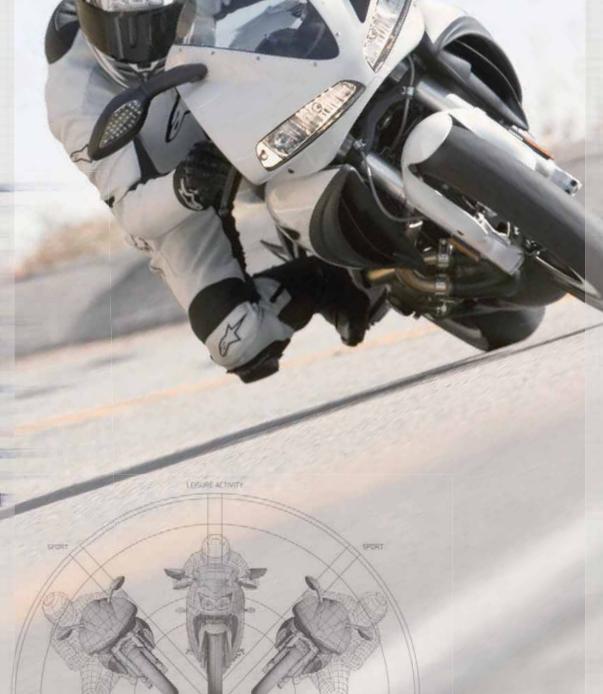


### SITTING IS NOT A SPORT.

There is no World Champion of Sitting, No governing body to ensure that when two people try to out sit each other, they do it by the rules. Because sitting is not a sport. Unfortunately, most people who buy sportbikes do just that. They hit the starter button, raise the kickstand, gently release the clutch, and sit their asses off. There's nothing wrong with these people. They just bought the wrong bike. A sportbike is not designed to be sat on. It's designed to be hung off. Moved around on. Constantly manipulated beneath the rider. A self-propelled platform upon which a sport takes place. Before you buy a Buell, take a moment to think about what you really want to do on it. If the answer involves sitting, you may want to consider something different. A porch swing maybe, or one of those floating pool chairs.







## SO HE COULD MEET OTHER ENGINEERS.

The truth is he's made a career out of alienating them. But this has never been his aim. It's just what happens when someone discards accepted principles in search of a better way. Put gas in the frame, turn the swing arm into an oil tank, sling the exhaust under the engine, and develop a perimeter-mounted front brake, and all of a sudden your invitation to the American Society of Mechanical Engineers annual golf tournament gets lost in the mail, and that one guy from Polytech stops sending a Christmas card. Fortunately, Erik Buell doesn't have to endure the social awkwardness of stomping on the status quo. He spends a lot of time out at the track, and it turns out there aren't many engineers with AMA licenses. Go figure.

