

JOIN THE PRIDE!



What is important to women motorcyclists when purchasing a bike? Is it comfort, size, fit, color? With Roar Motorcycles, you find all of that and so much more!

The owner and CEO of ROAR Motorcycles is a diminutive woman named Kathleen Steele Tolleson. Don't let her size fool you! She is passionate about her business, her customers, her staff, and the stellar reputation she provides in the motorcycling world. In fact, she's been called the Martha Stewart of the motorcycling industry!

Why did Kathleen start ROAR Motorcycles? "I have ridden most of my life. Because of my 5'0 height, it was difficult to find the perfect fit for me. When I rode, I wanted the bike to be powerful but I also wanted to feel in control. Every year I would see more and more women riding. I saw how bikes weren't fitting women.

You'd see them balancing their bikes with the tips of their toes, or how the length of their arms to the handlebars was completely unnatural. I knew there had to be a way to get women on a motorcycle that fit them perfectly. "

And she did. She studied the industry and the markets. There has been a plateau in cruisers sales and the days of the choppers. The female market is the only growing segment in the industry. She knew the economy was slowing down but wanted to be ready to provide motorcycles for women.

"People are still buying bikes. People who ride motorcycles keep on riding. It's an inexpensive form of transportation, great recreation, and definite relaxation for those who ride as passionately as I do."

The amazing motorcycles that ROAR has in their showroom are beyond impressive. There is a woman's touch on each bike. For example, each bike has a

name: Blue Ice, Radical Ride, Angel, Celtic Dancer, Crystal Roar, Crimson Queen, and Sweet Ride. These bikes don't have just impressive names, they have impressive paint jobs. Some even have jewels like Swarovski crystals under layers of clear. Or even a bike called Crowne Jewel; it has brilliant champagne gold metal flake with deep gold and rich brown graphics highlighted by amethyst, amber and blue jewels. She is royally beautiful from fender to fender. Her seat is a beautiful complement, with a rich brown alligator pattern highlighted with shades of gold and studded with amber and amethyst jewels. Fuel injected, shaft driven - a ride fit for a queen!

When a lady biker purchases a bike from ROAR Motorcycles, there is a send off party! Goodie bags are given away as well as photos taken to complete the day for the lucky lady biker. As Kathleen told me, "This is a very special event in her life. We

There's a reason why he doesn't wear your clothes...



They don't fit.

So why are you still riding a bike built for a man?
From size to personality, our job at ROAR is to give you the perfect fit - every time.

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don't want it to be a one-time deal where we say, 'see you later.'"

So, what's involved when a woman comes in wanting to buy a one-of-a-kind bike from ROAR Motorcycles? "Once she provides the bike for us (or if she wants us to get one for her through our network of motorcycle dealerships) then we start with the fit. Does the bike need to be lowered? Does the suspension need to be changed? Most bikes are made for men. Women need a lower center of gravity. Then we sit down and get a feel of what she wants for a paint job and art design. From there, we get cover designs for her custom-made seat. If she wants aftermarket parts for the bikes, we talk about that. That scenario is one aspect. Another is the woman coming in and making a selection from many of our lovely bikes on our showroom floor."

Kathleen isn't interested in only making a sale. First, she wants to make absolutely sure the lady biker has the appropriate riding skills and what her use of the bike will be for. "We work with our customers. We want them to be happy

with the bike. We will not sell the bike if it doesn't fit or if there is any hesitation with the customer about riding skills, ability, use, etc. We aren't here just for bike sales. It's very important to us not just to sell a motorcycle."

ROAR Motorcycles also sells and distributes women riders' cosmetic line; a mineral-based makeup for women bikers. Why would we want our faces to look like leather? ROAR Motorcycles has a unique clothing line for women bikers, too. They also provide education, information, and a sense of community. "We've been so stereotyped. For years items for women have been designed by men and what's in their brains not what's good for women. We are changing those stereotypes here at ROAR Motorcycles."

ROAR sets itself apart from many other bike builders because they care about their customers' future and long-term goals. They have an "Ugly Betty" contest. This great contest allows you to enter a female friend that needs a bike make over along with a story to support it. "Now this might

date me considerably, but I remember 'A Queen for a Day Show.' I always thought how nice it would be to make someone's dream come true. To me it was more exciting to make someone happy than to actually be the Queen for a Day." Once a person is chosen as the winner for the contest, she meets with Kathleen and her staff of talented artisans, and together, comes up with a makeover for her bike. Paint, chrome, artwork, seat, etc., are all a part of this makeover as well.

Along with the beautiful bikes at ROAR Motorcycles, there is also another beautiful side to this remarkable woman, ROAR Global Foundation. The mission of the ROAR Global Foundation is to reach oppressed women of the world through advocacy, education, training and entrepreneurial endeavors. The Foundation is funded by receiving a percentage of the monthly organization fees for the ROAR Sisterhood Motorcycle Association, a hundred dollars from every bike sold will also be donated by ROAR to the ROAR Global Foundation, as well as through private and corporate donations and governmental funding. It supports and funds projects directly related to its mission. Funds are dispersed through an application process and overseen by a Board of Directors. For the last fifteen years, Kathy and her husband have been involved with humanitarian work around the world. Through the ROAR Global Foundation, you have the opportunity to join them. All proceeds from the RGF will specifically go to projects that will educate, train, and enhance the lives of women. All donations are tax deductible. The ROAR Global Foundation is a non-profit organization.

We are excited to share with our Born To Ride readers that there will be a special event at Daytona Bike Week. There is going to be an unveiling of the first ever ROAR Motorcycle prototype bike Saturday March 7. This unveiling will be like no other. Why? Because there is no other bike out there that looks like it! In fact when Kathy and I were talking, we were interrupted briefly by one of her staff telling her that the prototype was ready for its first test ride. You could feel the excitement and anxious anticipation permeate throughout the room!

The WildKaT is the name of this new bike that you will have a chance to see during bike week. It will be located at ROAR Motorcycles. If you are in Daytona please stop by ROAR Motorcycles and check out this unique and impressive prototype.

All of us at Born To Ride are as excited as Kathleen and her staff about the WildKaT. Be sure to tell the staff at ROAR Motorcycles that you read about this bike and ROAR Motorcycles in Born To Ride magazine! Contact Roar at RoarMotorcycles.com or at (386) 255-7527

Susan Hurst



Chili Pepper's Owner Admires her custom look from ROAR