

The Predator

It's one low, long and lean American Muscle Bike.

Rucker Performance motorcycles are inspired by the vision and knowledge of motorcycle industry leader Bill Rucker. Rucker – the designer, builder and fabricator – has an extensive background in custom v-twin motorcycle manufacturing, drag racing and hot rods.

Rucker Performance Motorcycle Company was founded in 2004 in Fort Worth, Texas by Bill Rucker. Rucker, who was the founder of American IronHorse Motorcycle Company, now takes his vision of quality custom machinery to the next level.

"Rucker Performance has been working on a new category of motorcycle which we have termed American Muscle," explained Bill

Spotlight

Rucker Performance



Rucker, President of Rucker Performance. "The American Muscle Bike category is defined by a fat rear tire, 6-speed, low center of gravity and high horsepower design."

Bill Rucker originally developed the concept of the American mus-

cle bike while watching Del Worsham's top-fuel funny car in Pomona in 2004. He watched the car leave the line with ground-shaking, lung-pounding, ear-splitting power. This was what he wanted from a motorcycle.

More than two years later, Bill has an approach that looks beyond the trends of today. The American muscle bikes style sets the stage as a leader in motorcycle design because of its impressive horsepower and lean looks.

Built in the spirit of raw adrenaline dragracing, the Rucker Performance Predator boasts standard features such as 300-rear tire, polished S&S 124 cubic inch engine and right-side 6-speed transmission. But Bill Rucker doesn't stop here. The Predator has a custom fabricated tank and sheet metal integrated body, Accutronix tribal triple trees, custom zoomie headers and unique drop seat design. This adrenaline machine has





4.5" ground clearance, 49 degree of rake, 19-inch seat height, Rucker Performance custom handlebars and Ness Controls.

"Our exclusive customer looks for ultra high-performance," said Bill Rucker, President of Rucker Performance. *"With the Predator, you can get this and more."*

One of the most important standard features on Rucker's American muscle bikes is customer satisfaction. Buyers can be custom fitted for the Predator and measured for riding position, foot controls and handle bar height and pull back at the Rucker Performance factory. Customers have the ultimate in choices ranging from custom wheels and exotic saddle hides to extreme, one-off graphic paint schemes. Rucker Performance always ensures that each owner has the best riding position, comfort level and fulfillment.

Additionally, it is the attention to detail and graphic design that makes the Rucker Performance motorcycles stand alone and build recognition. Rucker Performance offers the ultimate in extreme, signature

graphics and paint selection. The Rucker Performance design team has worked on everything from helmets to top fuel dragsters, hot rods, muscle cars and more.

In 2006, Rucker Performance announced its retail paint design division focusing on a new signature paint line called *Toxic Colors*. The company also provides retail paint to customers who may own another brand of custom motorcycle.

The 2006 Rucker Performance design package is uniquely set to capture the hottest trends and custom techniques in the motorcycle industry and includes a diverse selection of solid base coats, pure candies and paints including crushed glass and mirrors.

Dealers and retail paint customers have the opportunity to work with one of the top industry artists Carl Tyndell, Rucker Performance Director of Design, and choose from paint selections and designs that are exclusively formulated in house using Planet Color paint. Carl uses an assortment of techniques including custom mixed paints, old school

designs and the latest, new styles to create a one of a kind design on the Rucker Performance bike.

Without a doubt, Bill Rucker builds an American muscle bike that shows his commitment to form, function and stylized options. We will wait and see what is next for Bill and Rucker Performance.

The Customization of Derek Lothringer's "Deadly"

In January I had occasion to visit Rucker Performance in Ft. Worth on what was expected to be just another routine sales call.

But from the time I walked in the front door I knew that this place was special – the showroom displayed a couple of the most beautiful custom muscle bikes I had ever seen as well as several restored automobiles.

The quality of the paint, the detail of the bikes and cars that looked better than they did 50 years ago when they were brand new grabbed the attention of anyone who saw them.

After all, what red-blooded American male wouldn't be thrilled to see a fully restored 1961 Corvette, a 1932 Ford Roadster, or a 1950 Black Ford convertible? Then intersperse a few awesome custom bikes among the group and you are in testosterone heaven. Ad "Tim, Tool Man Taylor" would have said "ooof!, ooof! ooof!"

By now it was obvious that there were some incredibly talented people working in this shop and I couldn't wait to meet them and see

what was behind the rest of the doors.

Enter Bill Rucker. Bill, is a large, seemingly easygoing kind of guy, the kind of person you feel comfortable meeting for the first time and talking motorcycles or cars over a big plate of Texas barbecue.

A serious motorcycle accident a couple of years ago knocked him down but not out. In spite of the accident – or maybe because of it – he has become a warm person and a leading designer and manufacturer of custom motorcycles, high performance street rods and professionally restored vehicles.

But what we found most interesting was that the good ol' boy exterior was only the packaging that contains a heart of gold.

Bill had gotten involved with a bike that Derek Lothringer, a Navy Seal, had ordered through one of the Rucker dealers in Atlanta.

When Bill found out that the bike was going to a person actively in the military he decided to "do a little extra" to it as a way of showing appreciation:

Derek Lothringer has served as a Navy Seal for four of his five years in the United States military. In the summer of 2005, Derek purchased a solid black Rucker Performance Copperhead from Bikers Dream of Atlanta located in Alpharetta, Georgia.

Bill Rucker wanted to give back and show his appreciation for an



individual with honor and bravery that gives his life and his time for the United States each and every day. Deciding to take Derek's customized Rucker Performance bike one step further, Bill contacted the dealership



and offered to ship the bike back to the Rucker Performance factory in Fort Worth, Texas to personalize the bike and create one-of-a-kind graphics and accessories that represented Derek and his pride in the Navy Seal career.