DESCRIPTION

L. Erik Buell engaged in knee/pavement interface testing, circa 19



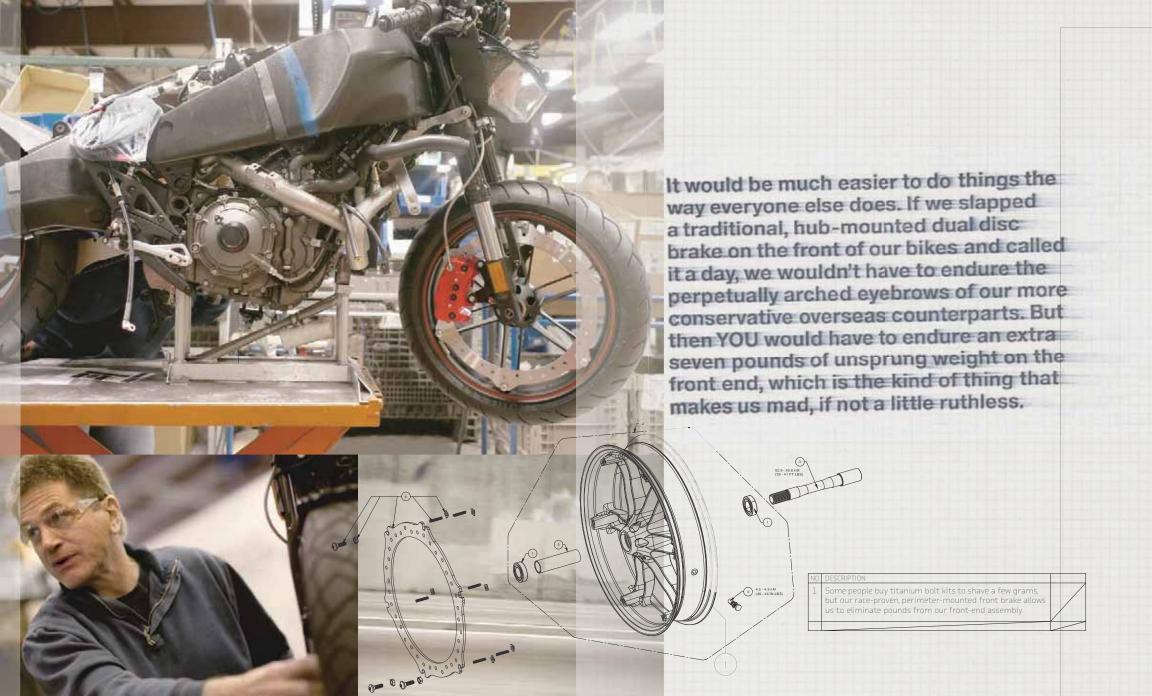
uell'split radiators get "clean" air instead of air churned up by the front whee

Performance scoops route clean air through radiators and channeled frame

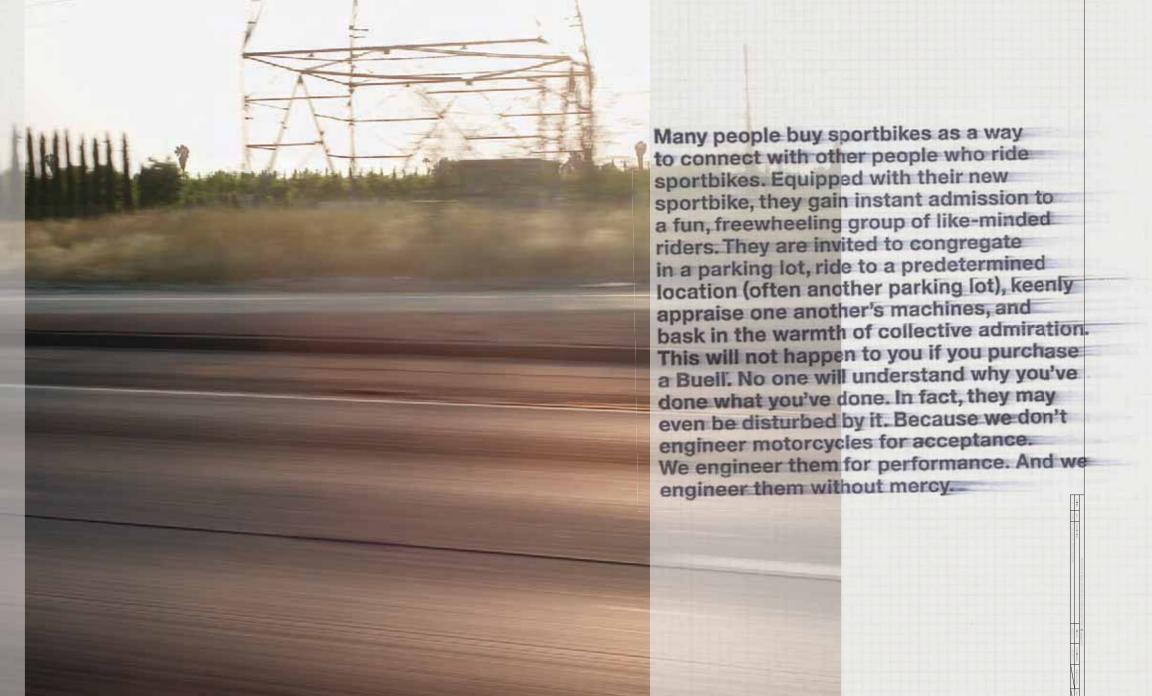
A marketing guy didn't suggest splitting the radiator on the 1125R because it looked cool. We did it because it allowed us to move the BRP-Rotax V-twin a little farther forward better optimizing mass. And because air entering from the sides wouldn't be churned up by the front wheel. Then we made sure all that clean air slipped perfectly through the motorcycle by mounting performance scoops and channeling the frame. The result is something that looks completely different, but not because it's trying to.



