

HD-2

HARLEY-DAVIDSON

RAPIDO

the all new 125 cc. lightweight

The all-new 1968 Rapido is the lightweight that takes on all challengers. Weighing in at only 173 pounds, the Rapido packs a 125 cc Sunday and every day punch.

A solid, dependable, welded tubular steel frame enables this responsive motorcycle to really kick up its wheels.

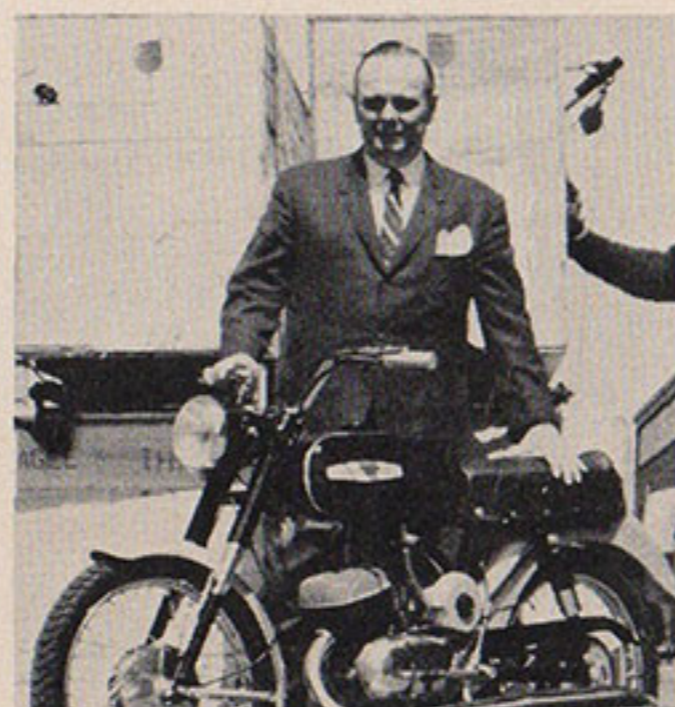
Two cycle, lightweight, 125 cc — this is the motorcycle with soul, brother.

When you need more power, you can count on the Rapido in the clutch. Four-speed foot shifting lets you slug it out toe to toe with other and bigger bikes. The Rapido is sure to produce a smile from gear to gear.

The Rapido has the Dellorto Carburetor and Ceriani forks, both famous the world over for racing and street performance.

Boss styling includes the distinctive pebbled finish with vinyl tape striping on the tank, silver fenders and jet black frame.

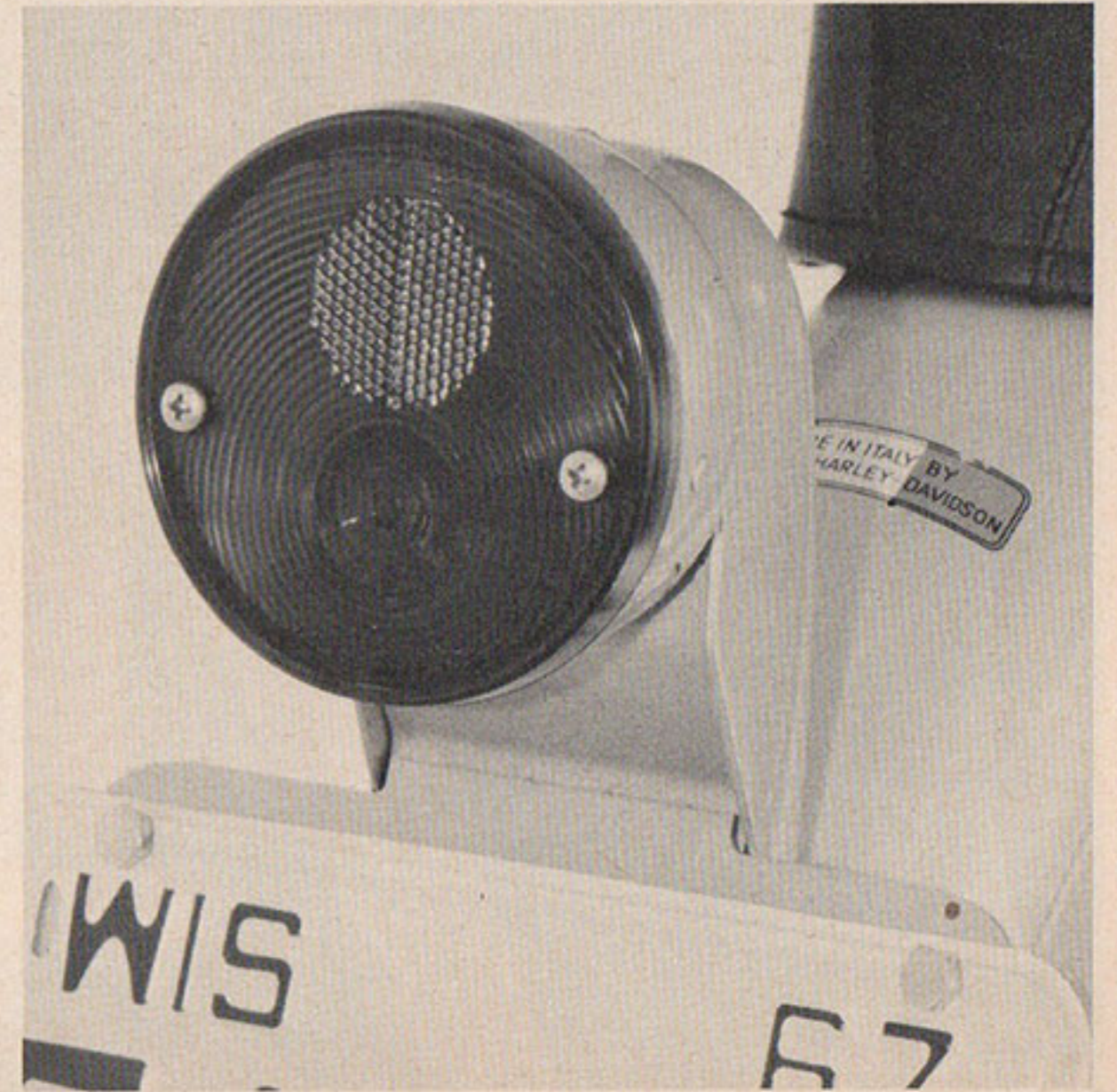
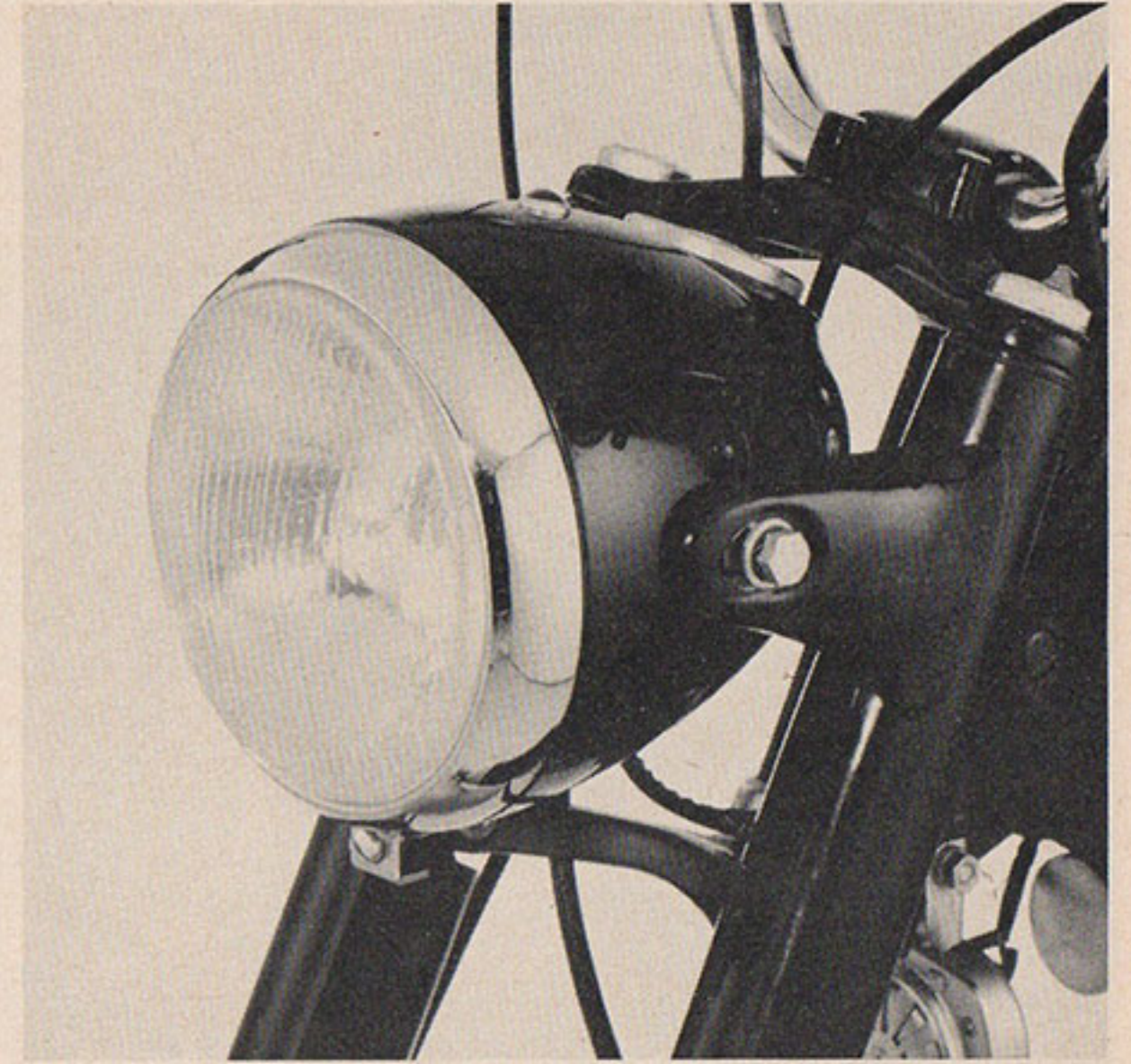
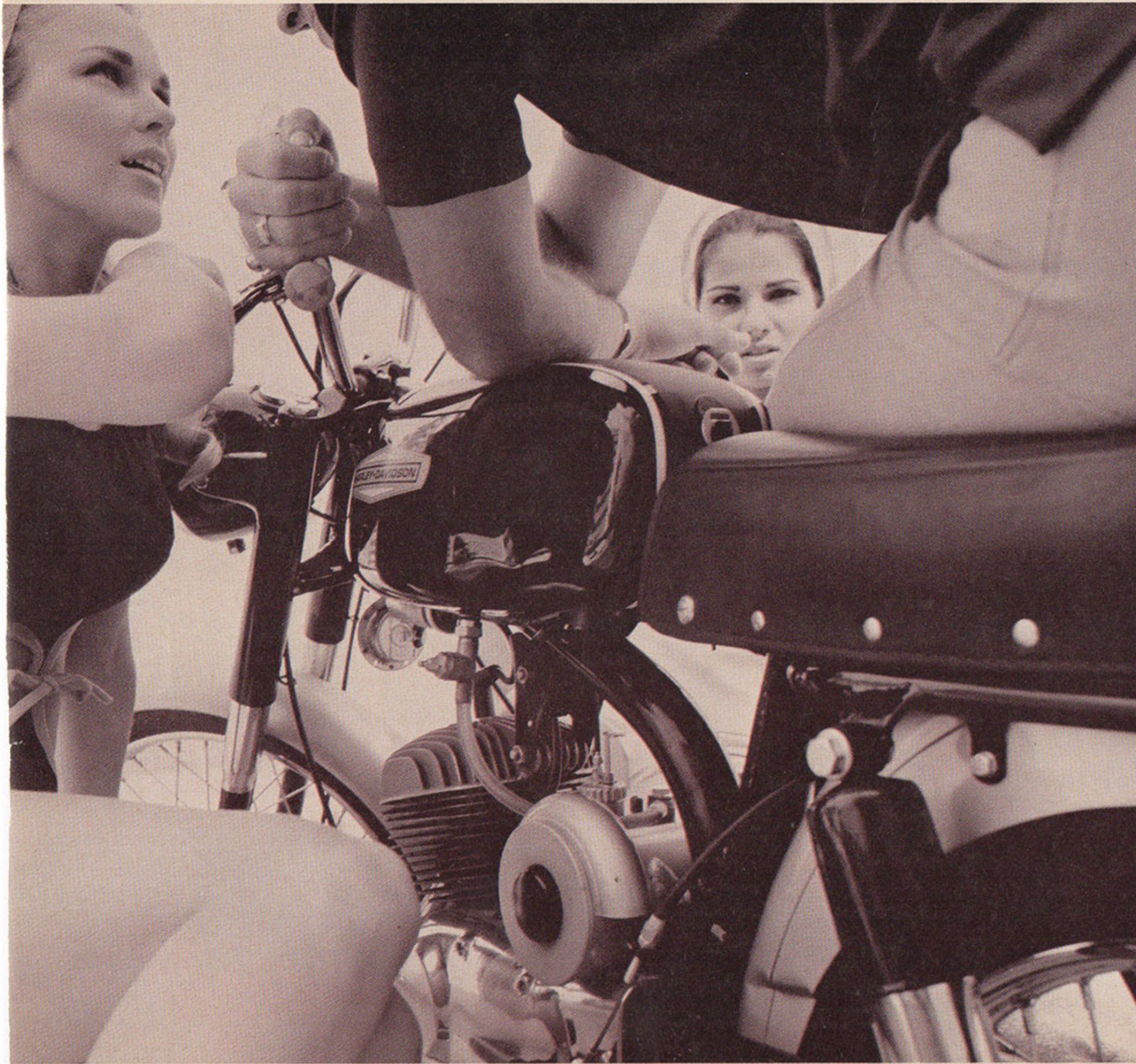
Traffic or open road, the Rapido is for you — Tune in, Turn on, Tear out!



