



# BÄCHLI

# Custom

*Spring/Summer Shootings 2015*

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## BIKE FEATURE PREVIEWS



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# BÄCHLI

## Custom

Spring/Summer Shootings 2015



Swiss Custom Excellence: The best of Baechli Harley Heaven 2015



*In April 2015, Harley-Heaven at Dietikon rolled out a number of new custom-built top-bikes which have been created for the 2015 season. This is a short preview on BAECHLI HARLEY-HEAVEN feature bikes, available for your magazines! Check out these immaculate machines and order them for your readers!*





**BAECHLI TOP BIKE:**

**XL 883 „VIBRATOR“**





## BÄCHLI TOP BIKE: XL 883 „VIBRATOR“ SPORTSTER



Springtime is coming to Switzerland too – end the snow-peaked mountain tops of the alps are greeting from the distance. Celebrating the current „Scrambler“ trends with a less expensive Custom modification, this „bare metal style“ rough rider was created from a 2015 Sportster. Continental „Twinduro“ tire at the front and an Avon at the rear make the bike fit for the narrow country and pass roads in Switzerland – which was exactly where we took the bike for a quick spin around Dietikon!  
**FULL FEATURE WITH RIDING IMAGES.**





# BAECHLI TOP BIKE: GULF „9“ TWIN CAM







## BÄCHLI TOP BIKE: TWIN CAM GULF BIKE



On request, the Harley-Heaven custom workshop, located next to the workshops for maintenance and service, but fully equipped with all necessary machines to create one-off motorcycles, can make motorcycle dreams come true: As was the case with the „Twin Can Gulf“, which was built for a Swiss collector specialized in Gulf Race Memorabilia and the Steve McQueen racing heritage. In his garage he has several Gulf Memorabilia including the race-style painted Number „9“ car and the stunning „9“ Softtail by Bächli. FULL FEATURE AVAILABLE.







# BAECHLI ZERO STYLE







## BÄCHLI TOP BIKE: ZERO CUSTOMS AND ZERO STYLE



„About two decades ago, it would have been impossible even to airbrush a Harley-Davidson with themes from Japan, but I had the idea already back then“, confesses Rainer Bächli. Consequently he is the top dealer and shop for the gooseneck-style „Zero Engineering“ Custombikes, servicing some of the oldest „Zero’s“ in Europe, but also up-grading the stock japanese „Old School“ beauties for his clients and creating his very own „japanese custom style“ bike projects for the Swiss market, most of which are sold before halfway finished: Here are three examples out of several available!





# BAECHLI TOP BIKE: SWISS SAMURAI TWIN CAM



**DEUTSCHER TEXT VERFÜGBAR!**



# DEUTSCHER TEXT VERFÜGBAR!



## BÄCHLI TOP BIKE: SWISS SAMURAI TWIN CAM



Harley-Heaven's own interpretation of the „Japan Custom Style“ is highlighted in this brand-new Twin Cam Softail custom, which was created by the Bächli Custom workshop.

Fat Bobber tires to the front and rear, Springer fork and tailfender integrated to the swingarm are some of the modifications that convert this bike into a true „Bobber“. Single seat with low riding position and the eye-catching metal flake paintjob catch the eye immediately. It does not need a „gooseneck“ to build a jap-style custom! FULL FEATURE AVAILABLE.





# BAECHLI TOP BIKE: ZERO TYPE 9







## BÄCHLI TOP BIKE: ZERO TYPE 9 APEHANGER



The Zero Type 9 is available in several versions with either Shovelhead or Evo-style S&S engines and Baker gearbox. All models share the unique „multi-link suspension“, developed by Zero Engineering to create a rigid-look frame that nevertheless has a small suspension at the rear end and – of course – the trademark „gooseneck“ style stretched front end that hold the springer fork. Harley Heaven's „Type 9“ is equipped with „Twin Cam“ engine and apehanger handlebar, offering a great rideable custombike! FULL FEATURE AVAILABLE.





# BAECHLI TOP BIKE: HARDCORE ZERO







## OLD SCHOOL CLASSIC: ZERO HARDTAIL 2002



One of the first custombikes of Shinya Kimura to be homologated for European roads, this unique bike is prowling Switzerland's streets since the early 2000's. Lot's of handcrafted details are made by the Japanese „Master of Old School“ himself who by that time had opened a production/assembly facility in Las Vegas/Nevada under the name of „Zero Engineering“. Powered by a modern S&S Shovelhead with „Pan-head“ covers, the bike features the distinctive „gooseneck“ frame with a minimum of framework, „Springer“ fork at the front end and almost unchallenged low riding position. Equipped with the necessary hardware to operate such an high-class one-off custombike in Switzerland, Bächli Harley-Heaven has serviced the bike ever since, accumulating a massive know-how for the Zero brand.