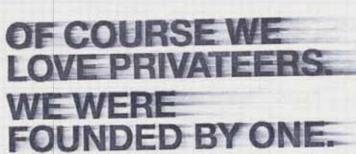










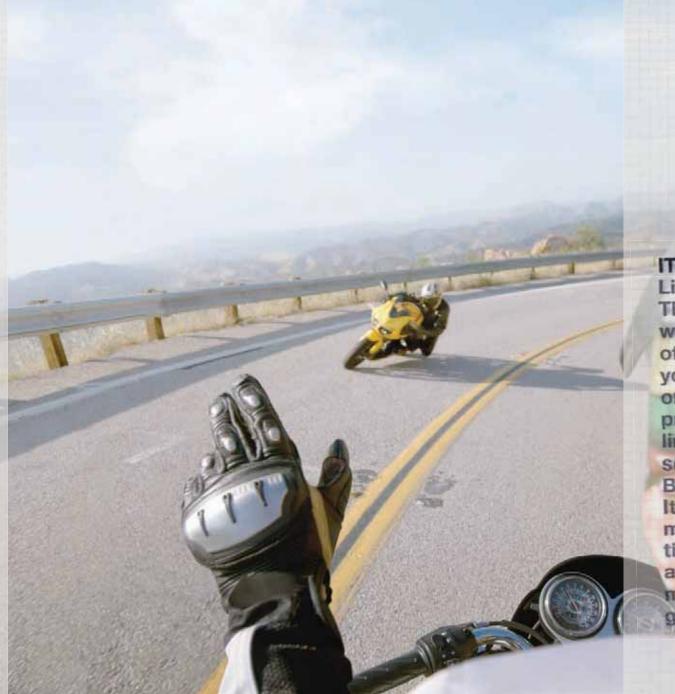


What's not to love about a bunch of guys no one's ever heard of pounding it out on their own dime and racing for the pure love of the sport?





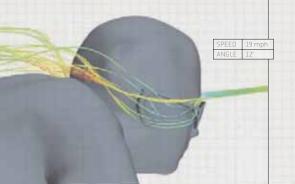




#### IT'S OK NOT TO WAVE BACK.

Listen, we're not against waving in general. There are dozens of situations where a well-executed wave is in the best interest of all parties involved. If you should find yourself on the top tier of a parade float, or the deck of a departing cruise ship, or protruding from the sunroof of a stretch limousine, waving is the perfect way to let someone out of earshot know you care. But a Buell is not a social networking tool. It's a performance motorcycle, and it's meant to be ridden as such. So the next time someone with an extended swing arm and neon ground effects waves at you mid-apex, it's ok if you don't return the gesture. Your hands have better things to do





### WIND STARTS MAKING ITS WAY AROUND SUNGLASSES AT ABOUT 19 MPH.

You can't help but marvel at people who ride sportbikes without helmets. The last time we checked, wind starts breaching the perimeter of mirrored shades just north of the school zone speed limit. But this does nothing to dissuade some people from riding liter bikes in skulldanas and gas station wraparounds. Which is amazing when you consider they're instantly blinded by their own tears the second they enter the freeway onramp. You gotta wonder if they ever get out of first gear. Or if the chicken strips on their rear tire actually meet at the crown. At Buell we believe in helmets. But not because the Department of Transportation thinks we should, or some advertising watchdog group says we have to. We believe in helmets because, simply put, you can't actually ride a sportbike without one.





### THE BEST THING ABOUT OUR PASSENGER PEGS IS HOW EASY THEY ARE TO TAKE OFF.

pegs of a Buell motorcycle. Just a few turns with a ratchet and the entire bracket drops off, pegs and all. It's a fairly simple operation that takes about the same amount of time as it does to inform a friend or loved one you're not the two-up type.

