

## ECOSSE Moto Works: THE HISTORY

ECOSSE<sup>®</sup>  
MOTO WORKS



exquisitely engineered for a fortunate few

In the mid '90s, Donald Atchison, a mechanical engineer and life-long motorcycle enthusiast, was busy traveling the world as the head of Business Development for a manufacturing firm located in Boulder, Colorado. Long periods of time spent on overseas flights gave way to hours of sketches of the ideal street bike. Later, while enrolled in the MBA program at CU Boulder, Donald went back to his sketches and considered developing the bike as a school project. That idea evolved into another concept: the plan to open an exclusive motorcycle boutique that included obscure, high-end furnishings, lighting, apparel, timepieces and motorcycle accessories. Atchison decided to take the entrepreneurial route and successfully sold other people's goods for the next few years.

After much frustration dealing with manufacturers and distributors and complete dissatisfaction with the current landscape of the motorcycle market, Atchison revisited his napkin sketches and formed ECOSSE Moto Works, Inc. in December 2001. Recently, after three complete prototype iterations, countless hours of computer-aided and real-world testing, his masterpiece was ready for public consumption.

With a smattering of elements from all his favorite types of bikes, including his own desire for exclusive, hard-to-get items, The Heretic was born. He had created something very distinctive: a true work of art that actually performed as advertised. Using his affection for airplanes (the prototypes are numbered in true experimental aircraft form; X-3 denoting Experimental Number 3 from which all 100 production bikes are based) and European sports cars (Aston Martin, Pagani), The Heretic combines an extraordinary attention to detail with the finest materials and components in the world as well as unrivaled personalized service.

The company tagline sums up the objective perfectly: Exquisitely engineered for a fortunate few.

Today, ECOSSE Moto Works is known as the premier luxury marque of innovative motorcycles created specifically for discerning enthusiasts. The models — each with a distinctive character and soul — are built to the highest standards of craftsmanship using exotic materials in never-before-seen designs. The Heretic is ECOSSE's version of the ultimate street bike: a highly engineered chassis, massive torque, exquisite detail and race-bred components in a refined package that finally unites luxury and performance in the motorcycle industry.



### **ORIGIN OF THE ECOSSE NAME AND LOGO**

While developing the idea of a luxury-goods company based in the motorcycle industry, the founders wanted a name that would properly exemplify the look and feel of their unique vehicles. With a racing background and Scottish heritage, the team was transfixed with a private racing team from the '50s. This small car-racing team of Type D Jaguars, known by the name Ecurie Ecosse (literally translated as Scottish Racing), desperately wanted a spot in the legendary 24 hours of Le Mans race. They were denied. The directors of the race finally relented and Ecurie Ecosse was awarded a spot in 1956. To everyone's surprise, the team won the famed race beating the factory Ferrari and Maserati teams. The victory was dismissed as a fluke. However, as the reigning champions, Ecurie Ecosse was invited back to defend their title in 1957. Again, they won. This small, private team had risen to world-class, championship status. To the founders, the ECOSSE name embodied a relentless desire for excellence — a trait both teams share.

To capture the essence of ECOSSE, the logo employs a combination of avant-garde text with historic artwork. After much research, mythical Scottish wolf heads in a gargoyle-type motif with intertwining details were chosen. This crest contains the type of elements you might find on a Scottish castle. As an expression of ECOSSE's infinite existence, the left wolf's mouth is closed while the right wolf's mouth is open. In Asian architecture, animals depicted in this way at the front of temples represent the first and last sounds of the alphabet thus symbolizing infinity.

### **ORIGIN OF THE HERETIC NAME**

Atchison had set out to build an uncompromised, high-performance street bike that differed from the churned out sportbikes and cruisers already on the market. With that feat accomplished, the term heresy emerged as an ideal description of the temperament and appearance of the bike. Simply defined as "an opinion or practice contrary to the generally accepted standards," heresy also perfectly elaborated on the "fight conformity" mantra of ECOSSE. The Heretic became the official name of the first model.