Walter C. Davidson admires the first Rapido as it swings off the boat from Italy.

Engine Type 2 Cycle Loop Scvng., Sing. Cyl.
Bore & Stroke, Inches 2.21 - 1.97
Displacement Cu. Inches 7.53
Displacement C.C. 123.5
Compression Ratio 7.65 - 1
Clutch Type	.. Multiple Plate in Oil Bath
Primary Drive Helical Gears
Final Drive Single Chain
Transmission	.. 4-Speed, Constant Mesh
	4 6.972 - 1
	3 8.888 - 1
Gear Ratio, Overall	2 13.482 - 1
	1 24.075 - 1
Brake (F&R), Dia. Inches 5.315

Tire Size (F&R) 2.50
Wheelbase, Inches
Saddle Height, Inches
Minimum Road Clear
Weight, Pounds 173
Gas Capacity, Gallons
Elec. Equipment Magneto, and Tail Light, Stop Light,

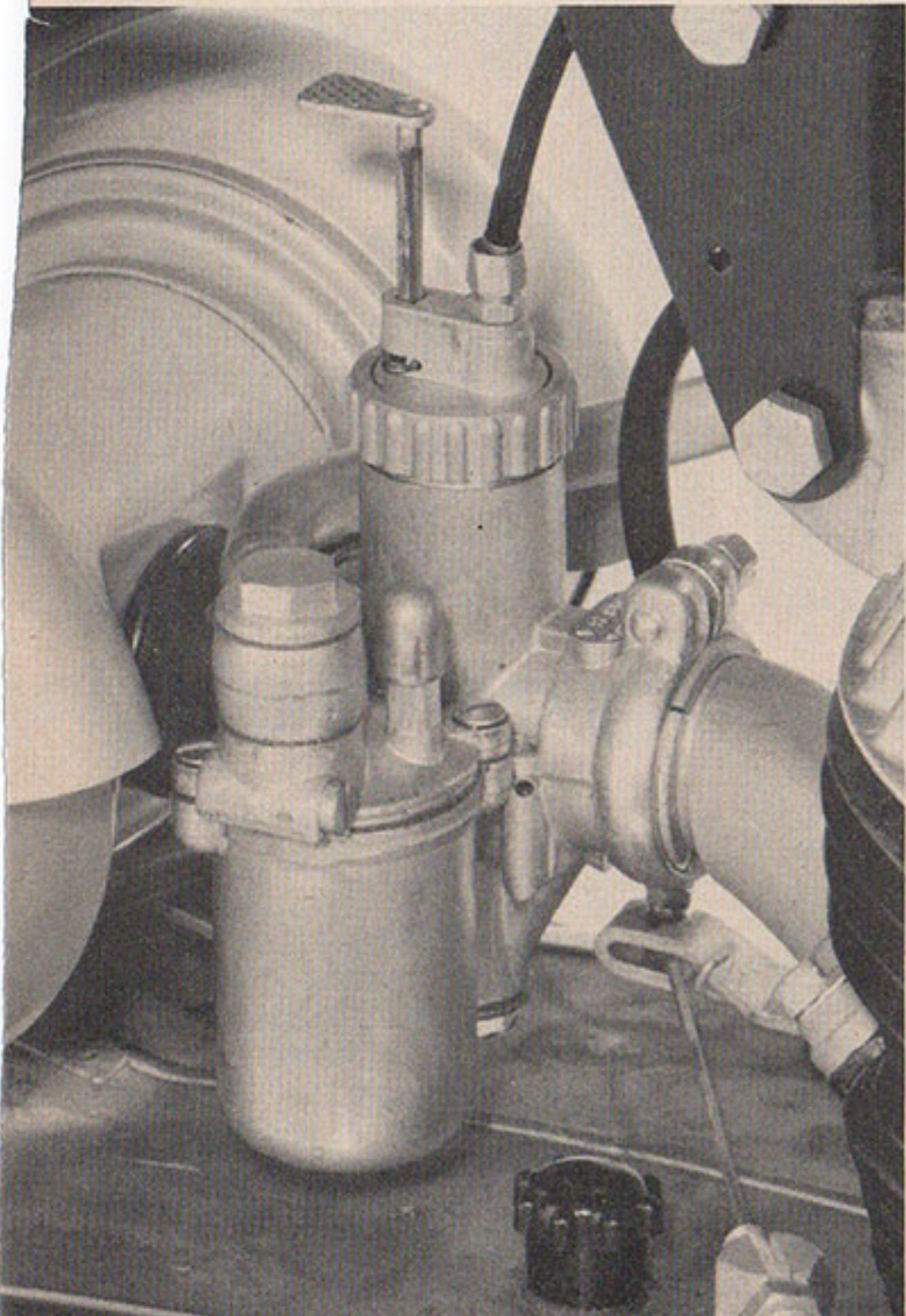


SAFETY PLUS

Full front and rear lighting provide the extra safety margin you expect from Harley-Davidson.

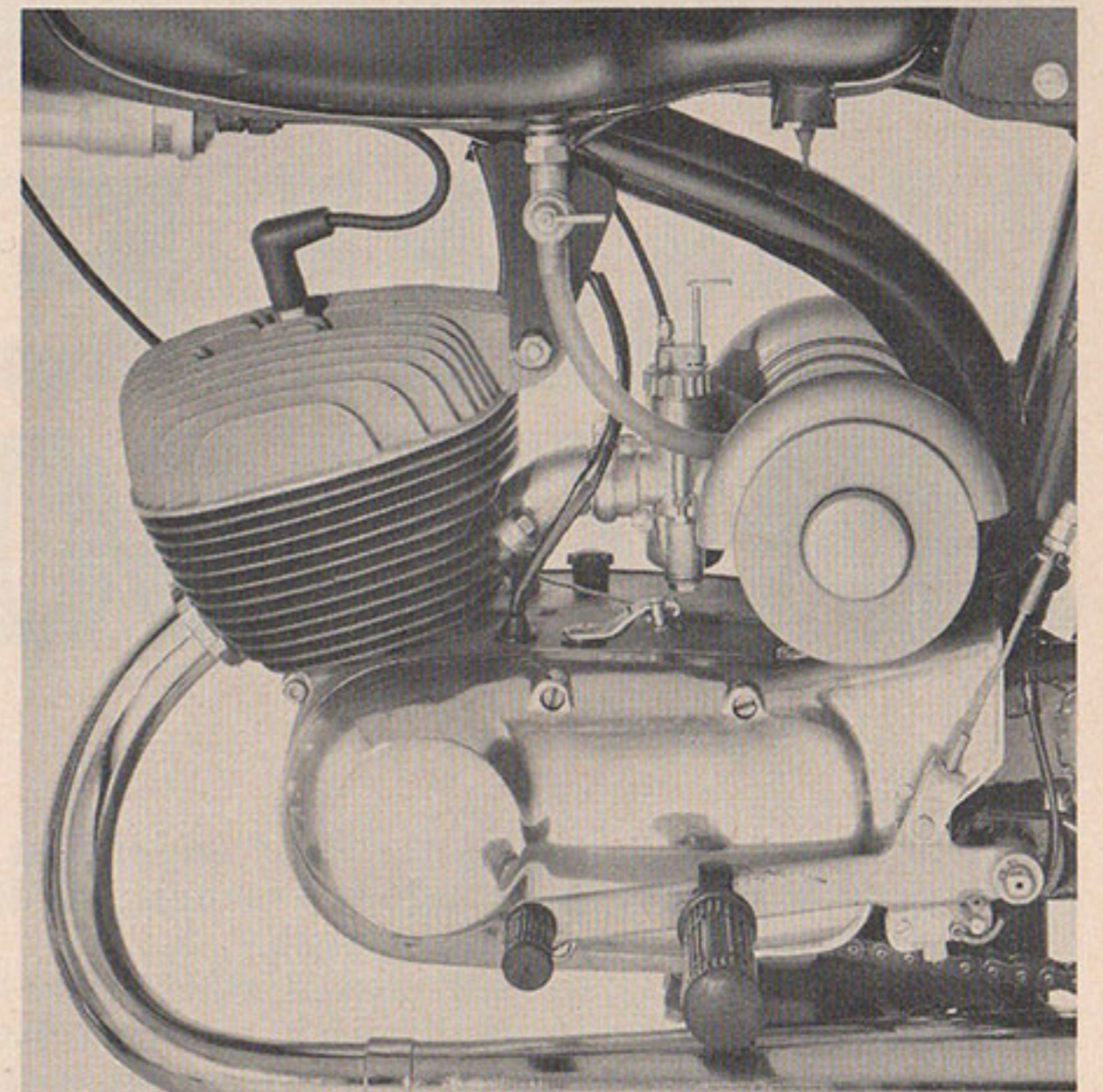
RAPIDO

the name means fast / the cycle means business!



