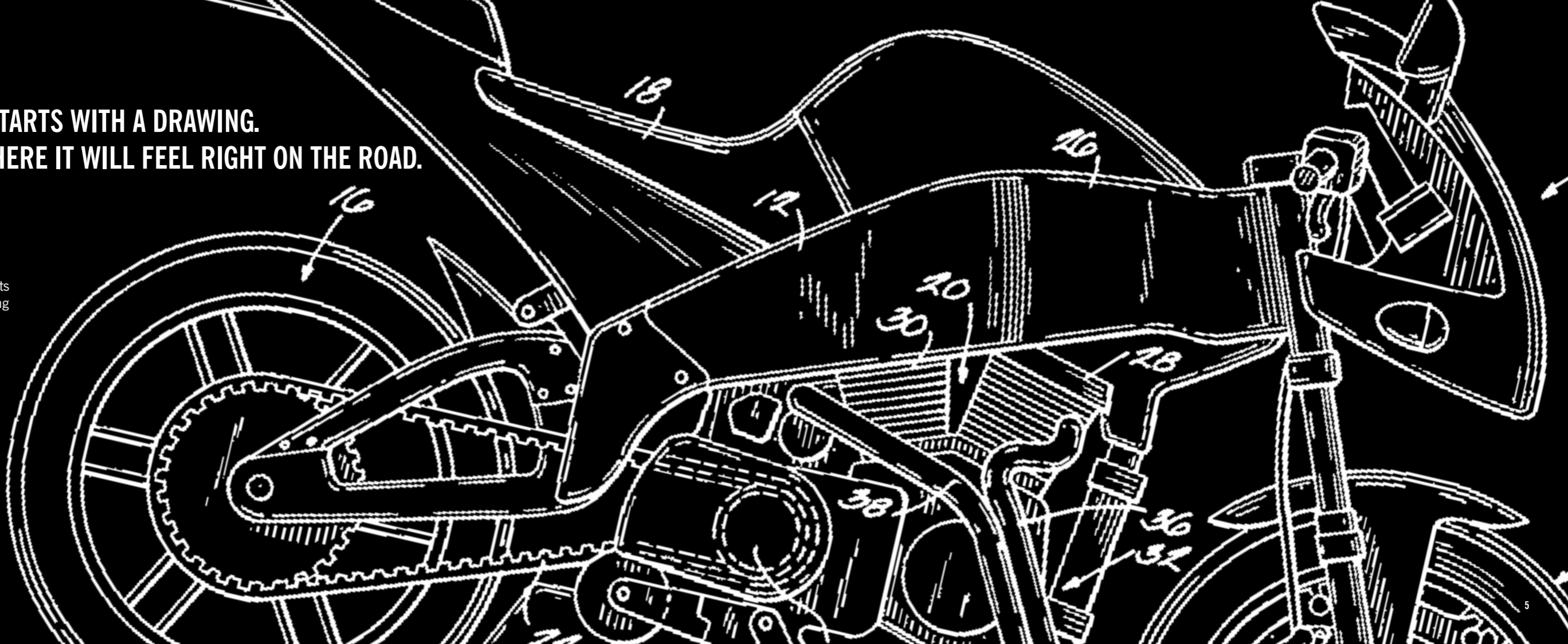
*The Buell XB12RR*

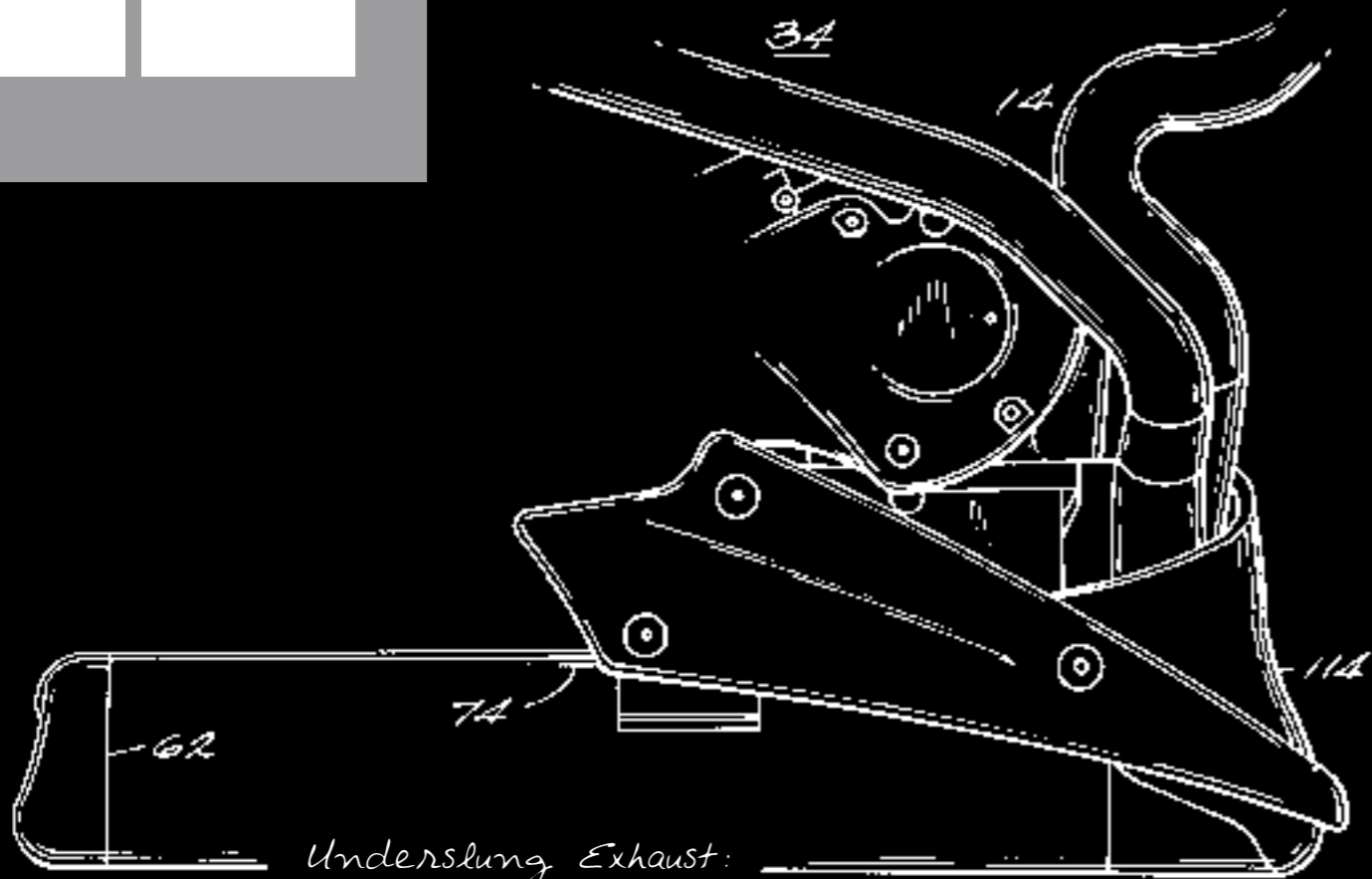


ALL WE DO IS CREATE SPORTBIKES, NO CARS, NO STEREOs, NO MUSICAL INSTRUMENTS, NO BOATS, LAWNMOWERS OR GENERATORS. WE ARE COMMITTED TO BUILDING THE BEST HANDLING BIKES IN THE WORLD OUR WAY, A BETTER WAY. OUR UNCOMPROMISING ATTITUDE TOWARDS THIS IS SHAPED AROUND THREE SOLID ENGINEERING PRINCIPLES ERIK BUELL CALLS THE "TRILOGY OF TECH" AND PUTTING THEM TOGETHER HAS BECOME AN ART IN ITSELF.

**FROM DAY ONE IT STARTS WITH A DRAWING.  
IF IT FEELS RIGHT HERE IT WILL FEEL RIGHT ON THE ROAD.**

Everything we do is for a reason and that reason is to design and build a better handling motorcycle. We have adopted what we call a Multifunctional design approach. A Buell motorcycle has 50% fewer parts than a competitive sportsbike. Making it lighter, handle better by reducing the bikes complexity and giving it a unique, minimalist look too.