Now we realize there are certain occasions where deploying the passenger pegs is unavoidable, which is why we provide them with the bike in the first place. But it's our hope that you wen't make a habit out of it. After all, we've gone to great lengths to centralize the mass, dial in the suspension, and lower the center of gravity. Messing up the experience with a superfluous human being is almost more than we can bear.



# OUR COMPETITION EMPLOYS THOUSANDS, AND THAT'S NOT EVEN COUNTING THE ROBOTS.

Buell is 200 people building motorcycles by hand in East Troy, Wisconsin. In fact, you could probably fit the entire Buell org chart on a cocktail napkin.

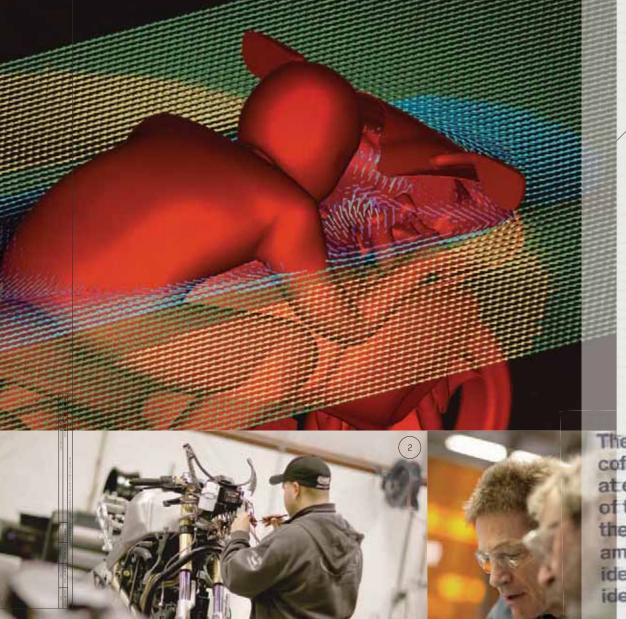


MUTORCYCLE COMPANY

PH: [262] 642-2020 FAX: [262] 6

RUTHLESS ENGINEERING

		7 A
NO. DESCRIPTION  1. Things we learn making one-off parts for race bikes are often applied		
to the entire production line.		
Until someone invents a robot that can contribute blood, sweat and tears, we'll stick with actual people.		77 W 10 W
3. Inside each hunk of billet there's a really cool motorcycle part waiting to come out.		
		THE P
		1
		N B
	1000 1000 1000 1000 1000 1000 1000 100	20
		8 8
The machines we make are different, so the machines that build those machines have to be		
different too While much of the manufacturing		
aguinment in our workstations is available from	n	1
industrial suppliers, the more specialized tools are fabricated by us, from scratch.	1 2 3	
are radificated by do, from do		
		_



Э.	DESCRIPTION	
	Making things by hand is cool, especially when you do it in conjunction with state-of-the-art CAD modeling.	
	The start of an AMA win doesn't happen on the grid. It happens here, in our race shop.	

There are no robots, unless you count the automated coffee makers. But there is cutting-edge technology at every manufacturing touch-point, linked by one of the most innovative quality-control systems in the industry. And there's Erik Buell. Cross-pollinating among engineers, racers, and technicians. Open to ideas from anyone in any department. Unless the idea involves compromise.



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### 1125R

- 0	TE-OIL										
1.	ENGINE	1125 CC HEL	ICON. TIÔT	IID-C	001	ED, 4-STROKE,	72° V-TWIN				
2.	PEAK HP/TORQUE FT/LBS.*	146/82									
3.	TRANSMISSION	6-SPEED, ST	RAIGHT CL	JT							
4.	SUSPENSION, FRONT		47 MM SHOWA" INVERTED FORKS WITH ADJUSTABLE COMPRESSION DAMPING, REBOUND DAMPING AND SPRING PRELOAD								
5.	SUSPENSION, REAR	RESERVOIR	SHOWA' COIL-OVER MONOSHOCK WITH EXTERNAL PIGGYBACK RESERVOIR AND ADJUSTABLE COMPRESSION DAMPING, REBOUND DAMPING AND SPRING PRELOAD								
6.	BRAKE, FRONT	ZTL2"-TYPE BRAKE, 8-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-OUT, STAINLESS STEEL, FLOATING ROTOR									
7.	BRAKE, REAR	TWO-PISTON STEEL, FIXE		10U	NT C	ALIPER, 240 MN	1 STAINLES!	5			
		U.S.	MET.				U.S.	MET.			
8.	SEAT HEIGHT***	30.5 IN.	775 MM		12.	WHEELBASE**	54.1 IN.	1375 MM			
9.	RAKE / TRAIL	21° / 3.3 IN.	21° / 84 M	M	13.	DRY WEIGHT	375 LBS.	170 KG			
10.	MAX LEAN ANGLE†	50°									
11.	TIRES	PIRELLI" DIA	BLO CORS	A III							
	COLORS	ARCTIC RAC WHITE REE				i	MIDNIGHT BLACK				