CARBURETOR

Internationally acclaimed Dellorto Carb feeds the trouble-free harmony with the Rapido's 125 cc

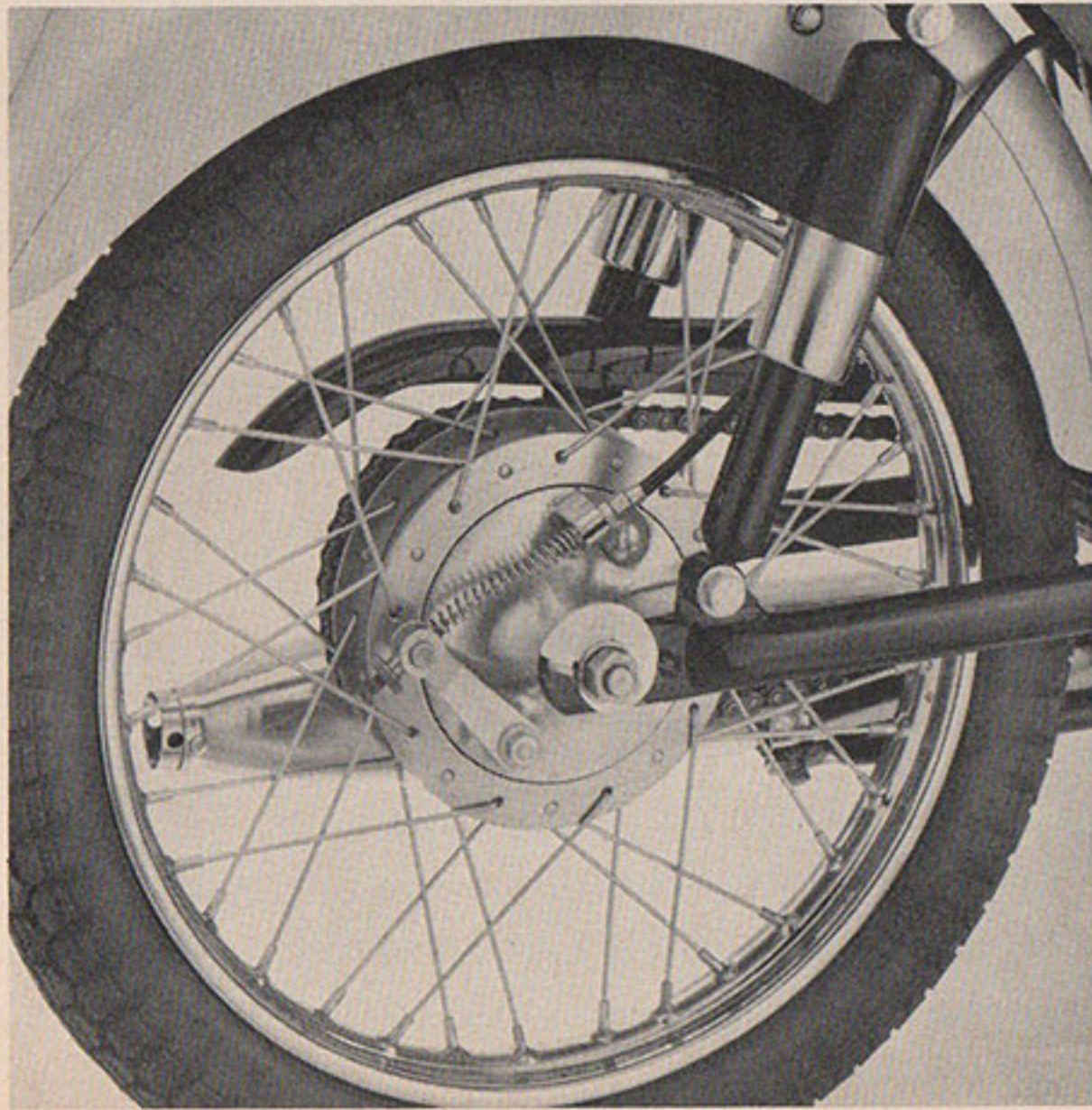
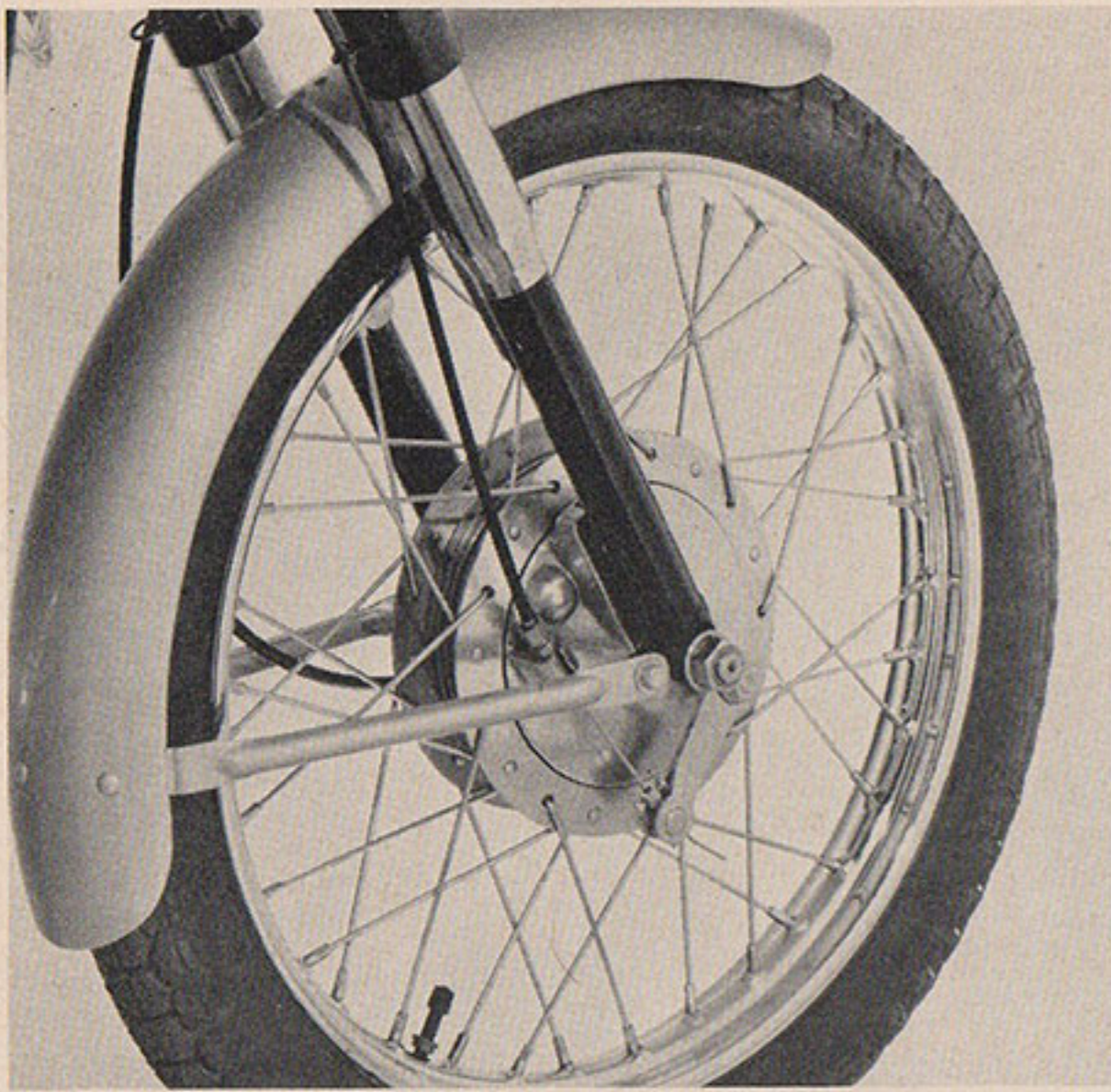


ENGINE

Newly designed 125 cc engine features Harley-Davidson quality in every area. Smooth, quiet two cycle performance with instant zip at the twist of the throttle. Snappy power, proven reliability and economical operation all wrapped up in a bright new power package.

TRANSMISSION

The constant-mesh four-speed is foot operated for smooth speed changes and precise handling in traffic.



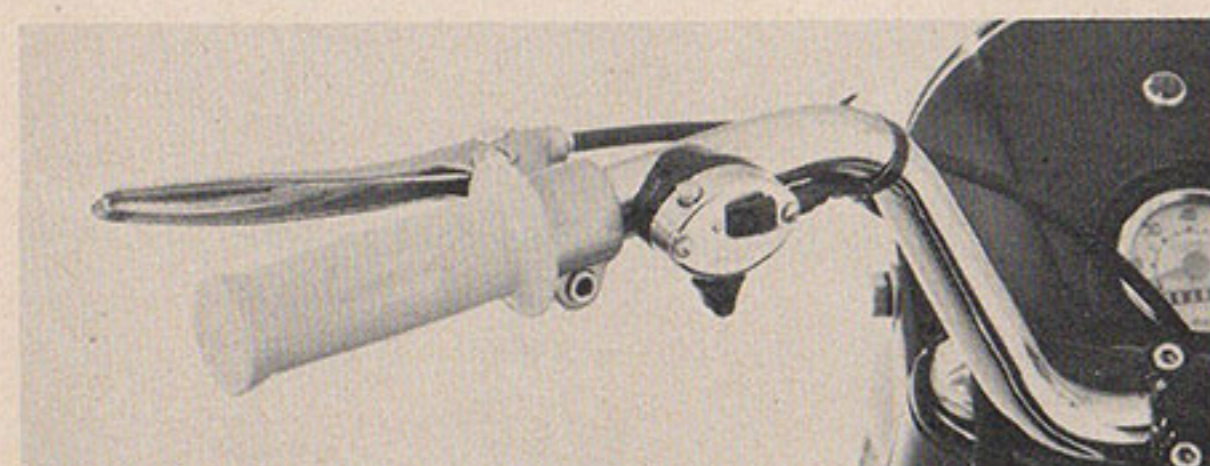
SUSPENSION

Smooth semi-hydraulic front suspension is combined with telescoping shocks and helical springs in the rear for big bike smoothness and roadability. Pirelli tires, 2.50 x 17" wheels with ball bearing hubs make for an unbeatable combo.