# BAECHLI TOP BIKE: ZERO TYPE 5.2







## BACHLI TOP BIKE: ZERO TYPE 5.2



Stock ain't enough for Bächli Harley-Heaven – in particular when it comes to the cool „Old School“ rides of „Zero Engineering“. Beside being THE biggest Harley-Davidson dealer of Switzerland, the „Heaven“ is also one of the biggest dealer for the japanese-style „Old School“ Bikes.

The „Type 5.2“ Zero is the most radical and finest „Old School“ rides available: No compromises are made! The reliable „Big Twin engine is mounted in a rigid „Gooseneck“ frame with the long neck clearly visible, thanks to the tiny fuel tank. Japanese-style graphics in metal flake were airbrushed by Harley-Heaven's preferred Airbrush artist.





# BAECHLI TOP BIKE: SPEEDMASTER 883







## BAECHLI TOP BIKE: SPEEDMASTER 883 „DRAGSTYLE SPORTSTER“



Hold your breath! This radical „Old School Drag Style“ has not been built for the Dragstrips of the late Sixties/early Seventies, when „Ironhead“ Sportsters layed the foundation of what is today's Sportster „reputation“. In fact, it is a brandnew 2015 model year 883 „Iron“, customized by Harley-Heaven's „Skunk Works“: Clearly indicating what the sheet-metal and custom workshop deep inside the Harley-dealership is capable of! Springer-conversion and modified bodywork make this bike a stunning showbike which is ridden in Switzerland!







## **BAECHLI TOP BIKE: 'TIGHT' BOBBER**





## BAECHLI TOP BIKE: TIGHT BOBBER



As most other Harley-Davidson dealers, Harley-Heaven at Dietikon has discovered the FXS „Blackline“ as a great base for custom projects of all styles. A great example for a „new school“ custom Bobber was unveiled in February 2015, when this 2011 model year „Blackline“ was presented to the Swiss public. In true Bobber style, everything has been „minimized“. The rear fender is mounted „swinging“ with the „Softail“ tailend. Tricky idea of Bächli's Custom department: Taillight and indicators are neatly hidden inside the fender strut and almost invisible.

Using the distinctive black/aluminum engine finish as offered in the stock configuration, everything falls into place perfectly with the SCP tank seventies-style metal flake paint job catching the eye!







## **BAECHLI TOP BIKE: HEARTLAND POWER BOBBER**





## BAECHLI TOP BIKE: „HEARTLAND“ POWER BOBBER



„Bobber“ by name, „power“ by performance, this 2011 FXS has been customized to be a real „Street Performer“ that is ready to take on any challenger at the next traffic light! Using the distinctive black/aluminum engine finish as offered in the stock bike, black paint and powder coating was an obvious choice! Pure „Street Dragster“ styling with a touch of TV-series „Sons of Anarchy“, but also some great sheet metal work, integrating the small „motogadget“ digital speedo and LED controls perfectly into the W&W Cycle tank. Wanna race?







# BAECHLI TOP BIKE: SEVENTIES STYLE





## BAECHLI TOP BIKE: SEVENTIES STYLE FXS



Remember the Seventies? When customizing was young and metal-flake paintjobs all the rage? And a certain breed of outlaw-riders wanted to shock the scene with symbols of a then not so far ago era? The „Seventies Chopper Style“ is back, not just in Switzerland! Huge Apehangers, Springer forks, single seat, straight pipes – but the more comfortable and reliable „Softail“ frame in place of the „homemade“ rigid frames of the early days of customizing. A great „Seventies Custom“ with state-of-the-art technology for todays traffic, new from Bächli Harley-Heaven.





# WALZ Hardcore BY BAECHLI: OVERKILL!







## BAECHLI TOP BIKE: WALZ HARDCORE „OVERKILL“



Having been the Swiss importer and base for „Walz Hardcore Custombikes“, Harley-Heaven at Dietikon still is the qualified home to service, maintain and improve the handcrafted Street-Dragsters created in Hockenheim/Germany. One of the most spectacular – and probably one of the last built – is the Twin Cam powered „Overkill“. Outstanding craftsmanship from Up-Side Down fork to single-side swingarm is a trademark of the Walz bikes – this one highlighted with an extraordinary graphics paintjob that underlines the character of one extreme high-end custombike!