### Firebolt XB12R

	1.	ENGINE	1203 CC THU	NDERSTORM" A	IR/C	DIL/F	AN-COOLED,	4-STROKE,	45° V-TWIN	
	2.	PEAK HP/TORQUE FT/LBS.*	103/84							
	3.	TRANSMISSION	5-SPEED, HE	LICAL GEAR D	ESIG	ΞN				
	4.	SUSPENSION, FRONT		VA" INVERTED I EBOUND DAMF					PRESSION	
	5.	SUSPENSION, REAR	RESERVOIR	-OVER MONOS AND ADJUSTAE ID SPRING PRE	BLE I	COM				
	6.	BRAKE, FRONT	ZTL2"-TYPE BRAKE, 8-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-OUT, STAINLESS STEEL, FLOATING ROTOR							
	7.	BRAKE, REAR	SINGLE-PIST STEEL, FIXE	ON, FLOATING D ROTOR	CAL	.IPEI	R, 240 MM S1	AINLESS		
a			U.S.	MET.		_		U.S.	MET.	
	8.	SEAT HEIGHT***	30.5 IN.	775 MM	12.	WH	HEELBASE**	52 IN.	1320 MM	
	9.	RAKE / TRAIL	21° / 3.3 IN.	21° / 83 MM	13.	DR	Y WEIGHT	395 LBS.	179 KG	
	10.	MAX LEAN ANGLE†	50°							
	11.	TIRES	PIRELLI" DIA	BLO CORSA III						
/		COLORS	SUNFIRE YELLOW				MIDNIGHT BLACK			



#### 1125CR

		120011								
	1.	ENGINE	1125 CC HEL	ICON" LIQL	IID-C	00L	.ED, 4-STROKE, 1	72° V-TWIN		
Ī	2.	PEAK HP/TORQUE FT/LBS."	146/82							
Ī	3.	TRANSMISSION	6-SPEED, ST	RAIGHT CL	JT					
Ī	4.	SUSPENSION, FRONT					(S WITH ADJUST AND SPRING PF		PRESSION	
	5.	SUSPENSION, REAR		AND ADJU	STAE	BLE	COMPRESSION ( LOMPRESSION (			
Ī	6.	BRAKE, FRONT	ZTL2"-TYPE BRAKE, 8-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-OUT, STAINLESS STEEL, FLOATING ROTOR							
	7.	BRAKE, REAR	TWO-PISTON, DIRECT MOUNT CALIPER, 240 MM STAINLESS STEEL, FIXED ROTOR						5	
A			U.S.	MET.				U.S.	MET.	
	8.	SEAT HEIGHT***	30.5 IN.	775 MM		12.	WHEELBASE**	54.5 IN.	1385 MM	
	9.	RAKE / TRAIL	21° / 3.3 IN.	21° / 84 M	M	13.	DRY WEIGHT	375 LBS.	170 KG	
	10.	MAX LEAN ANGLE†	50°							
3	11.	TIRES	PIRELLI" DIA	BLO CORS/	A III					
-		COLORS	ARCTIC WHITE/ BLACK		RACING RED			MIDNIGHT BLACK		
				-						