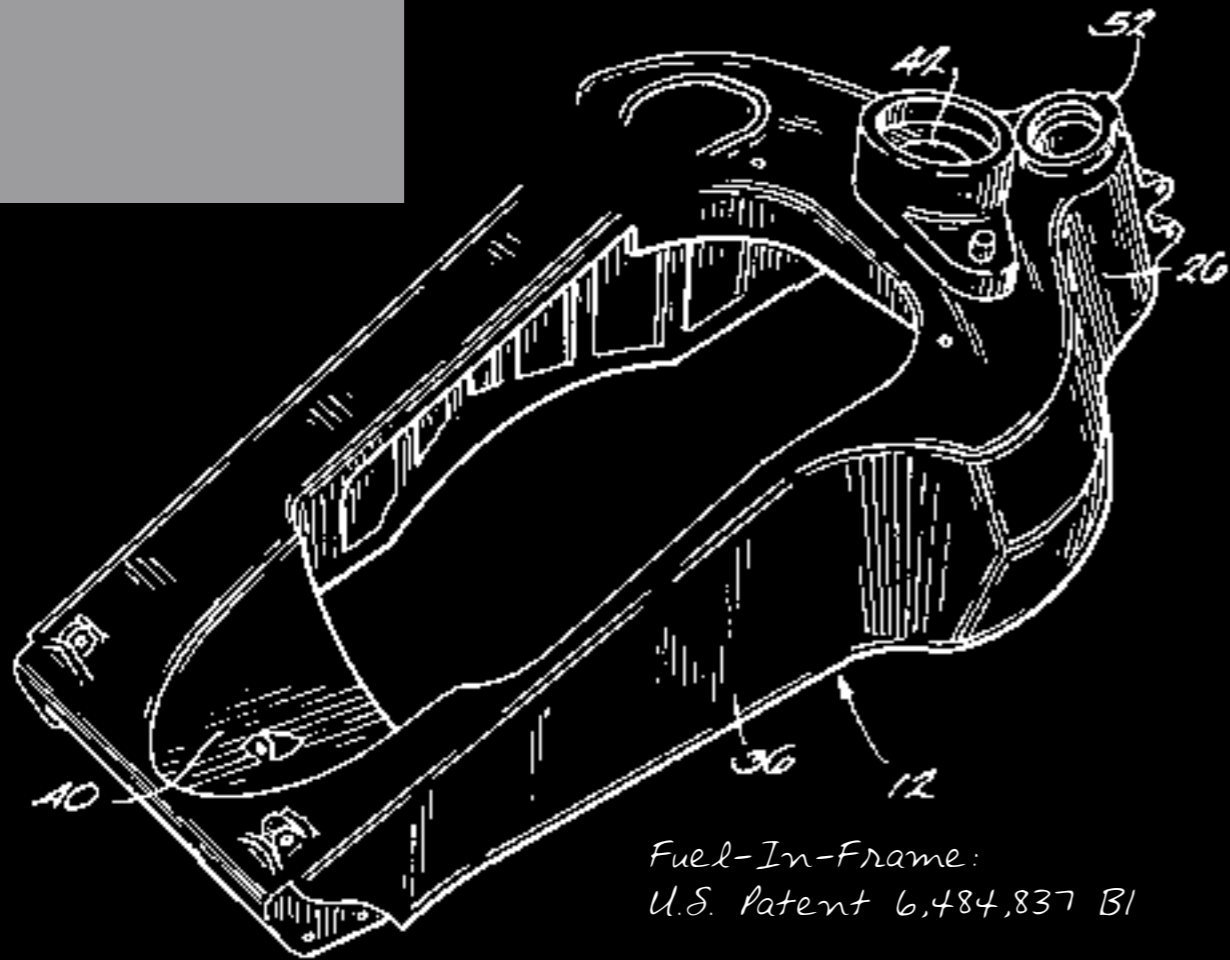


*Underslung Exhaust:  
U.S. Patent 6,267,193 B1*

## MASS CENTRALISATION

Simplicity itself, concentrate the mass as close to the center of the bike as possible, taking the weight off both ends and making it compact right underneath you. You won't see any heavy exhausts sticking out of the side of our bikes because we believe they have a dramatic effect on how the bike handles, keeping the weight closer to the ground lowers the center of gravity which in turn provides better handling. It gives the bike an entirely different look too, unique to all our motorcycles.





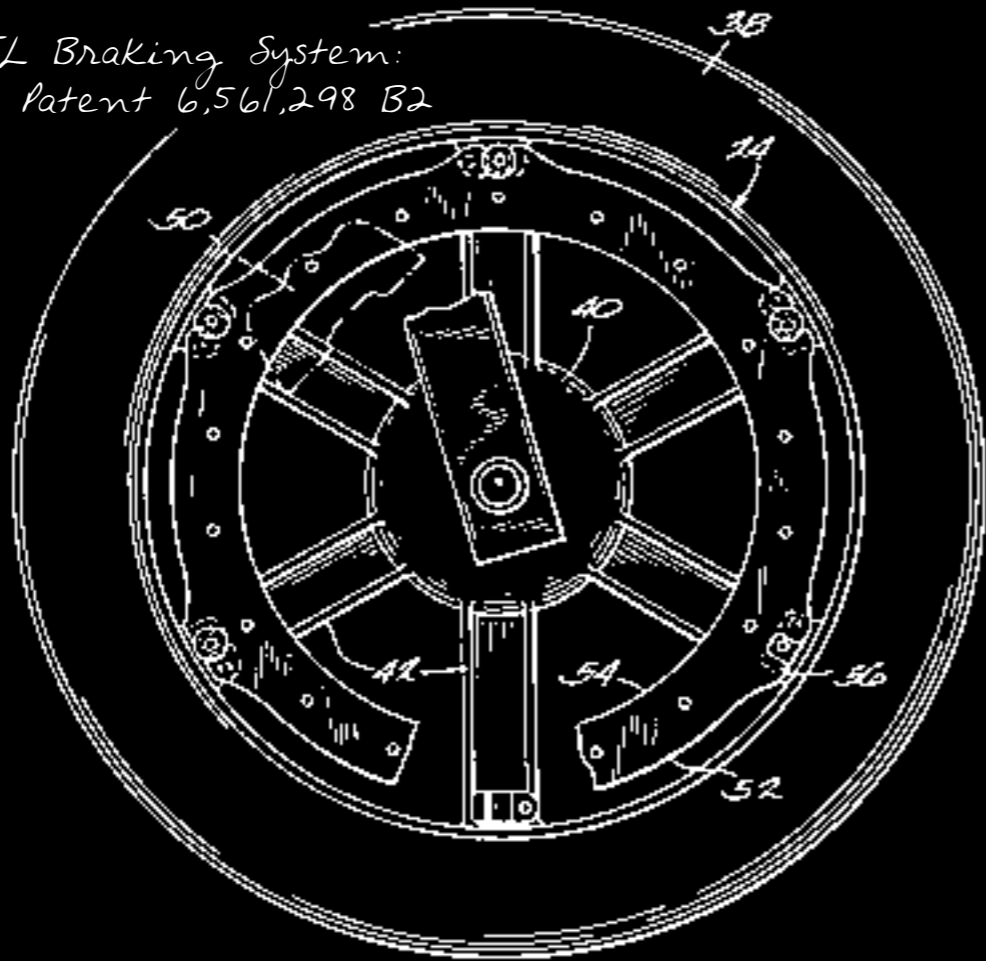
Fuel-In-Frame:  
U.S. Patent 6,484,837 B1