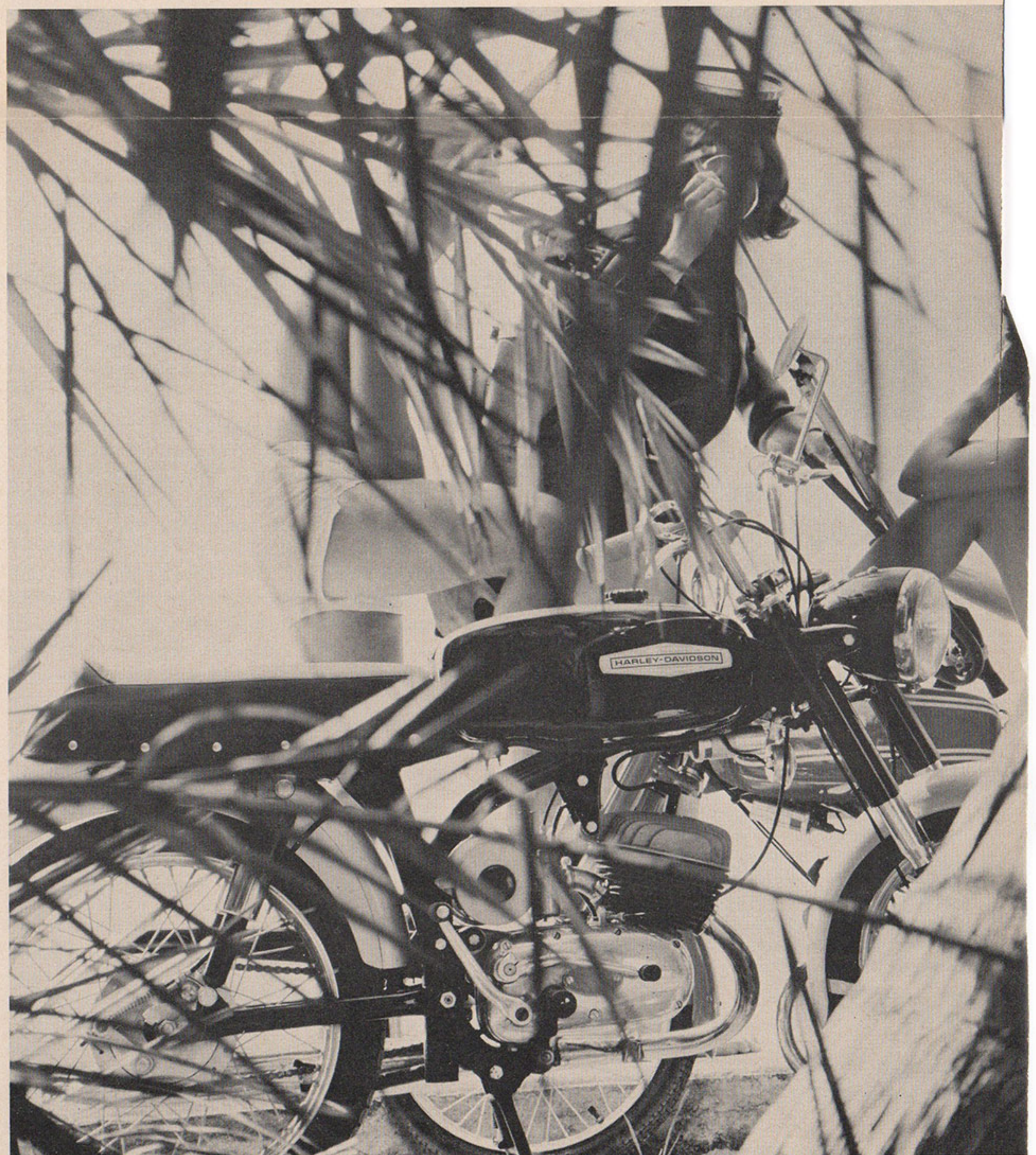
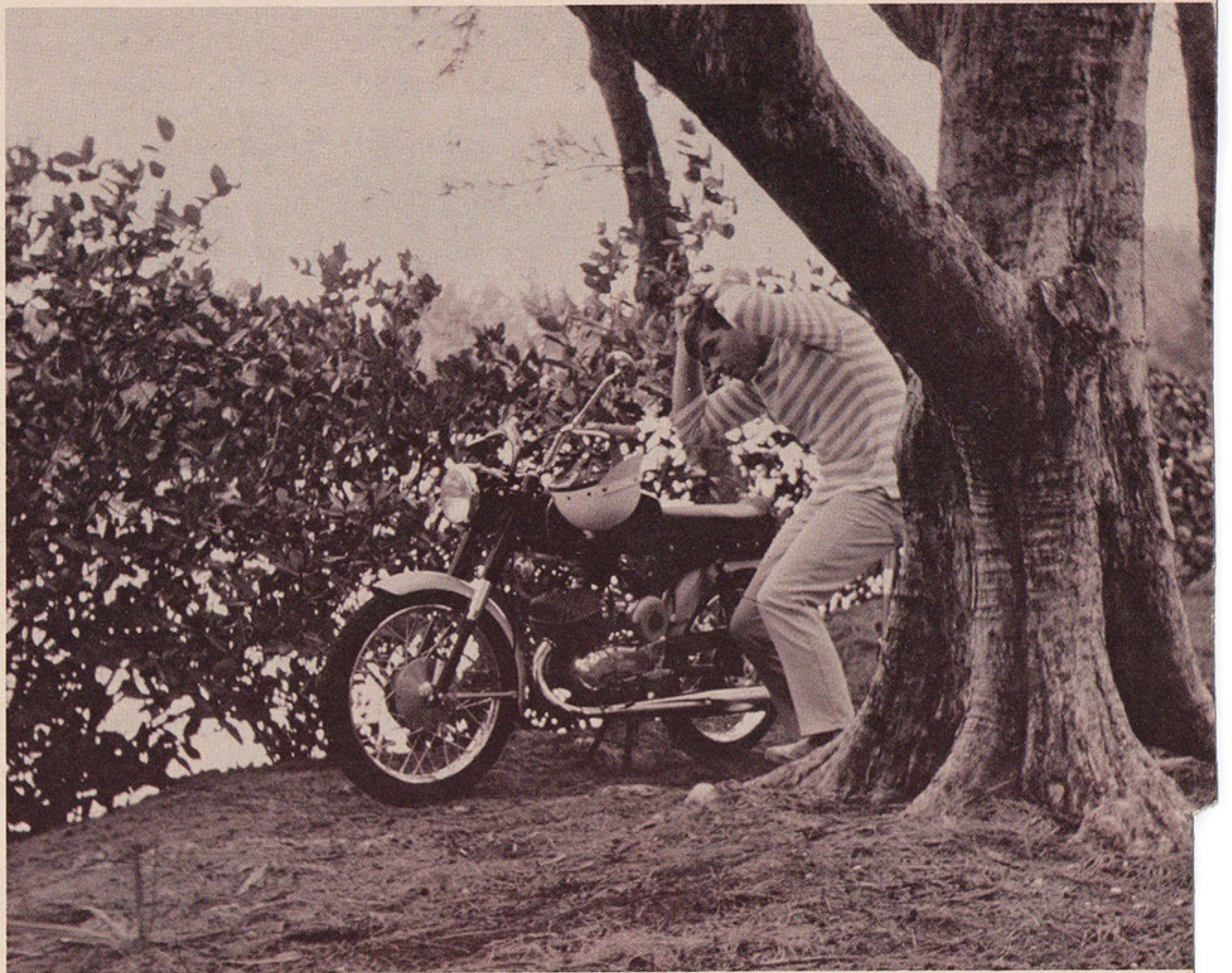
ROAD RACE TANK

Sharp styling. Here's the latest road race look combining gloss enamel and the new pebbled finish set off with distinctive striping.



CLUTCH

The multiple plate clutch in an oil bath runs cool, makes every shift a really smooth move, and will provide years of service-free performance.



Bill, last time we got into the steps involved in designing a motorcycle and following it through to final production, so this time let's talk about the usual field of design, starting with where you get your ideas.

Well, a designer has to get his designs or his ideas from every source available to his senses. He has to have a certain basic ability to see an inherent good design in an object and to be able to pick design elements out of certain products and shapes. I've got a file cabinet that's jammed full of photos covering everything from airplanes to boats. I also get ideas from discussions with members of the Sales and Engineering staffs. These discussions enable me to modify or alter to improve my design to satisfy all Company decisions.

How about other cycles or automobiles? Do they influence you, too?

Yes. When the new models are out, I go and look at as many as possible. I get all the brochures and I go to as many trade shows as possible. I do this because a designer has to know not only what is going on in the industry he is in, but also in allied industries. I take pictures and bring them back for study. Maybe I'll refer to my files for a photograph of a sports car or a jet airplane if I need a source for an approach to a new instrument panel or to an aerodynamic shape.

Maybe we can get into some specifics on the new Rapido later. How do you think this Italian design influenced Detroit?

There is a general trend of sophisticated design that has prevailed throughout the country in the last three years, especially when you compare it to the black years of the mid-fifties when everything was a conglomeration of shapes and stripes and stars and needless trim and jukebox design.

Well, let me put you on the spot and ask you what you think is one of the best looking American cars?

I would say that the current Buick Riviera is about the top design to ever come out of Detroit, and I think the Italian look is the beauty of this automobile.

Do materials influence design that much?

Definitely. I can do things with a die casting that I can't do with a sand casting. Tooling factors channel design, so we're always looking for an economical way to retool. Fiberglass molding allows design flexibility and we'll be looking more and more to various plastics in the future. Right now saddle bags, the rear body of the Police Servi-Car and the Electra Glide's new sidecar are all made of fiberglass at our facilities at Tomahawk, Wisconsin.

Do designers influence the customer's taste?

