Suzuki debuts custom L-R-G Hayabusa, touts rich icon's link to urban, hip-hop culture

by Bend_Weekly_News_Sources

LONG BEACH, Calif. - American Suzuki Motor Corporation, in partnership with Lifted Research Group, better known as L-R-G, and 2Wheel Tuner magazine, unveiled this week a fully customized 2008 Hayabusa sportbike at the Cycle World International Motorcycle Show at the Long Beach Convention Center in Long Beach, Calif. Designed by L-R-G and built by Nick Anglada of Custom Sportbike Concepts of Winter Garden, Fla., the L-R-G Hayabusa blends the panache of one of the hottest urban brands in fashion with the iconic personality of Suzuki's fastest production motorcycle. The L-R-G Hayabusa will be on display at the Suzuki booth through Sunday, Dec. 9 and featured on the January 2008 cover of 2Wheel Tuner.

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"Beyond its well-deserved reputation for best-in-class performance, the popularity of the Suzuki Hayabusa can be attributed to the way it has long been embraced by the many facets of popular culture, including fashion, style, music and entertainment," said Glenn Hansen, communications manager, ASMC, Motorcycle/ATV Division. "Suzuki's relationship with L-R-G provides us with a not-to-be-missed opportunity to vividly illustrate our iconic sportbike's storied connection to urban culture."

The exterior look of the Hayabusa has been modified to catch the attention of both motorcycle enthusiasts and fashion aficionados. The L-R-G Hayabusa offers a unique Pearl White Powder paint scheme accented by Gator Customs-crafted lighted and see-through panels to help expose the custom engine and chassis work of the sportbike. Appropriately tattooed, the lifestyle-inspired motorcycle features a number of striking L-R-G-branded accents, including a custom windscreen with L-R-G pattern by Sportech, stator cover with CNC engraved L-R-G logo and engraved Voodoo exhaust, all contributing to the sportbike's eye-catching appearance. The custom Hayabusa also sports a laser engraved L-R-G patterned seat, combining style and overall riding comfort.

The L-R-G Hayabusa inherits the rear fairing from a 2007 GSX-R1000 sportbike and receives a new tubular subframe and single-sided Gregg's Customs swingarm, sure to draw even more attention to the custom sportbike. Other chassis modifications include a revalved front and rear suspension by Race Tech and Eibach 900-lb. rear springs.

The custom Hayabusa is outfitted with 18x8.5-inch (rear) and 17x4-inch (front) MHT clear wheels produced by CSC, and 240/40ZR17 (rear) and 120/70ZR17 (front) Pirelli Diablo tires. The Suzuki sportbike's stopping power is enhanced by steel braided brake and clutch lines, four-piston radial mount brake calipers and brake and clutch radial mount master cylinders from Beringer Brakes.

Custom pieces adapted to fit the L-R-G Hayabusa include grips by MOMO, fully adjustable lowering links, steering stem nut cover, swingarm axle covers, rear brake reservoir, custom oil filler cap and custom ignition switch cover by Ransom Machine Works. Additional enhancements include a custom battery, mirror eliminator plates, custom gauges and chrome bolts and accent pieces by CSC. The L-R-G Hayabusa also

comes equipped with a rearview camera system by Ant Systems.

"It was exciting to kick off our 2008 publishing year with the L-R-G Hayabusa on the cover," said Sarah Timleck, publisher, 2Wheel Tuner magazine. "The Hayabusa is arguably the most popular sportbike to modify. This is the very first modified 2008 Hayabusa to grace the cover of a magazine, and we wanted to ensure this build raised the bar and set an entirely new kind of standard for modified sportbikes."

Following its debut at the Cycle World IMS in Long Beach, the L-R-G Hayabusa will be displayed at the Cycle World IMS in New York from December 28-30. In 2008, the custom sportbike will be displayed at several urban, lifestyle-oriented events, including the MAGIC Fashion and Apparel Trade Show in Las Vegas, Feb. 12-15.

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