

# The Day Of The Motorcycle

The motorcycle rage has hit the suburbs and spreading like wild fire. The bike rage in the fifties which saw colossal Harley-Davidson's compete with Liliputian Cushman's and Vespa's, doesn't compare with the Japanese marketing we face today.

One day you might be the neighborhood critic of "noisy" greasers on wheels, but you might be the next convert to the open road, green fields and trails. If you are a motorcycle enthusiast, in the not too distant future you will be soaking some hard-earned cash into these machines. Knowing what to look for in a new or used bike can determine whether you'll remain an enthusiast or return to being the critic. Let's examine the purchase of new and used bikes.

## THE NEW BIKE

Before you ever walk into a dealer's showroom the first thing a buyer has to decide is whether he wants a bike for street riding or trail riding. There is a difference in comfort, weight, equipment, and tires. A buyer must decide what he is going to do with his purchase. A specific model or manufacturer plays second to what you expect the bike to do. Talk with every biker you meet and try to find out what they prefer in a bike.

Find out if they have gripes or pleasures in their cycle.

Assuming you've read a few cycle magazines and picked up a few brochures from dealers, and know what bike you want, the next thing you do is select a dealer.

There are several considerations in selecting a dealer. But primarily choose one with a good service department. Let's face it, the bike you buy will need some work done eventually that may or may not be covered under warranty. If it's warranty work you want a dealer who can repair the bike right, the first time. If the bike needs repair out of warranty, you want a dealer who can do the job, as inexpensively as possible with as little waiting while the bike is out of commission. Thus, a small shop in a large dealership can mean a six month wait while your bike is being repaired. Word gets around concerning the reputation of a dealer. Check with owners of your brand of bike as sources of information.

Motorcycle prices are not as flexible as automobile prices so there is not going to be a whole lot of dickering or price differences between dealers.

Don't be fooled by a "low ball" deal. That's an intentional low price thrown at you by a dealer to

get you back in his showroom after you've shopped around. A low ball usually means that set-up fees, freight, accessories, license and taxes will cost you extra, beyond the original price quote. Responsible dealerships won't try this. If you're victim to one of these sales pitches, watch out! If you still want to deal with the guy, that's fine, but don't start crying when the same guy won't follow up on his warranty claims, or other problems creep up later. If he's anxious to make a better than average profit on a bike sale, he probably is cutting corners or inflating prices in the repair shop and parts department.

Another consideration in your bike purchase is insurance. Check around for the cost of bike insurance. If you own an auto policy, go to that agent. You could make a better insurance deal on your own rather than going through the dealer. Just as your insurance salesman makes a commission on your insurance purchase, a motorcycle dealer probably gets his commission for pushing a particular insurance company.

## THE USED BIKE

Everything mentioned in the purchase of a new bike can be applied to the purchase of a used motorcycle. In any deal approach

it cautiously and don't be too impulsive.

Just because the bike looks chromed and flashy doesn't mean it runs well. Look for small shiny pieces of metal suspended in oil, this usually means excessive wear.

Inspect a grease fitting. Remove the plug and look inside the hole. If it's dry, the owner probably didn't maintain the bike properly. A dry battery can be an indication that the bike wasn't "loved" by its previous owner.

If you buy a bike from a private owner, buy a recent model. A very old bike will cost you money on repairs. Current parts and availability of discontinued parts are a consideration when buying an old bike. Try to keep your shopping to the four-year or newer bike.

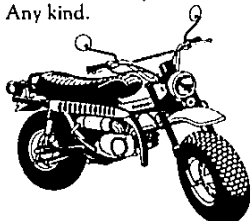
Buying from a private owner can be the cheapest way of purchasing a bike. But it can mean costly repair bills later. Buying from a dealer can cost more money initially but might be a better deal. A dealer often will warranty a used bike or has replaced worn parts on the trade-in you're about to buy.

Before you buy any bike, shop around. Don't get anxious, if you do it could be a bad purchase.

With patience, common sense and planning, buying a bike can be a happy experience.

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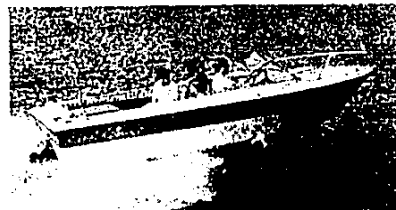
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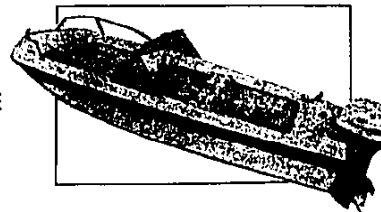
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