## CHASSIS RIGIDITY

The most important thing for any rider is to have the bike work with you and not against you. It's simply all about making the wheels stay in line with each other so when you flick the bike into a corner it doesn't flex, staying exactly where you planted it. Our frame also serves as the fuel tank and is designed and shaped to make it easy for the rider to settle into any riding position. It's the largest piece on our bikes, sculpted to give better handling and better control.



ZTL Braking System:  
U.S. Patent 6,561,298 B2



## LOW UNSPRUNG WEIGHT

The first thing any one looks at on a Buell is the front end. The ZTL (Zero Torsional Load) disc brake draws the eye every time. Different from a conventional brake, because the braking forces are evenly distributed through the rim and not the spokes. That means we can make a lighter thinner spoked wheel reducing the unsprung weight. This means better "feel" for the rider inspiring him with confidence as he takes the bike from one corner to the other. So next time someone happens to say how good the wheels look you'll be able to tell them it's for a good reason too.



THE PERFECT BALANCE BETWEEN FORM AND FUNCTION.

FOR THE STREET.



**BUELL® LIGHTNING® XB12S**

**THE CORE OF WHAT  
BUELL IS ALL ABOUT.  
ALL TYRES AND ENGINE.**

The famous hooligan Lightning. There is no other like it. It smokes, it burns rubber, but at the same time blends it's raw power with minimalist style and athletic ergonomics that deliver a superb handling motorcycle with uncompromising attitude.





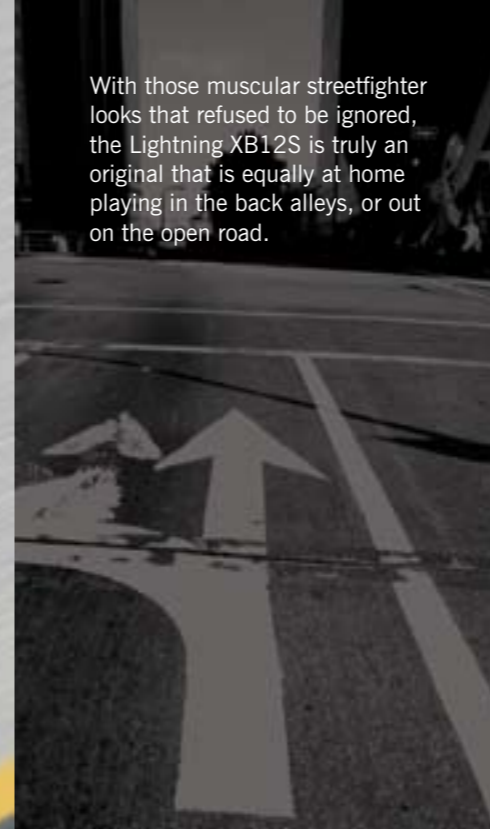
This year we have introduced a new Cherry Bomb colour to the range with the popular "see through" translucent air box cover first seen on the CityX in 2004.

Everything else remains the same. Short 52 inch wheelbase, steep 21 degree steering head angle and a torquey 1203cc V-Twin engine that pulls like train from idle.





With those muscular streetfighter looks that refused to be ignored, the Lightning XB12S is truly an original that is equally at home playing in the back alleys, or out on the open road.

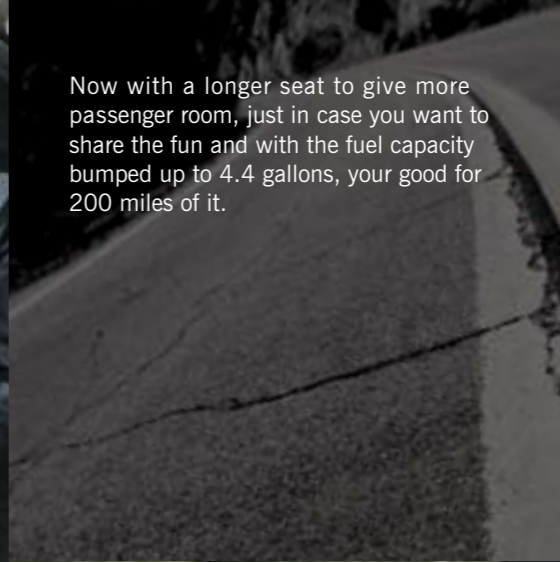


**BUELL® LIGHTNING® LONG XB12Ss**

## **PUTS A BIGGER SMILE BEHIND THE VISOR.**

Other riders don't have to see you laughing to know you're having fun. The Lightning Long XB12Ss is all Buell and more. The longer swingarm stretches the bike to a 54" wheelbase, which is still quite compact by sportbike standards. Rake and trail are adjusted too, giving the rider a more relaxed, comfortable feel from the bike. Not to say we are going soft; you understand as the attitude still remains unmistakably Lightning.