*A real eyecatcher featuring the...*



*...classic Martini race design!*



# BAECHLI TOP BIKE: MARTINI RACING SPORTY





## BAECHLI TOP BIKE: MARTINI RACING SPORTY (BY SHAW HD)



The original „Martini-Racing Sportster“ was built by South-England based Harley-Dealer Shaw Harley-Davidson and imported into Switzerland for a Harley-Heaven client.

The still legendary „Martini“ sponsored Race- and Formula 1 cars were the inspiration for the eyecatching „Off Road“ tire equipped Sporty, which subsequently has been ordered by several Bächli clients. Swiss Tattoo-Modell Jesse was available for a spontaneous fotoshoot during Bächli's „Grand Opening“, posing for cover- and poster shots.





# BAECHLI TOP BIKE: HD MACH 1 V-ROD STREETFIGHTER



Hot V-Rod's have a great tradition in Dietikon! Bächli Harley-Heaven offers homologated customparts for all V-Rod model years – and additional power, if requested!





## BAECHLI TOP BIKE: HD MACH 1 V-ROD STREETFIGHTER



As in neighbouring Germany, all V-Rod models and versions have a solid base of followers for Harley's watercooled V-Twin. They have their own style and the 26% market share of Harley-Davidson in the Swiss motorcycle market grants good sales figures!

Since the 2001 introduction of the V-Rod, Bächli Harley-Heaven has been on the leading edge of V-Rod customizing – using parts from all major V-Rod accessories manufacturers, but also creating own V-Rod components, homologated for the Swiss roads. „Mach 1“ is a fine example of a model year 2014 „Fighting Rod“ – and has subsequently been „copied“ for other Bächli clients in different colours and minor detail changes. Full feature with all angles and details available!







*Bächli's own in-house fotostudio*



*Low handlebar...*



*...and riding position!*



## **BACHLI TOP BIKE: ZERO ENGINEERING „RISING SUN“**





## BACHLI TOP BIKE: ZERO ENGINEERING TYPE 9 „RISING SUN“



The Zero Type 9 is available in several versions with either Shovelhead or Evo-style S&S engines and Baker gearbox. All models share the unique „multi-link suspension“, developed by Zero Engineering to create a rigid-look frame that nevertheless has a small suspension at the rear end and – of course – the trademark „gooseneck“ style stretched front end that hold the springer fork. This Harley-Heaven „Type 9“ is equipped with „Twin Cam“ engine and dragstyle handlebar, offering a great rideable, yet extreme looking custombike! FULL STUDIO FEATURE







# BÄCHLI

*Harley-Heaven*

*One level closer to heaven!*







**TOP: Destination Harley-Heaven. The now 3+1 floor building is an attraction for Harley-Davidson fans and riders from Zürich to Bern and Basel. It is the best-selling Harley-Davidson dealer of Switzerland by a long margin and – as a motorcycle shop – nearing its 50th anniversary in the 2nd generation!**

**TOP: Crowded conditions at the opening of the dealership in 2014, when the new show- and workshop rooms were open for the public.**

**With its „Grand Opening“ in March of 2014 already one year in the past, the enlarged Bächli’s Harley-Heaven is again operating at „full throttle“, rolling out new custombikes at breathtaking pace, while servicing the needs of a massive number of clients from all over Switzerland. For long years, Harley-Heaven has held the position of top selling dealer in Switzerland – and it is thanks to a very dedicated and superb organised team which is both highly skilled and motivated.**

„Harley-Heaven“ Founder Felix Bächli became authorised HD-Dealer in 1978, 11 years after opening his own motorcycle business in 1967 – at a time when motorcycles in Switzerland seemed to be doomed to fade into history. But things turned out different, with Felix Bächli playing a major part in today’s success of the brand in Switzerland.

Harley’s „Boomtimes“ of the 90ties and early 2000 years were not just continued: Today, more than 26% of all motorcycles on Swiss roads are Harley-Davidson’s – the biggest market share outside the US! Which for long years forced Bächli Harley-Heaven to expand. 2012/13 plans finally had meandered through a 10-year authorisation marathon by the local politics,

the construction started in 2013. More space for motorcycles, fashion, accessoires and customizing – but also for the dedicated Bächli staff, which is one of the key factors for the success of Harley-Heaven.