You could almost say it is a mutual influence as an education process takes place. By that I mean, the buyer was not always at the sophisticated level he is today. As designers show the customers what they can do in the way of an exciting product, the customer's taste is elevated. Then in turn he starts demanding better design and choosing better designs over poorer ones. In the final analysis, the consumer is the one you have to please.

Have differences between the American and the Italian rider made for changes in the design of the lightweights?

Yes. Italian riders prefer things like low clip-on handlebars. We have to tailor our machines to the U.S. rider.

Can you just change those items?

Yes. However, a balanced appearance is necessary. Therefore, design harmony has to be retained among the components.

Does being a rider help you in design?

I think it's a necessity for motorcycle design. Besides enjoying riding, when I get on a motor-

the MOTORCYCLE and

(Part 2 of an interview with William G. Davidson, Director of Styling of the Harley-Davidson Motor Co.)

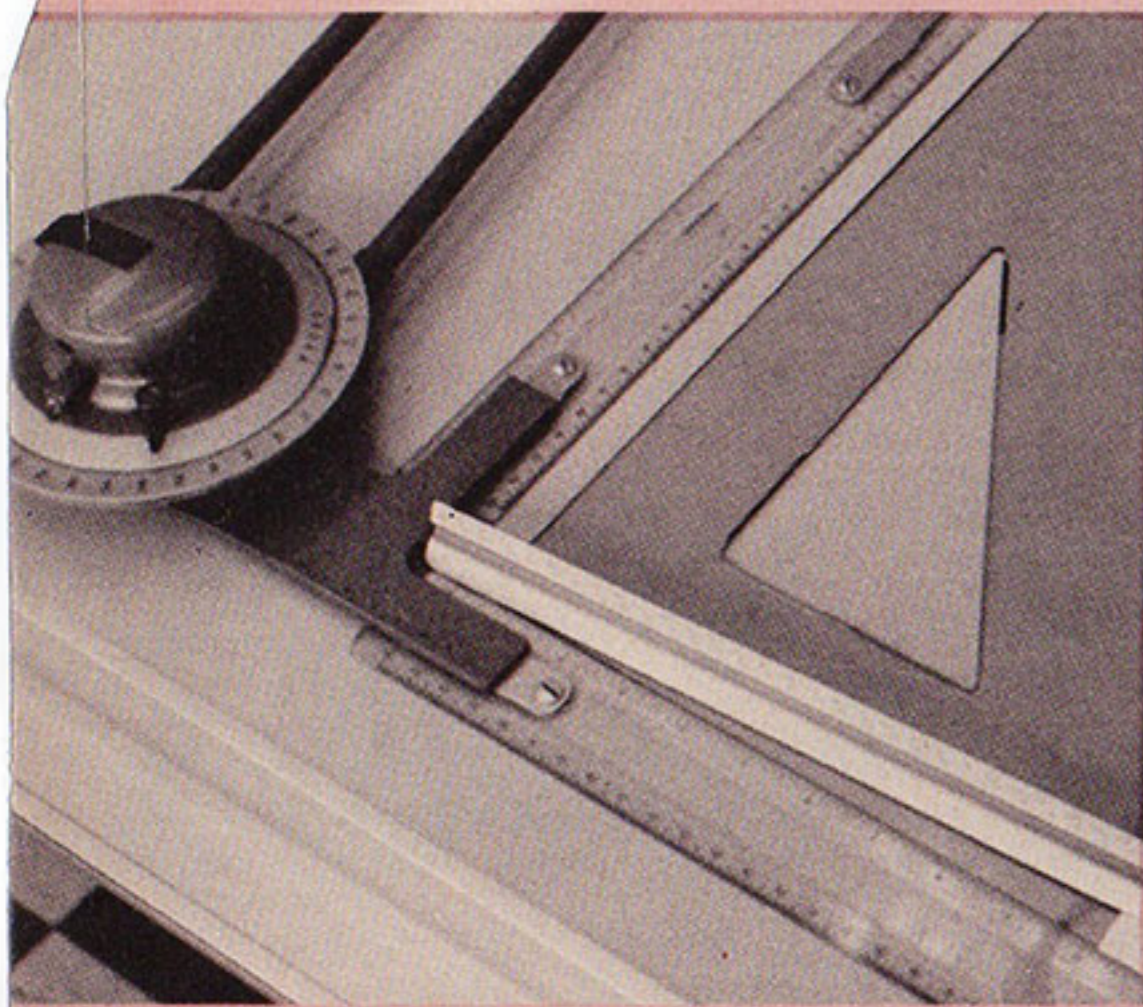
Don't you need steel because of the stress involved?

That would depend on where on the motorcycle you would place the fiberglass or steel part. Fiberglass would be susceptible to heat failure so it couldn't be an engine part. It would not lend itself to part of the frame at this time. However, the technology of materials are getting more advanced all the time. The Chaparral racing car has a monocoque construction. This monocoque is a combination of body and frame to produce adequate strength for stress. The stress is then taken up by quite a large area of outer skin. The body itself could then be considered a frame member.

This wouldn't be practical for motorcycles, would it?

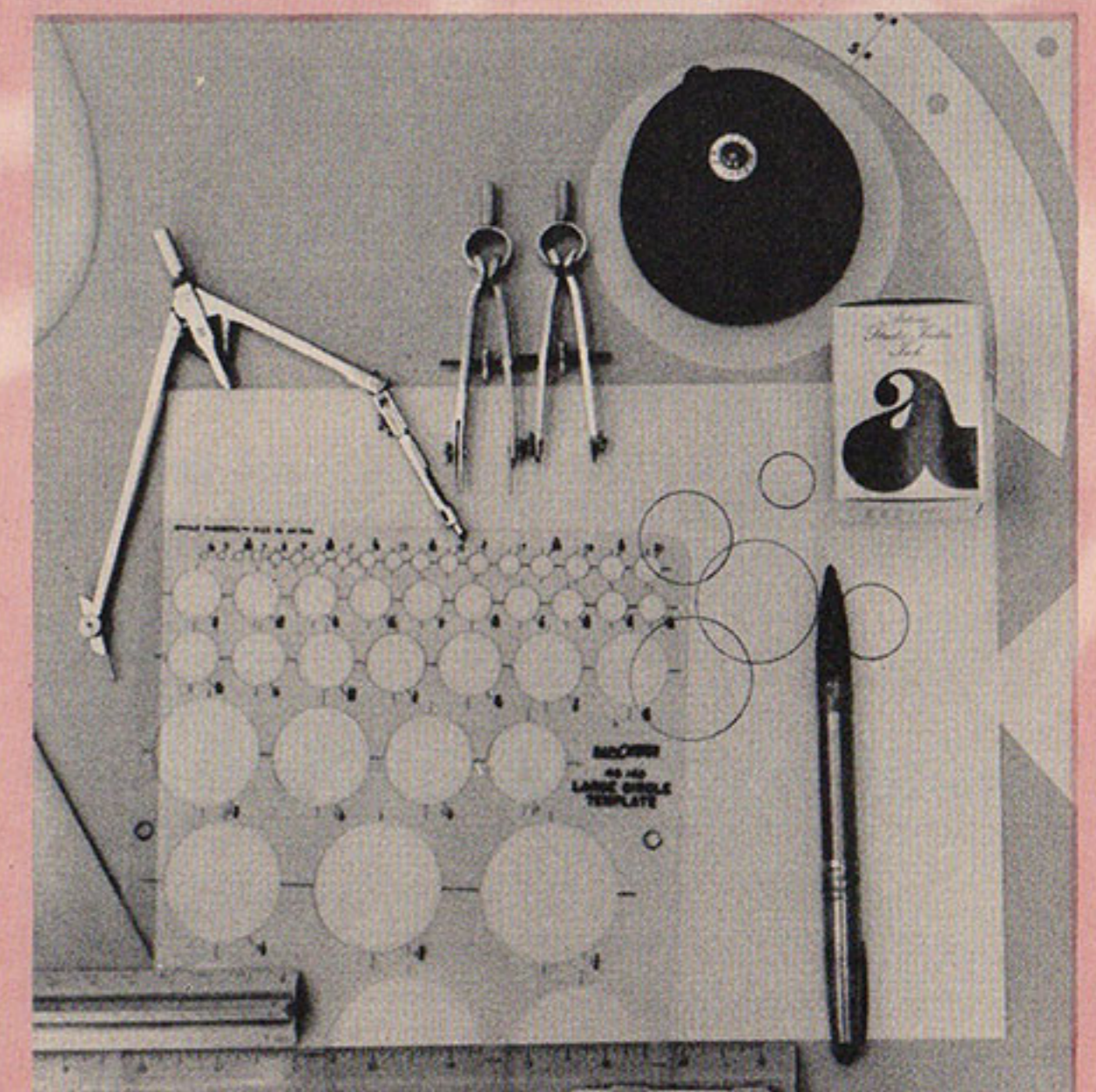
No. The tubular frame has proven to be best suited for motorcycle construction. Therefore, at this time we use only welded steel for frame parts. However, the plastics industry is moving ahead at a fast pace and is coming out with new methods and approaches every day. The future could hold some pretty exciting things in the way of plastics.