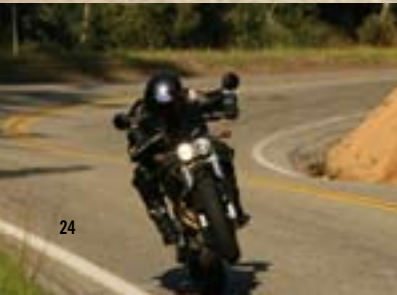
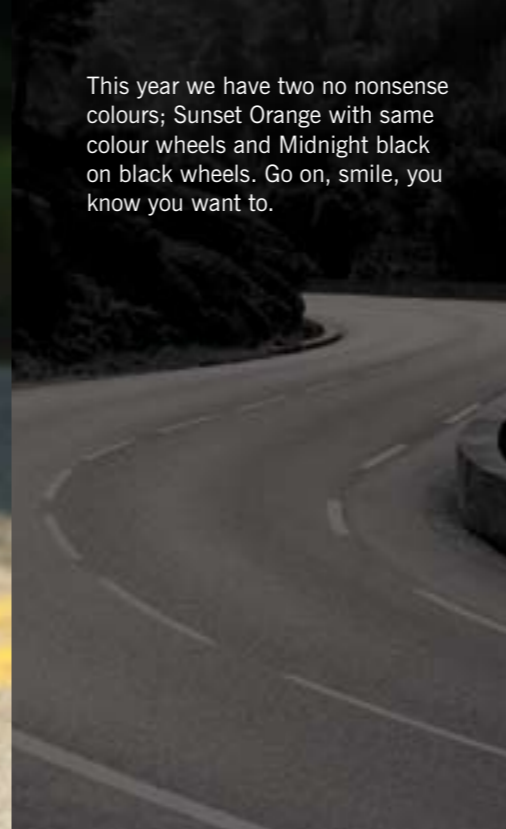


Now with a longer seat to give more passenger room, just in case you want to share the fun and with the fuel capacity bumped up to 4.4 gallons, your good for 200 miles of it.





This year we have two no nonsense colours; Sunset Orange with same colour wheels and Midnight black on black wheels. Go on, smile, you know you want to.



BUELL® LIGHTNING® XB12Scg

**THIS LIGHTNING HAS  
REACHED A NEW LEVEL.  
IT'S LOWER.**

This Lightning has an even lower center of gravity without sacrificing any of the handling characteristics or performance.





Improving the ergonomics, lowering the seat and suspension levels give an overall reduction in seat height of 2 inches. It still has a 52 inch wheel base, 21 degree fork angle like the XB12S and an incredible 1203cc V-Twin engine that will pull you up from a standing start. It may be a little lower, but it'll get you high at the twist of the throttle, every time.



**BUELL® LIGHTNING® CITYX XB9SX**

**GEARED UP FOR A FULL  
FRONTAL ASSAULT ON  
THE URBAN JUNGLE.**

You don't mess with this upstart because it's ready for anything the City throws in its way. Tough looking with it's unique "see through" screen and airbox cover means you really can see what this bike is made of.





*Translucent airbox covers come in Kick Ash Grey and Hero Blue.*





The Buell Lightning CityX XB9SX with deflectors, Supermotard style bars and rugged headlamp grille upfront gives you all the attitude you need to take on a lot more than those bumpy urban corners.

It has a lively 984cc V-Twin motor with 63 ft lbs of vigorous torque. From green light to stoplight it's a whole lot of fun and once you're out of town, well it just gets better.



BUELL® ULYSSES™ XB12X

## THE ADVENTURE BIKE WITH THE SOUL OF A SPORTSBIKE.

Take all the handling characteristics of Buell and wrap them in adventure style tourer and voila, the very first true Adventure Sport motorcycle.



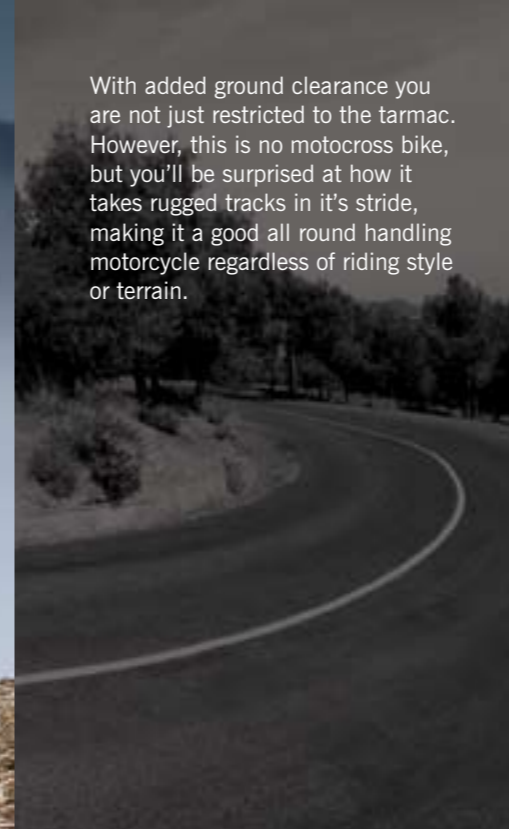


You can ride it like a sportsbike fast through the corners, through the mountains and across big country. It makes you wonder why anyone would prefer an adventure riding their bike through a swamp. Our idea of fun is riding all day through twisty roads and not being restricted to a straight line that takes you from one point on the GPS to another in the shortest possible time. This bike is about enjoying the ride, the 1203cc V-Twin motor and not have to worry too much about fuel stops because the frame holds a massive 16.7 litres of fuel.





