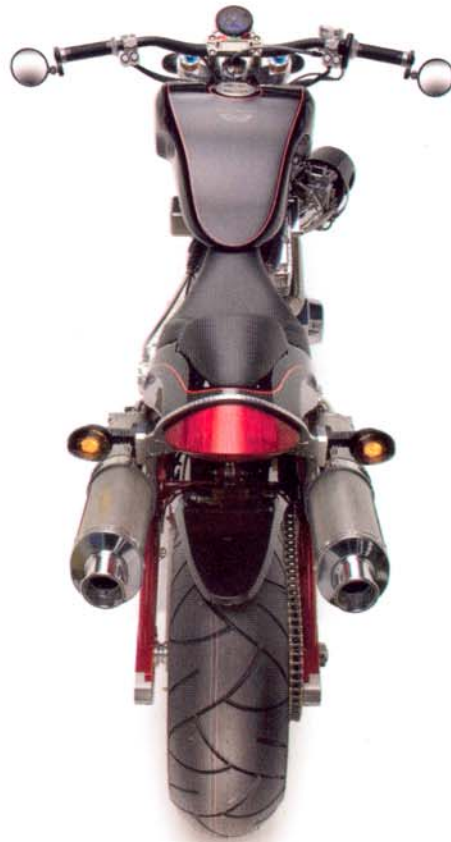


# Heretical Views

With its unprecedented attention to ergonomics, engineering innovations and sumptuous detailing, the Heretic might be worth its six-figure price tag

"Though it looks angry, the bike is very manageable," says Ecosse Moto Works owner Don Atchison, the visionary behind the Heretic, a cruiser several years in the making. Atchison's goal of creating a bike that combined extreme amounts of torque with maximum comfort and unsurpassed handling led to a series of previously unimaginable innovations like an adjustable rear shock that allows riders to shift from menacing road-racer to mellow cruiser, to low-lying dragster, and dual six-piston front brakes with 12 individual pads as well as cooling fins cut into the caliper to help dissipate heat. Often viewed as the Bugatti or Aston Martin of the moto-world, the price tag of the 100-unit limited edition, two-wheel wonder skies up to \$160,000. But, Atchison sees no conflict between the exquisite craftsmanship and the general perception of motorcycles. "In companies run by accountants, these values might be diametrically opposed," he says. "These machines might be collector's items, but they are meant to be ridden." **SR**



*Courtesy of CORDERO STUDIOS*