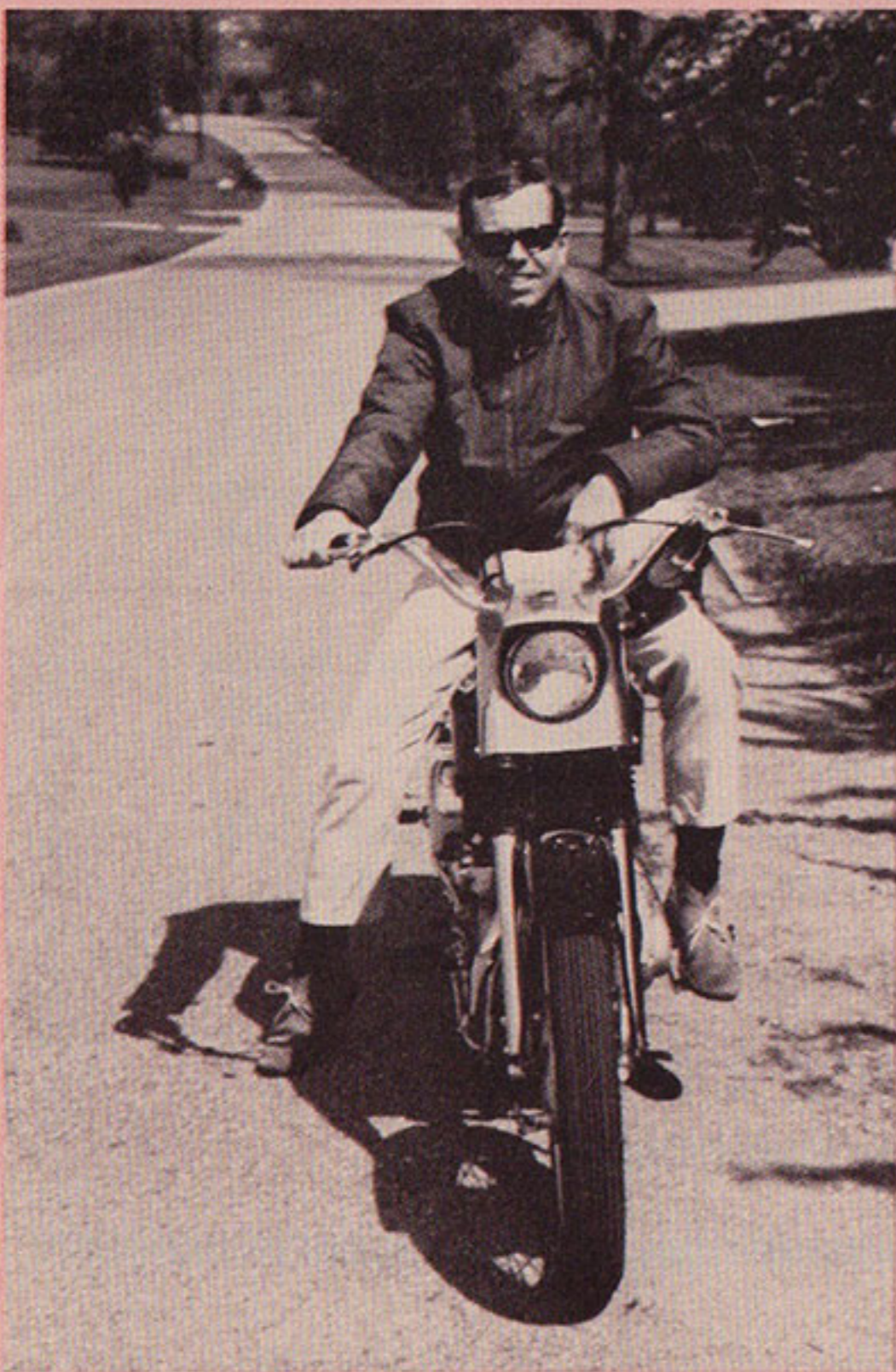
cycle, I have a tremendous benefit in being able to see and feel what our customers see and feel. Therefore, I am able to incorporate in design, items that riders will appreciate and understand. This rider approach is extremely important. We at Harley-Davidson are all motorcycle minded; everyone of Management is a motorcyclist in the true sense of the word. This helps us immeasurably when we're considering product development.



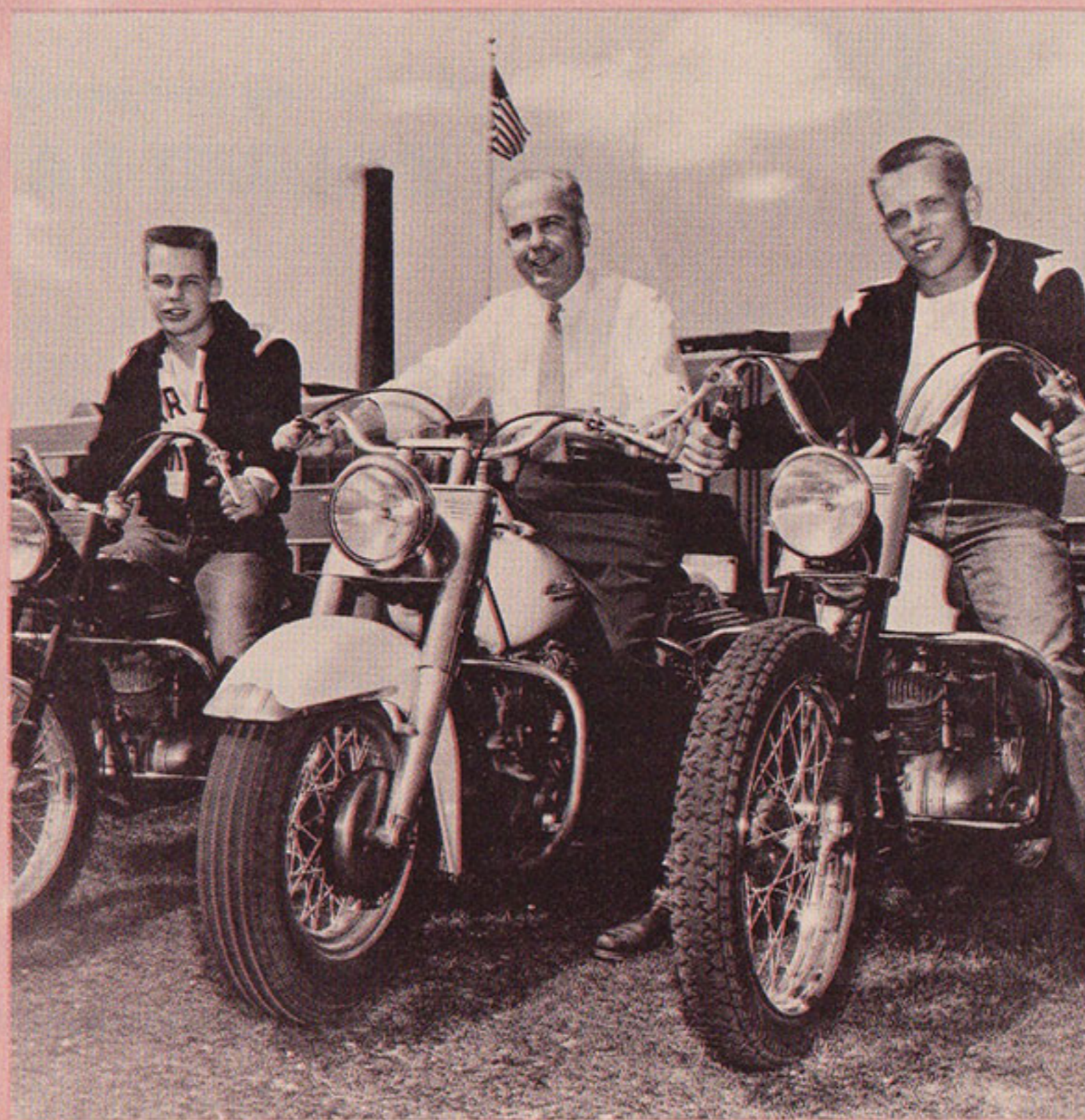
What particular school of design do you like, any?

I think the Italians have a romantic way of looking at motorcycles and automobiles that for long time wasn't duplicated anywhere in the world. They're trend setters, and the famous automobile carrozzerie of Italy are well known to all automobile design buffs. That's why I like the appearance of our lightweights. We incorporated most of the ideas of Aermacchi into our new Rapido, though I am involved in modifications.





Today Bill rides his Sportster to work every day.



Bill Davidson has been a rider for many years. Bill is on the right, on his left is his brother, John, who is now Assistant to the Vice-President/Sales and center is their father, Wm. H. Davidson, President of Harley-Davidson Motor Co.

DESIGN

Bill, since this is the Rapido announcement issue, I thought maybe we could talk a little about the 125.

Well, the 125, I think, is a beautiful machine, and this is a result of Italian Engineering along with our styling ideas. I'll tell you how the steps on this thing went. Quite some time ago, the engine was sent to us. The complete engine in wood from Italy. We then added to it and modified it to our desires. We cleaned up the shapes, I would say. We worked mainly with the side die castings on the lower section of the engine. After we worked on it and had it approved here, we sent it back to Italy and it was approved there.

Who did you work with on it?

I worked on it with a project engineer as we do on every machine, and we were also in constant touch with Italian designers and engineers through every step. So I think we've got an excellent combination of Italian and U.S. talent.

This seems to be a light machine with a lot of punch.

It certainly is. It's got a strong engine and it's power to weight ratio is excellent. Aermacchi Harley-Davidson has always been noted for its light construction and high performance. This machine is really a goer.

Well, I think everyone will really like the looks of the Rapido.

Yes, we're quite happy with the way the silver fenders, black tank with the black wrinkle paint blend into a really pleasing color combination. The machine already has gotten quite a few raves around the plant.

I see you have a bigger engine but not a bigger gas tank than on the M-65 Sport.

Yes, that's true. The gas tank is the same. The tire size though has been increased. We

really liked the way the proportions worked out on this machine. Now, on a lightweight the features should be small. A large gas tank looks good on a larger touring model, but it would look distorted and totally out of place on a lightweight. I mean, if you took a gas tank from an Electra Glide and set it on a 125, it would look ridiculous. On the proportions of a lightweight, all the features should be small, and then they are in good relationship to each other. As you move up in size, your features get correspondingly large. All these elements have to balance to get a good handling, good looking, good riding motorcycle.



ENTHUSIAST

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Editor-----Joel Habush
(Registered U.S. Patent Office)
Litho in USA