		39 / 56	344	•	-				
1.	ENGINE	984 CC THUN	IDERSTORM" AI	R/O	IL/F	AN-COOLED, 4	4-STROKE, 4	45° V-TWIN	
2.	PEAK HP/TORQUE FT/LBS.*	92/70							
3.	TRANSMISSION	5-SPEED, HE	LICAL GEAR D	ESIC	δN				
4.	SUSPENSION, FRONT		VA" INVERTED EBOUND DAMF					RESSION	
5.	SUSPENSION, REAR	RESERVOIR	-OVER MONOS AND ADJUSTAL ID SPRING PRI	BLE	CON				
6.	BRAKE, FRONT	ZTĽ-TYPE BRAKE, 6-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-OUT, STAINLESS STEEL, FLOATING ROTOR							
7.	BRAKE, REAR	SINGLE-PISTON, FLOATING CALIPER, 240 MM STAINLESS STEEL, FIXED ROTOR							
		U.S.	MET.				U.S.	MET.	
8.	SEAT HEIGHT***	30.1 IN.	765 MM	12.	W	HEELBASE**	52 IN.	1320 MM	
9.	RAKE / TRAIL	21° / 3.3 IN.	21° / 83 MM	13.	DR	Y WEIGHT	390 LBS.	177 KG	
10.	MAX LEAN ANGLE†	50°							
11.	TIRES	PIRELLI" SCO	RPION SYNC						
	COLORS	CHERRY BOMB TRANSLUCID			KICK ASH TRANSLUCID				



Lightning XB12Scg

	mi Streetine	3		-	9				
1.	ENGINE	1203 CC THU	NDERSTOR	A TMS	IR/C	IL/FAN-COOLED	), 4-STROKE,	45° V-TWIN	
2.	PEAK HP/TORQUE FT/LBS."	103/84							
3.	TRANSMISSION	5-SPEED, HE	LICAL GEA	AR D	ESIG	iΝ			
4.	SUSPENSION, FRONT	41 MM SHOV DAMPING, RI	VA" INVERT EBOUND D	ED F	ORI ING	(S WITH ADJUS AND SPRING P	TABLE COMF RELOAD	PRESSION	
5.	SUSPENSION, REAR		AND ADJU	STAE	lE.	COMPRESSION			
6.	BRAKE, FRONT		ZTL2"-TYPE BRAKE, 8-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-OUT, STAINLESS STEEL, FLOATING ROTOR						
7.	BRAKE, REAR	SINGLE-PIST STEEL, FIXE		TING	CAL	IPER, 240 MM 9	TAINLESS		
		U.S.	MET.				U.S.	MET.	
8.	SEAT HEIGHT***	28.6 IN.	726 MM		12.	WHEELBASE**	51.8 IN.	1315 MM	
9.	RAKE / TRAIL	21° / 3.3 IN	21° / 83 N	4M	13.	DRY WEIGHT	395 LBS.	179 KG	
10.	MAX LEAN ANGLE†	50°							
11.	TIRES	PIRELLI" SCO	RPION SYN	٧C					
	COLORS	CHERRY BOMB TRANSLUCID		KICK ASH TRANSLUCID			MIDNIGHT BLACK		



Lightning XB12Ss

1.	ENGINE		NDERSTOF	M" A	IR/C	OIL/FAN-COOLED	, 4-STROKE,	45° V-TWIN	
2.	PEAK HP/TORQUE FT/LBS.*	103/84							
3.	TRANSMISSION	5-SPEED, HE	LICAL GEA	AR D	ESIG	iΝ			
4.	SUSPENSION, FRONT					KS WITH ADJUST AND SPRING PF		PRESSION	
5.	SUSPENSION, REAR		AND ADJU	STAE	BLE I	CK WITH REMOT COMPRESSION ( AD			
6.	BRAKE, FRONT	ZTL2"-TYPE BRAKE, 8-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-DUT, STAINLESS STEEL, FLOATING ROTOR							
7.	BRAKE, REAR	SINGLE-PIST STEEL, FIXE		TING	CAL	IPER, 240 MM S	TAINLESS		
		U.S.	MET.				U.S.	MET.	
8.	SEAT HEIGHT***	30.6 IN.	776 MM		12.	WHEELBASE**	53.7 IN.	1364 MM	
9.	RAKE / TRAIL	23.1° / 4.7 IN.	23.1° / 119	ММ	13.	DRY WEIGHT	400 LBS.	181 KG	
10.	MAX LEAN ANGLE†	53°							
11.	TIRES	PIRELLI" SCO	RPION SYN	٧C					
	COLORS CHERRY BO		4B		K AS	UCID H	MIDNIGHT BLACK		





