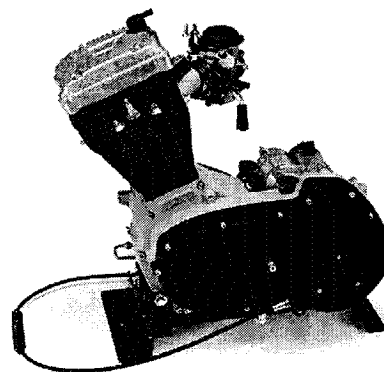
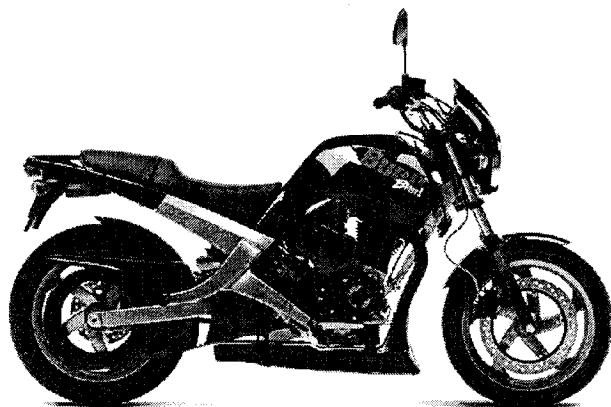


FEBRUARY MEETING

Thursday, February 15, 2001

TOPIC: Buell Blast Marketing Strategy And Design Development



ENGINE Air-cooled, Four-Stroke, Single-Cylinder
Displacement 492 cc
Bore x Stroke: 3.5 x 3.125 in / 88.9 x 79.375 mm
Compression Ratio 9.2:1
Valve Train OHV, two valves per cylinder
Valve Adjustment Self Adjusting, hydraulic
Fuel Delivery 40 mm Keihin carburetor w/ auto fuel enricher system
HP/Torque 34 HP @ 6500 rpm; 30 ft-lbs @ 5500 rpm

MEETING AGENDA

Meeting Location: Milwaukee School Of Engineering - Todd Wier Conference Ctr
1047 N. Broadway, Milw, Wi. (Corner of Broadway & Highland Ave)

Parking: MSOE parking lot East side of Broadway across from Conf Ctr.

Additional parking available on Highland Ave. if necessary.

Cocktails and Hors-d'oeuvres: 5:00-8:00PM - Cash bar (beer, wine & mixed drinks)

Costs: Members, Spouses and Students \$2.00
Nonmembers \$4.00

Program: 6:00-7:00PM

Note: This is a meeting only, no dinner or plant tour this month.

Marketing strategy and product development of the Buell Blast Vehicle.

Main points will include:

- The marketing strategy behind the Buell Blast.
- The design and development of the Blast
- The sourcing and quality initiative.
- The test program that supported the development and validation.

SPEAKERS:

Jean-Luc Mars - Marketing Platform Manager

Tony Stefanelli - Lead Project Engineer

John Goeb - Platform Lead/Product Category Manager - Development purchasing

Scott Uttech - Project Engineer

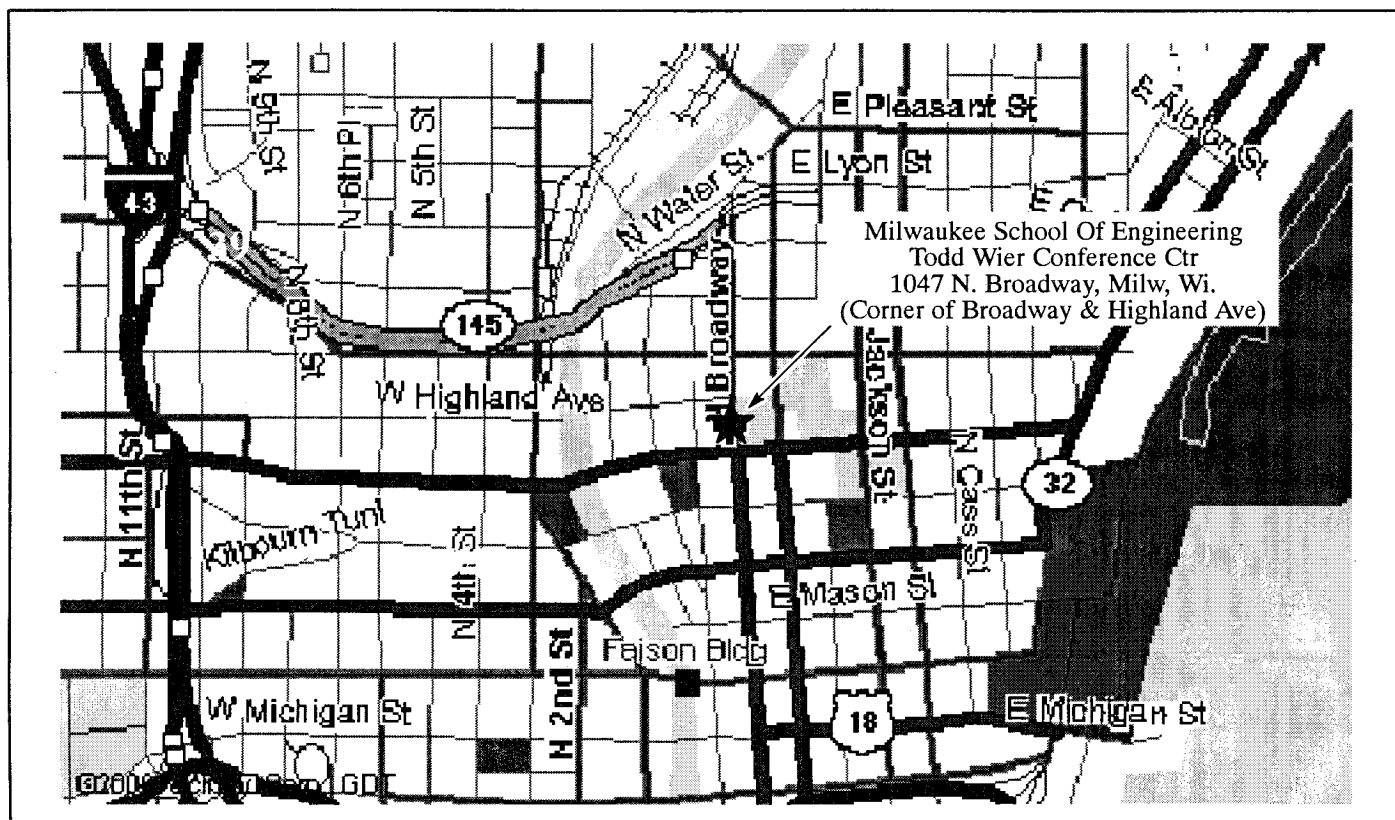
SPEAKERS' BIOGRAPHY

Jean-Luc Mars - Motorcycle marketing platform manager for Buell. He has worked for Harley-Davidson and Buell for over 10 years, first in Germany then in France and now in the U.S. Assignments over that period of time included service management, sales and more recently marketing. He is also a passionate rider and amateur racer.

Tony Stefanelli - Lead Project Engineer in new product development. Tony has been with Buell for three years. He co-lead the development of the Buell Blast platform with John Goeb. Prior to coming to Buell he worked in the medical and motor racing industries.

John Goeb - Responsible to co-lead the platform team with the Platform Lead Engineer and to manage the product and process development activities, and supply chain management activities from a purchasing perspective. He is a Harley - Davidson employee currently assigned to Buell Motor Company as a Platform Lead / Product Category Manager in Buell's Development Purchasing Group. John is a purchasing professional with 20 years experience, the last 10 of which has been with Harley - Davidson.

Scott Uttech - Responsible for Blast test program, frame, suspension, and brake development. Mechanical Engineer BSME UW-Milwaukee 1995. Scott has been with Buell since his graduation in 1995.



Buell Blast Statistics

DRIVE TRAIN

Transmission Five-speed, constant mesh
 Final Drive Kevlar belt; ratio 2.7:1

CHASSIS

Frame Steel backbone w/built-in oil reservoir
 Wheelbase 55.3 in / 140.5 cm
 Rake / Trail 25 degree, 3.4 in / 8.64 cm
 Front Suspension 37 mm forks
 Rear Suspension non-adjustable gas compression shock

Front Wheel Travel	4.0 in / 10.16 cm total travel
Rear Wheel Travel	4.0 in / 10.16 cm total travel
Front Brake	Dual piston floating caliper,
Rear Brake	Single piston caliper,
Front Tire	100/80 - 16 50s K330 bias-belted
Rear Tire	120/80 - 16 60s K330 bias-belted
Fuel Tank Capacity	2.8 gal. / 10.6 L
Miles per gallon	69 City, 72 Highway
GV Weight Rating	780 lbs / 353.8 kg
Dry Weight	360 lbs / 163.3 kg
Load Capacity	400 lbs / 181.4 kg

Milwaukee Section 2000-2001 Governing Board

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VICE CHAIR - MATH & SCIENCE/AWIM:

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Alt SECTION DELEGATE:

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From Your Chairman:

February Chairman's Message:

Welcome to 2001! I hope all you have had a safe and happy holiday season, while getting ready to start the new year. I encourage each of you to bring your enthusiasm to SAE activities and increase participation in the local and national activities.

Our Board has put together an exciting meeting this month, following one of our most popular topics. Home grown here in Milwaukee, Buell has changed the view of American motorcycles and produced sport motorcycles for a new generation of riders. Buell will be presenting its new Blast motorcycle for all members & student members.

The governing board is looking to update its list of company representatives. Don't know what that is? Company representatives are volunteers who assist the board in reaching members at their workplace, getting out the message for meetings, volunteer needs and member recruiting. It's not a lot of work, but helps your organization continue to support engineers in the mobility industries. If interested, contact the board.

Finally, we are looking for volunteers to serve on the 2002 Midwest Mini-Baja committee. Members don't have to be part of the board, but can assist in keeping our competition strong. Contact me if interested.

Rick Sievert

2000/2001 Chairman
Milwaukee Section SAE

Please Note: the Thursday, March 22 meeting will be held at Rexnord Technical Services. This meeting includes a tour and dinner.



Thursday, February 15, 2001

The Buell Blast!



Meeting Sponsorship

We would like to thank the following organizations for their continued support of the Milwaukee Section:

Waukesha Engine Division, Harley-Davidson

For more information on becoming a sponsor, please contact: Bill Schultz (414) 616-1286