RACING NEWS

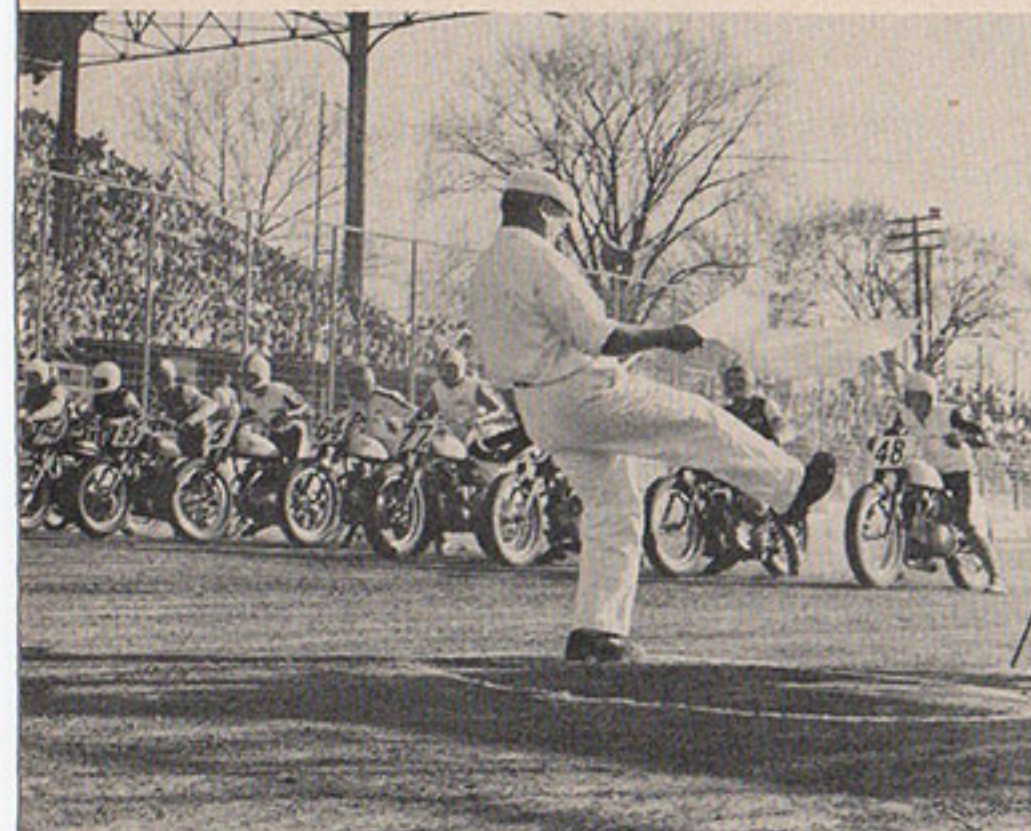
LEY-DAVIDSON WINS ASCOT MAIN
 Draayer on a Harley-Davidson KR led Harley-Davidson national expert Mel Lacher to a 2-2 finish at the 15 Mile expert main event at Ascot half-mile on May 12. Draayer, No. 77, is the son of the Harley-Davidson dealer in Salt Lake City and Lacher, who rides out of Leonard Andres' store in Ogden, Utah. Draayer's winning time was five minutes and 57.72 seconds.
 On April 30, at the 1/4-mile short track event, Draayer, on a Harley-Davidson Sprint won the 10 lap main, and Cal Rayborn on a Harley-Davidson Sprint won the 10 lap main.
 It has been officially announced that Harley-Davidson rider, Marty MacDonald, was high on the list for the national. Marty, who was sponsored by the Santa Ana, California dealer, wound up with 253 points.

RACING LASH ★ ★ ★

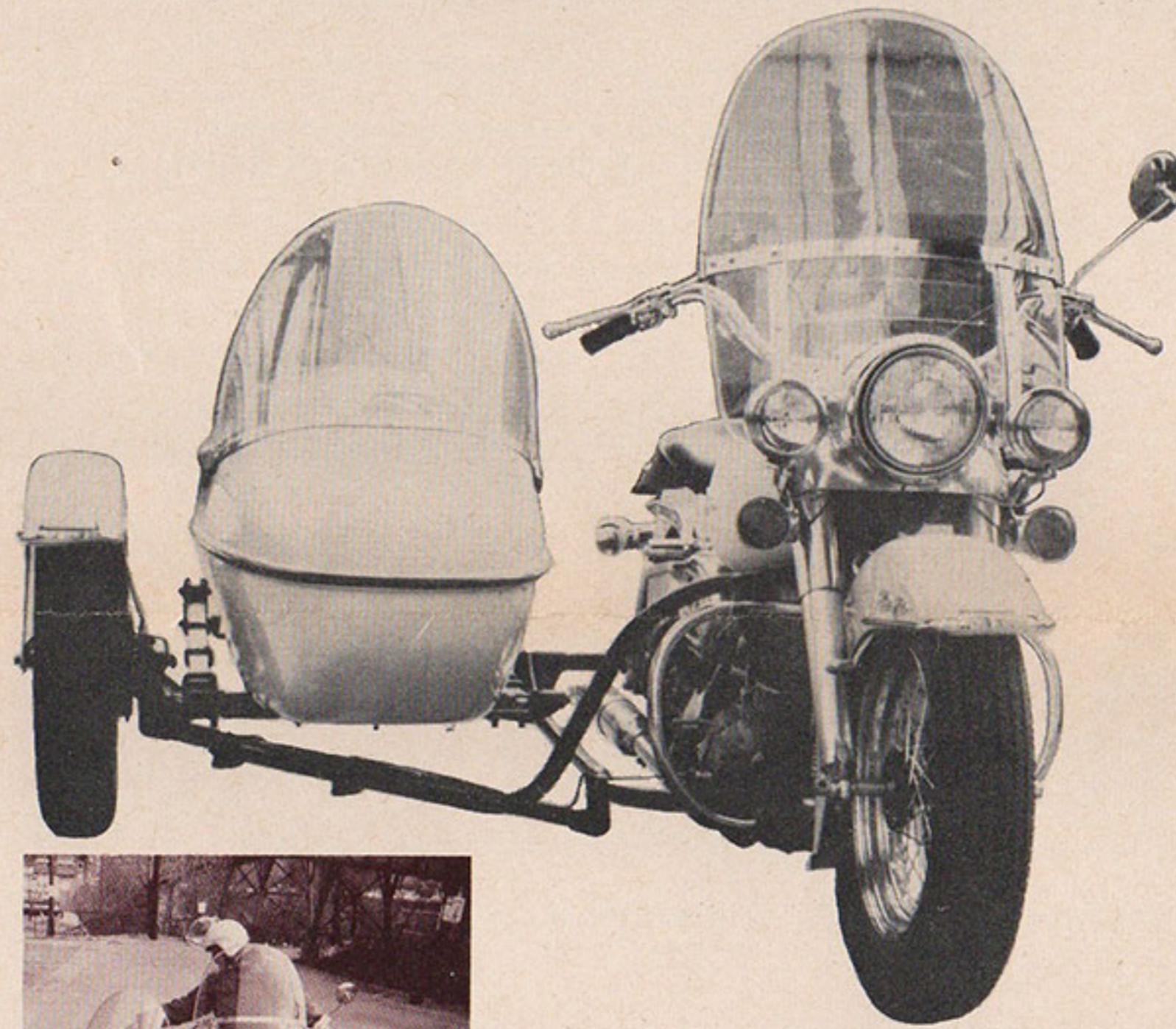


HARLEY-DAVIDSON SWEEPS LOUISVILLE NATIONAL

Harley-Davidson riders smashed through all opposition at the 15-mile National Championship race on May 11th at Louisville, Ky. The first four were Bart Markel, Chris Draayer, Longabaugh, Fred Nix.



MARKEL WINS BILLY HUBER MEMORIAL
 Bart Markel won the 14th annual Billy Huber Memorial on April 30. Bart is the first rider to ever win this classic three times. He slipped past Gary Nixon and from then on was home free. A record crowd of 7,500 gathered for the happy occasion for Harley-Davidson.



Harley-Davidson Produces Fiber-Glass Sidecars

Harley-Davidson is now producing fiberglass sidecars for the Electra Glide. Jeff Davis was the first happy customer to try out the new sidecar. Jeff, a retired Army bandman, was delighted to find out that his sidecar was the first one to come off the assembly line. Jeff is a dedicated Harley-Davidson fan and says he was the first one in the world to earn a 50,000 mile pin. Since 1939 he has logged 600,000 miles on a motorcycle. He has never owned a car. Jeff rode his 1967 Electra Glide with fiberglass sidecar rig from Milwaukee to Apple Valley, California. He wrote to say his Harley-Davidson "performed flawlessly."
 The 62-year-old enthusiast put on 530 miles in one day on the last leg of his trip. The design flexibility of fiberglass allowed for the newly designed smooth and pleasing contours.

RELAX

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Dear Editor:

I have been enjoying The ENTHUSIAST for the past year. Especially the letters of other happy Harley-Davidson riders. The letters give me a feeling of friendship with those who write, since we share a common love for the motorcycle.

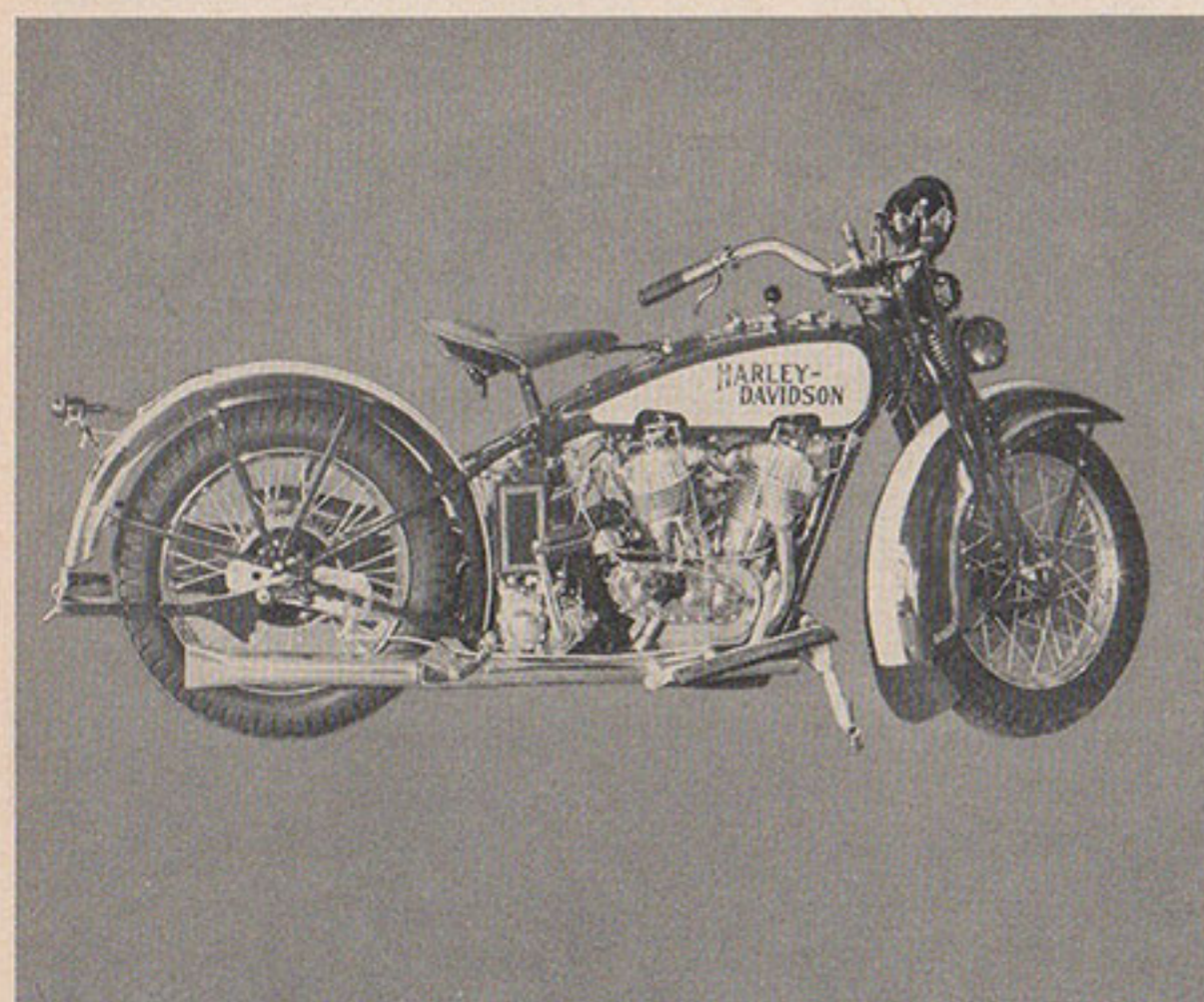
I have been riding for the past ten years, and have owned six bikes. Enclosed is a photo of my latest love, taken in Southern California. That's my three-year-old son behind me. He's been riding shotgun since he was a year old.