With added ground clearance you are not just restricted to the tarmac. However, this is no motocross bike, but you'll be surprised at how it takes rugged tracks in its stride, making it a good all round handling motorcycle regardless of riding style or terrain.







Accessories featured include matching panniers and top box. Larger windscreen and GPS system.



**BUELL® FIREBOLT™ XB12R**

**THE BIKE YOU'LL WANT  
TO TAKE THE LONG RIDE  
HOME ON.**

The Buell XB12R Firebolt strikes a unique balance between racetrack and real world performance. Styled as the original sportsfighter, with aggressive ergonomics this bike delivers a satisfying sport riding experience that places it as the undisputed champion of corners.





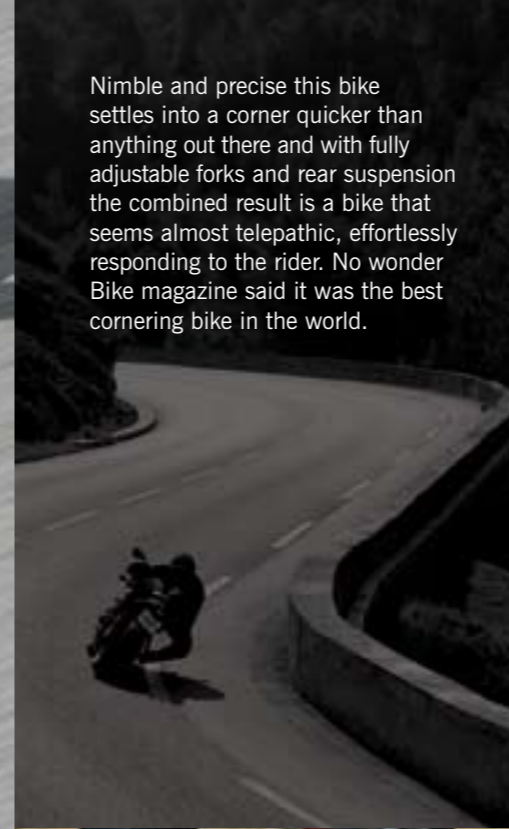
The Firebolt owes much of its handling superiority to the ultra short wheelbase. Just 52 inch, exactly the same as 250 GP racer

and steep 21 degree steering head angle; stand it next to another bike and you'll notice the difference instantly.





Nimble and precise this bike settles into a corner quicker than anything out there and with fully adjustable forks and rear suspension the combined result is a bike that seems almost telepathic, effortlessly responding to the rider. No wonder Bike magazine said it was the best cornering bike in the world.



BUELL® XB12RR

## THE RETURN TO THE TRACK

Impris. Sent? Nam quita reo tieme ci prios Maedit furi  
consulius aurnihil cus ocatimedem imus hocciverorum iam  
nos con haci inte, quiuum mus in veressi dinatiae iaci sene  
conerfe civicut re consum essent, essolic onsus. Equam nihil  
hos, nox sed ma, noc, aude patus acivivi vissena, omachui  
ponsimihica verte esilicit.

Acri ta inc video coernint? Atuus bon Itantid ienatusqua re  
cae ta ducepor econestius patid iam nonoste, conductus