"Pride and the ability to follow my dream – there is no other line of work that would make me happier," Der-

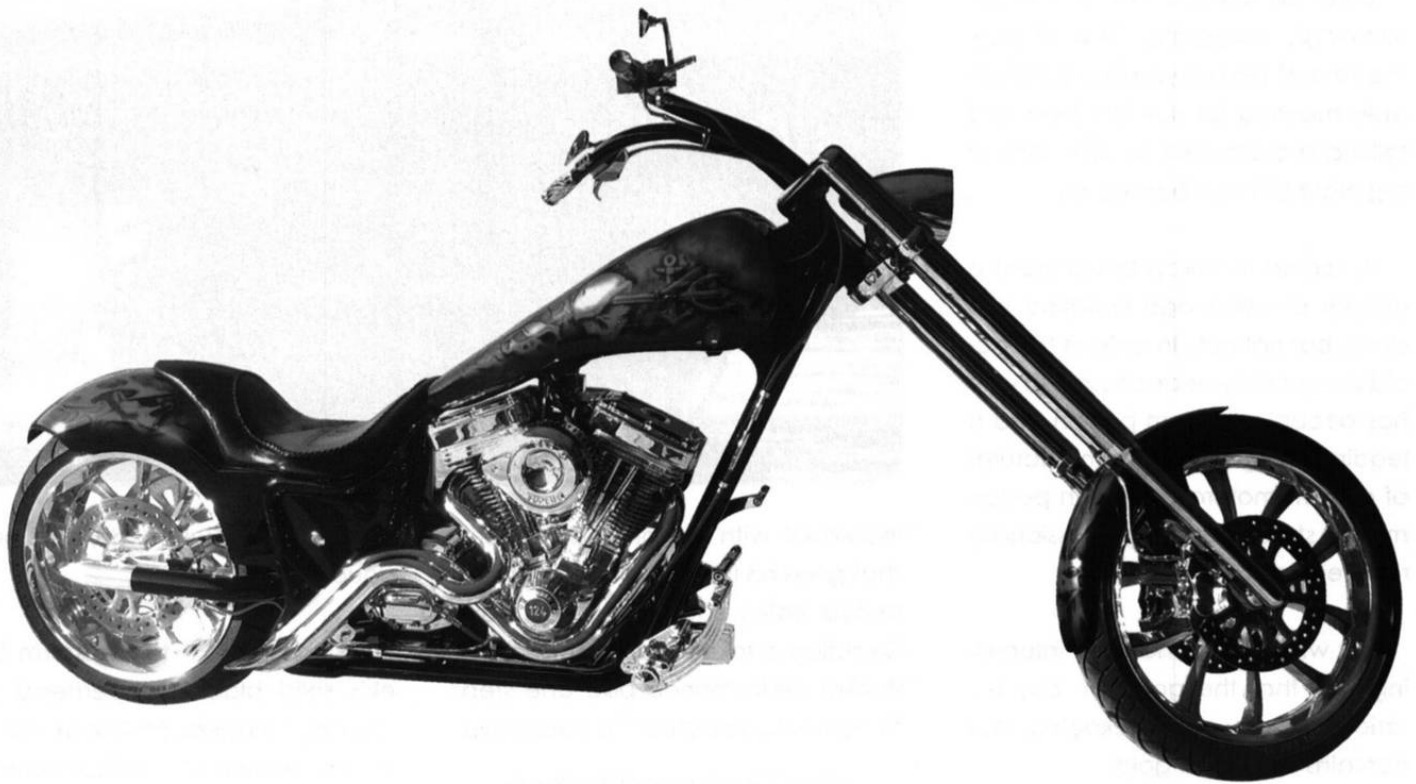
ek said. "I love what I do, and never doubt why I do it."

As the project to transform Derek's solid black Copperhead into "Deadly" started, Bill Rucker set out on the mission to contact some of the strongest industry leaders to work with him on the project.

Martin Brothers participated donating custom exhausts. Duane Ballard Custom Leather contributed an original, hand-made custom seat with the US Navy symbol and trident logo design.

"It is so important to remember what Derek and the U.S. troops do for our country," Bill Rucker, President said. "My mission was to combine our Rucker Performance talents with top industry suppliers. I wanted Derek to be proud of his Rucker Performance custom motorcycle – a bike without limits."

Over the course of several weeks Carl Tyndell, Rucker Performance



Director of Design, researched the Navy Seal symbols and worked with Derek and his wife Veronica to develop a paint scheme with tribal graphics and an old school seal logo which incorporated the trident, anchor and cap and ball pistol. Other key elements included skulls and frog skeletons.

Carl worked for weeks fine-tuning the sketches for the bike. During this design phase of the project, Derek was deployed and Carl worked directly with Derek's wife Veronica to make sure the bike left Rucker Performance exactly how Derek wanted it. The final graphics paint scheme

incorporated a silver base with pure deep green candy over graphics and a black edge fade.

Bill Rucker and the Rucker Performance design team faced the challenge of customizing Derek's "Deadly" bike and accomplished much more in the process. As a token of his appreciation, Derek sent Bill Rucker a gold Seal coin for the Rucker Performance team's efforts and customization.

"I am both humbled and thrilled that someone like Bill would take notice of one person and put forth so much energy into making this such

an awesome experience," Derek said. *"I trust Bill – I trust him to do it right."*

To Derek and your comrades; "We express our heartfelt thanks for your dedication to the security of the United States and your personal bravery and sacrifices in doing so."

To Bill Rucker, Martin Brothers customs, Duane Ballard and all the others who contributed their products, talent and time to this project; ***"You are all very special people for doing this with no expectation of reward – just because it was a good thing to do."***