BACK TO THE ROOTS

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THERE ARE FEW OBJECTS IN THIS WORLD WHICH HAS TRUE SPIRITUAL VALUE AND THAT POSSESSES ITS OWN SOUL. THE MOTORCYCLE HAS INSPIRED GENERATIONS THROUGH THEIR ICONIC AND REBELLIOUS NATURE. WE HAVE CREATED A NEW FUTURE FROM AN OLD MOTORCYCLE IN ORDER TO INSPIRE PEOPLE TO REUSE AND REPURPOSE.

115 million motorcycles are manufactured each year. More than 7 million goes to demolition. Many of these are still in working condition. We want to turn the scales and make it easier to make a choice. A choice between buying something new or repurposing something old.

Why a motorcycle? Idolisation was our main motivation in this project and in particular, idolisation of our fathers. We grew up with stories told by our dads of how they lived this careless, rebellious lifestyle, traveling around Europe on their motorcycles and slept under starry skies.

So this companionship between you and your bike, the community, the image and the meditational aspect became our guidelines in the project.

We realised that the persona that we were creating the bike for was actually a merge between our own personalities and our desire to identify with stories of the past.

As we became aware of our own motivation for the project it was clear that we had to convey a feeling through the end product. Finding the soul in the project and the motorcycle was the main priority.

The result is Riley.

I was created for you and with you.

Created with technology and design from my era, I remember it as yesterday being in my prime and the object of desire. Over the decades I fell into oblivion and neglect.

But I have potential. I can be more. You saw this in me and this is where I am today. A heritage kept from the past but with a vision of today.

I am made in a way where I can evolve together with you. Tomorrow, when you become better, so do I.

I am one part past, one part present, and one part future.

I will take every step with you. As you become better, so will I.

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