	<b>BUELL® LIGHTNING® XB12S</b>	<b>BUELL® LIGHTNING® LONG XB12Ss</b>	<b>BUELL® LIGHTNING® XB12Scg</b>	<b>BUELL® LIGHTNING® CITYX XB9SX</b>	<b>BUELL® ULYSSES™ XB12X</b>	<b>BUELL® FIREBOLT™ XB12R</b>	
<b>ENGINE</b>	Air / Oil / Fan cooled, four stroke, 45 degree V-Twin	Air / Oil / Fan cooled, four stroke, 45 degree V-Twin	Air / Oil / Fan cooled, four stroke, 45 degree V-Twin	Air / Oil / Fan cooled, four stroke, 45 degree V-Twin	Air / Oil / Fan cooled, four stroke, 45 degree V-Twin	Air / Oil / Fan cooled, four stroke, 45 degree V-Twin	<b>ENGINE</b>
<b>DISPLACEMENT</b>	1203 cc	1203 cc	1203 cc	1203 cc	1203 cc	1203 cc	<b>DISPLACEMENT</b>
<b>POWER*</b>	100 hp / 101.4 PS / 74.6 kW @ 6600 rpm	100 hp / 101.4 PS / 74.6 kW @ 6600 rpm	100 hp / 101.4 PS / 74.6 kW @ 6600 rpm	100 hp / 101.4 PS / 74.6 kW @ 6600 rpm	100 hp / 101.4 PS / 74.6 kW @ 6600 rpm	100 hp / 101.4 PS / 74.6 kW @ 6600 rpm	<b>POWER*</b>
<b>TORQUE*</b>	81 ft lbs / 110 Nm @ 6000 rpm	81 ft lbs / 110 Nm @ 6000 rpm	81 ft lbs / 110 Nm @ 6000 rpm	81 ft lbs / 110 Nm @ 6000 rpm	81 ft lbs / 110 Nm @ 6000 rpm	81 ft lbs / 110 Nm @ 6000 rpm	<b>TORQUE*</b>
<b>EXHAUST</b>	Free-breathing 2 into 1 collector with Buell InterActive Exhaust system	Free-breathing 2 into 1 collector with Buell InterActive Exhaust system	Free-breathing 2 into 1 collector with Buell InterActive Exhaust system	Free-breathing 2 into 1 collector with Buell InterActive Exhaust system	Free-breathing 2 into 1 collector with Buell InterActive Exhaust system	Free-breathing 2 into 1 collector with Buell InterActive Exhaust system	<b>EXHAUST</b>
<b>CHASSIS</b>	Aluminium frame with Uniplanar™ Powertrain Vibration Isolation System	Aluminium frame with Uniplanar™ Powertrain Vibration Isolation System	Aluminium frame with Uniplanar™ Powertrain Vibration Isolation System	Aluminium frame with Uniplanar™ Powertrain Vibration Isolation System	Aluminium frame with Uniplanar™ Powertrain Vibration Isolation System	Aluminium frame with Uniplanar™ Powertrain Vibration Isolation System	<b>CHASSIS</b>
<b>WHEELBASE</b>	1320 mm / 52 in	1320 mm / 52 in	1320 mm / 52 in	1320 mm / 52 in	1320 mm / 52 in	1320 mm / 52 in	<b>WHEELBASE</b>
<b>RAKE</b>	21°	21°	21°	21°	21°	21°	<b>RAKE</b>
<b>TRAIL</b>	84 mm / 3.3 in	84 mm / 3.3 in	84 mm / 3.3 in	84 mm / 3.3 in	84 mm / 3.3 in	84 mm / 3.3 in	<b>TRAIL</b>
<b>FRONT SUSPENSION</b>	Fully adjustable Inverted Showa® Forks	Fully adjustable Inverted Showa® Forks	Fully adjustable Inverted Showa® Forks	Fully adjustable Inverted Showa® Forks	Fully adjustable Inverted Showa® Forks	Fully adjustable Inverted Showa® Forks	<b>FRONT SUSPENSION</b>
<b>REAR SUSPENSION</b>	Fully adjustable Showa® shock absorber	Fully adjustable Showa® shock absorber	Fully adjustable Showa® shock absorber	Fully adjustable Showa® shock absorber	Fully adjustable Showa® shock absorber	Fully adjustable Showa® shock absorber	<b>REAR SUSPENSION</b>
<b>FRONT BRAKE</b>	ZTL™ type, 375 mm stainless steel floating rotor, 6 piston caliper	ZTL™ type, 375 mm stainless steel floating rotor, 6 piston caliper	ZTL™ type, 375 mm stainless steel floating rotor, 6 piston caliper	ZTL™ type, 375 mm stainless steel floating rotor, 6 piston caliper	ZTL™ type, 375 mm stainless steel floating rotor, 6 piston caliper	ZTL™ type, 375 mm stainless steel floating rotor, 6 piston caliper	<b>FRONT BRAKE</b>
