

Connect. Inspire. Challenge.

ANY ROAD

www.lauraklock.com



LAURA KLOCK
AMA AND SCTA
NATIONAL LAND SPEED
RECORD HOLDER
BONNEVILLE SALT FLATS



Hello! I am so excited to introduce a new column to you! Being the forward thinking, all things motor related magazine that Motor Market is, they decided they wanted to reach out to women in motorsports. Just in the motorcycle industry alone, women are the fastest growing segment of the market, making up close to 13% of riders in 2009. That being said, I am honored to share in a new venture with you...the "ANY ROAD" column. I hope to connect with women (and men!) out there to inspire, challenge, share stories, and even teach about various motorsports related topics. So send in your ideas! Tell us what you'd like to read about.

My name is Laura Klock and I own and operate Klock Werks Kustom Cycles in Mitchell along side my husband Brian Klock and our partner John Dean. We have a complete line of parts that we distribute nationally and internationally through Drag Specialties, the world's largest after-market reseller of parts, and one of our websites, www.kustombaggers.com <<http://www.kustombaggers.com>> . We started with a small offering of just 37 part numbers back in 2006, and have grown to over 400 in the last few years. We also build custom motorcycles, customize stock motorcycles, and provide service work at our shop. Our most innovative part design so far is what we call our Flare™ Windshield, which we developed from a need for added downforce to the front of the motorcycle to aid in stability as we raced on the Bonneville Salt Flats. Yes, as we raced, and I happen to be the fortunate one that got to pilot the first race bike on our team!

In 2006, we were called upon by the Discovery Channel's Biker Build Off program to build a bike for the show. We accepted and built a "bagger", or touring bike with saddlebags and a fairing. We expected to lose the build off with this kind of bike as they weren't known as being very cool at the time, but we were ready to debut many of our new parts and they were designed for this model bike. We ended up putting a fast motor in our bagger, and during a late night discussion at the shop, my husband thought that it would be a smart marketing move to race the bike – to show that these "geezer glides" as they had been dubbed – could look cool and go fast. And that it would also be a smart marketing move to have a woman pilot. I jumped at the chance. The rest they say is history. We won the Biker Build Off and 3 weeks later were on the starting line at the Bonneville Salt Flats. In the first 2 passes we obtained an AMA National Land Speed Record...and have continued to race there since. We have 2 daughters, Erika and Karlee, and they have been bitten by the salt bug as well! Currently we are the FIRST mother, daughter, daughter trio in the history of land speed racing to hold records at the same time!

I'm sure you can guess that there is a lot more to the story. Check back monthly as I share more about Bonneville, riding, racing – and whatever else YOU want to know about. Since that first race in 2006, I've been invited into various venues to share our story and to inspire women to ride. Motorcycling is something pretty special in my life, and is now something that I'm using to teach my daughters about life. On the track and while riding, you learn a lot about yourself - how to challenge yourself, how to work with a team, how to take care of your machine, how to handle success and defeat, and even how to handle emergency situations. It's been such a gift to our family. I've been riding dirt bikes, motorcycles, atv's, and snowmobiles since I was a little girl. I guess it's not really a surprise that you find me where I am today. This last summer I became a certified Motorcycle Safety Foundation RiderCoach, I am a member of the MotorMaids organization, have participated in all woman bike builds for various charities, led charity rides, been featured in many magazines and tv programs on the Speed Channel, Discovery Channel, History Channel and the Travel Channel. In 2008 I was honored to find out I was voted "Motorcycling Woman of the Year" by Cycle Source Magazine. But honestly a list of accomplishments means little if you don't share your stories to inspire others...you can't keep it unless you give it away! We have been blessed and intend to share those blessings.

So come travel with me. Through the course of our lives, many roads are put in front of us. Some are smooth paved highways, and some lead us off onto wild adventures. Don't be afraid to travel down Any Road. You never know what you will find there! See you next month! Please e-mail what you'd like to read about to laura@kustomcycles.com