By spring/summer 2015, last year’s extension is already becoming too small for the still rising number of clients: The customizing workshop is working full throttle and all workstation for service are busy. A success story which also attracts the attention of Harley’s top management, who not just visited the „Grand Opening“, but also visited the shop in recent year to learn from the Swiss success story. And the story still continues – as visible in the great spring/summer 2015 custom bikes!







A fresh view into the 2014 brandnew rebuilt Harley-Heaven with one more floor added and all show- office and workshops re-arranged!



**MARCH 28<sup>TH</sup> 2014: READY TO ROCK!**







**TOP:** The huge ground floor showroom for stock bikes and selected top custombikes „made by Bächli“, often with parts homologated by Harley Heaven for the Swiss roads, pioneering parts like this Jim Nasi equipped Bagger, Zero Engineering „Old School“ bikes and Walz Hardcore Cycles extrembikes.

**TOP:** Part of the fashion store and cash register.  
**BOTTOM:** Only a part of the lower showroom, bikes still be rolled in in spring 2014...







The official „First client“ of the new shop enters precisely 9:00 a.m. into the new „Harley-Heaven, greeted by Rainer Bächli in person and presented with a free T-shirt!



**MARCH 29<sup>TH</sup> 2014: SHOWTIME IN DIETIKON!**





TOP: High ranking visitors from Milwaukee, European and national HQ's of Harley-Davidson: Matt Levatich, President & COO H-D Motor Company, Mike Kennedy, Vice President & Managing Director NA, Rob Lindley, Vice President & Managing Director EMEA, Dr. Ing. Christian Arnezeder, Managing Director Germany, Austria, Switzerland, Martin Schmie at the 2014 Grand Opening







*Guided tour through the workshop*



*Customizing gallery*



*2010: Keith Wandel visits*



*Workshops and dyno testbed*

*Polishing up the bikes.*

*The sheet metal workshop*

*Swiss-made cult: Baechli beer!*







## TEAMWORK SWISS STYLE: HARLEY-HEAVEN WORKSHOPS



One of THE decisive factors of Harley-Heaven's success is the teamwork, which is thought essential to create a working „atmosphere“ and spirit which is quite extraordinary, even in the Harley-Scene! Consequently the re-creation and extension of Baechli Harley-Heaven in 2013/2014 included workshops, new social meeting rooms and offices, all of which were optimized for the demands of the Bächli staff, most of which work here for years. Adding a new washing hall to the established dyno test bench, Harley-Heaven became more independent. All sheet metal, welding and machine shops were re-arranged and optimized for production flow. Two lifts connect the floors like an aircraft carrier. An impressive machine that works flawlessly for the benefit of thousands of Swiss and international clients.





*Top Dealer of Switzerland, in the Top 10 worldwide...*

Rainer & Felix Bächli of Harley-Heaven Dietikon



## BÄCHLI HARLEY-HEAVEN 2015 FEATURE BIKES

In March 2014, Dietikon/Switzerland based Baechli Harley-Heaven re-opened after an almost 10-month long re-construction that not just upgraded the building by another floor, but qualified as one of the biggest investments ever to be made into an existing dealership. Baechli Harley-Heaven, for long years already top-selling market leader in Switzerland has now made his way into the best-selling Harley-Davidson Dealers worldwide – a proud achievement for a very dedicated dealer with a very dedicated team behind him!

As every spring, before and after scene defining „SWISS MOTO“, the Harley-Heaven rolled out a number of new custom beauties, most of which are 2015 premieres and which now are available as FREE BIKE FEATURES for your magazines!

Tech Sheets are available for all bikes, full features will be made available on short notice. From all shootings, IMAGE SELECTIONS are available in FULL SIZE, WETRANSFER and WEBSIZE versions already. You can order you features at:

[Motographer@gmx.de](mailto:Motographer@gmx.de)

[WWW.MOTOGRAPHER.DE](http://WWW.MOTOGRAPHER.DE)

## BIKE FEATURE

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## Bächli 2015 Bike Features



**NOTE: THE IMAGE FOLDERS DO INCLUDE MORE COVER IMAGES AS PRESENTED HERE. THESE IMAGES ARE JUST FOR REFERENCE TO SHOW WHAT WOULD BE POSSIBLE WITH THE MATERIAL AVAILABLE. ALL BÄCHLI BIKE FEATURES INCLUDE NUMEROUS „COVER OPTION“ SHOTS.**