<b>REAR BRAKE</b>	240 mm stainless steel rotor, single piston floating caliper	240 mm stainless steel rotor, single piston floating caliper	240 mm stainless steel rotor, single piston floating caliper	240 mm stainless steel rotor, single piston floating caliper	240 mm stainless steel rotor, single piston floating caliper	240 mm stainless steel rotor, single piston floating caliper	<b>REAR BRAKE</b>
<b>FUEL CAPACITY</b>	Fuel in the frame; 14.5 litres	Fuel in the frame; 14.5 litres	Fuel in the frame; 14.5 litres	Fuel in the frame; 14.5 litres	Fuel in the frame; 14.5 litres	Fuel in the frame; 14.5 litres	<b>FUEL CAPACITY</b>
<b>DRY WEIGHT</b>	179 kg / 395 lbs	179 kg / 395 lbs	179 kg / 395 lbs	179 kg / 395 lbs	179 kg / 395 lbs	179 kg / 395 lbs	<b>DRY WEIGHT</b>
<b>LENGTH</b>	1950 mm / 76.8 in	1950 mm / 76.8 in	1950 mm / 76.8 in	1950 mm / 76.8 in	1950 mm / 76.8 in	1950 mm / 76.8 in	<b>LENGTH</b>
<b>WIDTH</b>	753 mm / 29.6 in	753 mm / 29.6 in	753 mm / 29.6 in	753 mm / 29.6 in	753 mm / 29.6 in	753 mm / 29.6 in	<b>WIDTH</b>
<b>HEIGHT</b>	1075 mm / 42.3 in	1075 mm / 42.3 in	1075 mm / 42.3 in	1075 mm / 42.3 in	1075 mm / 42.3 in	1075 mm / 42.3 in	<b>HEIGHT</b>
<b>TRANSMISSION</b>	Five-speed, constant mesh, Helical gears	Five-speed, constant mesh, Helical gears	Five-speed, constant mesh, Helical gears	Five-speed, constant mesh, Helical gears	Five-speed, constant mesh, Helical gears	Five-speed, constant mesh, Helical gears	<b>TRANSMISSION</b>
<b>FINAL DRIVE</b>	Low maintenance belt drive	Low maintenance belt drive	Low maintenance belt drive	Low maintenance belt drive	Low maintenance belt drive	Low maintenance belt drive	<b>FINAL DRIVE</b>
<b>TYRES</b>	Front: Dunlop D208 FW 120 / 70 ZR-17 Rear: Dunlop D208 M 180 / 55 ZR-17	Front: Dunlop D208 FW 120 / 70 ZR-17 Rear: Dunlop D208 M 180 / 55 ZR-17	Front: Dunlop D208 FW 120 / 70 ZR-17 Rear: Dunlop D208 M 180 / 55 ZR-17	Front: Dunlop D208 FW 120 / 70 ZR-17 Rear: Dunlop D208 M 180 / 55 ZR-17	Front: Dunlop D208 FW 120 / 70 ZR-17 Rear: Dunlop D208 M 180 / 55 ZR-17	Front: Dunlop D208 FW 120 / 70 ZR-17 Rear: Dunlop D208 M 180 / 55 ZR-17	<b>TYRES</b>
<b>COLOURS</b>	Body: Translucent Valencia Orange or Midnight Black. Wheels: Translucent Amber	Body: Translucent Valencia Orange or Midnight Black. Wheels: Translucent Amber	Body: Translucent Valencia Orange or Midnight Black. Wheels: Translucent Amber	Body: Translucent Valencia Orange or Midnight Black. Wheels: Translucent Amber	Body: Translucent Valencia Orange or Midnight Black. Wheels: Translucent Amber	Body: Translucent Valencia Orange or Midnight Black. Wheels: Translucent Amber	<b>COLOURS</b>
<b>WARRANTY</b>	2 Year, unlimited mileage warranty (Europe)	2 Year, unlimited mileage warranty (Europe)	2 Year, unlimited mileage warranty (Europe)	2 Year, unlimited mileage warranty (Europe)	2 Year, unlimited mileage warranty (Europe)	2 Year, unlimited mileage warranty (Europe)	<b>WARRANTY</b>