I had to leave my motorcycle in California when I was transferred to Alaska by the Air Force. I wish now that I had tried harder to find a way to get up here. Spring is upon us and I sit yearning to be out riding through this fabulous country. I can't begin to describe all the places and things to see in this beautiful state.

You might pass on to your readers that this is "The Alaska Purchase Centennial Year." One hundred years ago Alaska was purchased from Russia. This would be an excellent occasion for a motorcycle vacation to the 49th state. There are many gala events scheduled for the coming summer. They will also find hundreds of motorcycle riders up here. Some who have just recently pulled their bikes out of hibernation, some who had theirs out long before the snow melted, and still others who rode all winter long.

You publish a great magazine; keep up the good work.

Sincerely,
James Reed
Elmendorf AFB, Alaska



Mr. Kenneth Brown, a mechanic for the Louisville, Kentucky dealer, spent two years restoring the 1929 motorcycle pictured here, of which he is justifiably proud.

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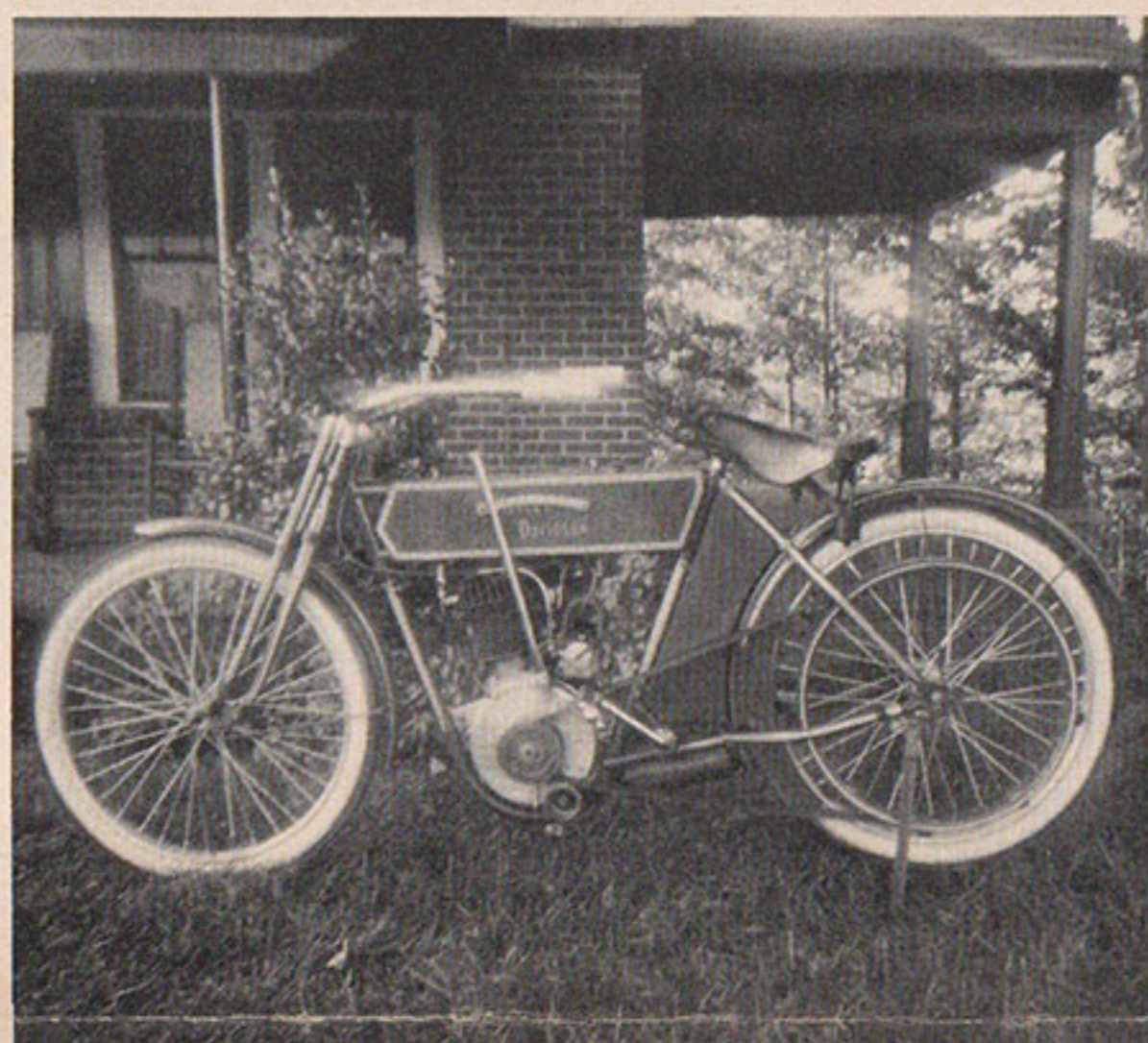


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Dear Editor:

I thought your readers might like to see a picture of my 1911 Harley-Davidson motorcycle which I have recently acquired. I am going to keep in it good condition with the help of the 1911 Operating Manual which you so kindly sent me.

Sincerely,
J. M. Fields
Canton, Georgia 30114



Dear Editor:

Enclosed is a photo of my 1966 M-50 a night's muskrat catching. I enjoy riding my bike a lot, and so does Dad. Dad tended his trap on a 1926 Harley-Davidson and he still brags about it today.

I'm at college now and waiting for summer vacation when I can once again ride my Harley-Davidson.

Sincerely,
Jimmy Hamlette
Gladys, Virginia

He will be the eight hundred and thirty-fifth on the list to read the club's ENTHUSIAST. So why is he smiling?

He'S NeXT

Great. He'll be next to find out what is going on in the world of motorcycling. But it's hard to enjoy an entertaining two-color motorcycle magazine while an impatient mob times you. Subscribe today for your own copy of The ENTHUSIAST. Read it at your leisure and as often as you want. You might even come out with a bigger smile.



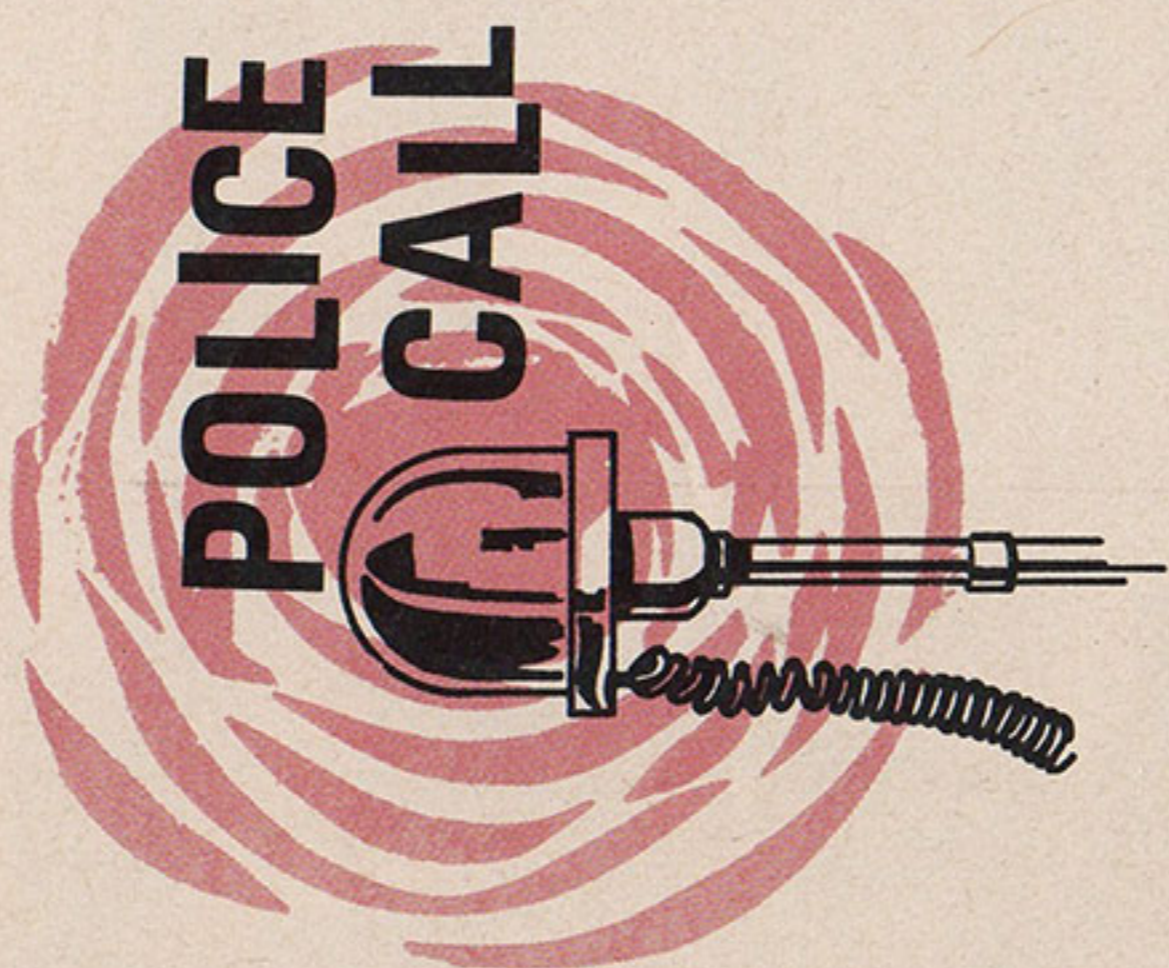
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The Police Department of Knoxville, Tennessee has created a good impression on the public with the forming of a special motorcycle force.

The new force is the Blue Hawks, a two squadron, 16 unit group, commanded by Major Russ Walden and his two field commanders, Capt. Sartin and Ammons.

The squadrons operate in a fluidity concept; they are assigned to trouble spots and their assignments are never rigid. Through professional police use, Harley-Davidsons are doing an improved safety and crime-fighting job for Knoxville.



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 Nashville
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THE MOTORCYCLE
ENTHUSIAST

IN ACTION

JUNE • 1967

169
1968 RAPIDO
 THE SURPRISE PACKAGE OF THE YEAR