Ulysses	X	Bi	2	X
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	,	Olygges	AUI									
	1.	ENGINE	1203 CC THUI	NDERSTORM" A	IR/C	DIL/	FAN-COOLED,	4-STROKE,	45° V-TWIN			
Ì	2.	PEAK HP/TORQUE FT/LBS.*	103/84									
ĺ	3.	TRANSMISSION	5-SPEED, HE	-SPEED, HELICAL GEAR DESIGN								
	4.	SUSPENSION, FRONT		47 MM SHOWA' INVERTED FORKS WITH REARWARD OFFSET AXLE, ADJUSTABLE COMPRESSION DAMPING, REBOUND DAMPING AND SPRING PRELOAD								
	5.	SUSPENSION, REAR	REMOTE SPE	SHOWA' COIL-OVER MONDSHOCK WITH REMOTE RESERVOIR AND REMOTE SPRING PRELOAD ADJUSTMENT, FULLY ADJUSTABLE (COMPRESSION DAMPING, REBOUND DAMPING AND SPRING PRELOAD)								
	6.	BRAKE, FRONT		ZTĽ-TYPE BRAKE, 6-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-OUT, STAINLESS STEEL, FLOATING ROTOR								
	7.	BRAKE, REAR		SINGLE-PISTON, FLOATING CALIPER, 240 MM STAINLESS STEEL, FIXED ROTOR								
Ì			U.S.	MET.				U.S.	MET.			
N	8.	SEAT HEIGHT***	31.8 IN.	808 MM	12.	W	HEELBASE**	54.1 IN.	1374 MM			
	9.	RAKE / TRAIL	23.5°/4.8 IN.	23.5°/122 MM	13.	DR	Y WEIGHT	425 LBS.	193 KG			
	10.	MAX LEAN ANGLE†	43°									
	11.	TIRES	PIRELLI" SCO	RPION SYNC								
		COLORS	SUNFIRE YELLOW				MIDNIGHT BLACK					

Ulysses XB12XT



	DIYOUU.			4411						
1.	ENGINE	1203 CC THU	NDERSTORM" A	IR/0	OIL/FAN-COOLED,	4-STROKE,	.45° V-TWI			
2.	PEAK HP/TORQUE FT/LBS.*	103/84								
3.	TRANSMISSION	5-SPEED, HE	LICAL GEAR D	ESIG	5N					
4.	SUSPENSION, FRONT	43 MM SHOV (COMPRESS)	VA" INVERTED I ON DAMPING, F	FORI REBI	KS, FULLY ADJUS DUND DAMPING A	TABLE AND SPRINI	5 PRELOA			
5.	SUSPENSION, REAR	REMOTE SPE	RING PRELOAD	AD)	CK WITH REMOTE JUSTMENT, FULLY DUND DAMPING A	/ ADJUSTAE	BLE			
6.	BRAKE, FRONT		ZTL"-TYPE BRAKE, 6-PISTON, FIXED CALIPER, 375 MM SINGLE-SIDED, INSIDE-OUT, STAINLESS STEEL, FLOATING ROTOR							
7.	BRAKE, REAR		SINGLE-PISTON, FLOATING CALIPER, 240 MM STAINLESS STEEL, FIXED ROTOR							
		U.S.	MET.			U.S.	MET.			
8.	SEAT HEIGHT***	30.7 IN.	780 MM	13.	WHEELBASE**	53.9 IN.	1370 MM			
9.	RAKE / TRAIL	23.8°/4.9 IN.	23.8°/123 MM	14.	DRY WEIGHT	465 LBS.	211 KG			
10.	MAX LEAN ANGLE†	43°				FULLY OL	ITFITTED			
11.	TIRES:FRONT	PIRELLI" ANG	EL ST							
12.	TIRES:REAR	PIRELLI" ANGEL STE				_				
	COLORS	RACING RED			MIDNIGHT BLACK					



ENGINEERED IN

BUELL.

EAST TROY, WI
U. S. A.