For full specification on all models visit our website [www.buell.com](http://www.buell.com)  
\*(EU Standard EC95/1)





**IT'S NOT JUST HANDLING THAT MAKES A BUELL A BUELL. TAKE A LOOK AT ONE HEAD ON, THAT UNBLINKING STARE IS ENOUGH TO MAKE ANYONE PULLOVER. EVEN PARKED IT WILL MAKE ITS PRESENCE FELT. FIRE ONE UP, GRAB A HANDFUL OF THROTTLE AND WATCH HEADS TURN, TEAR OFF UP THE STREET AND SMILE ALL THE WAY TO THE FIRST CORNER AND THE NEXT AND THE NEXT, WANT SOME? TAKE A FREE TESTRIDE. VISIT [WWW.BUELL.COM](http://WWW.BUELL.COM) TO FIND YOUR NEAREST AUTHORISED BUELL DEALER AND DISCOVER FOR YOURSELF THE ART OF HANDLING.**



*From left to right: Buell Lightning CityX XB9SX, Buell Lightning XB12S, Buell Lightning XB12Scg, Buell Firebolt XB12R, Buell Lightning Long XB12Ss, Buell Ulysses XB12SX.*



A Harley-Davidson Company.

Find out more. Visit [www.buell.com](http://www.buell.com) or call +44 870 904 9984

The information printed in this brochure reflects product design, fabrication and component parts at the date of printing. The manufacturer reserves the right, at any time, to make changes in product design, material, or component specifications of fabrication at its sole discretion without notice. This includes the substitution of components of a different brand or trade name. Certain bikes show optional equipment available at extra cost.

The tinted helmet visors used in the photographs may not be legal for sale or use in certain markets. Professional riders are featured throughout this brochure. Some variations in colour are possible due to the limitations of photography. Vehicle and accessory specifications may vary from country to country depending on local laws and some models and accessories

are not available in certain countries. Be aware that many countries prohibit the importation, registration and/or use of vehicles and accessories not built to the country's specifications.

Check with your local dealer for details. All information in this brochure may be subject to change after the date of printing. Buell, the Buell logo, Pegasus Design, Lightning, Thunderbolt and Firebolt, are among the trademarks of H-D Michigan Inc.. All other products and company names are trademarks and/or registered trademarks of their respective holders. Always ride with care and wear a helmet, proper eyewear and appropriate clothing. Insist that your passenger does too. © Copyright Buell Europe 2006. EC-40001-07E