





# LIVIN' LRG

Words: Beth Dolgner Photos: Jeff Baxter

## THE FIRST CUSTOM '08 HAYABUSA FROM CSC IS A REAL FASHION STATEMENT

If anyone knows about livin' large, it's Jonas Bevacqua, the co-founder and creative director for L-R-G. Short for Lifted Research Group, L-R-G's apparel is a staple in the urban, hip-hop, skateboarding and, now, sportbike scenes.

The debut of the 2008 Suzuki Hayabusa is big news for custom sportbike fans. While all of the major builders were developing parts for the new model, 2Wheel Tuner was working to get the first highly-customized '08 'Busa on our January cover.

Instead of going the traditional route, 2WT approached L-R-G to transform a Hayabusa into a

designer's showpiece. Co-founded by Bevacqua and Robert Wright, L-R-G was named one of the top 500 fastest-growing companies in the United States in 2007 and has celebs like Kanye West sporting their threads. Turning to edgy, on-the-scene designers was guaranteed to give custom sportbikes a shot of new style.

To make the build a reality, there was no one better to turn to than Nick Anglada at Custom Sportbike Concepts ([www.cscbikes.com](http://www.cscbikes.com)). The task was no small undertaking: Anglada had just 32 days to build the first new 'Busa to arrive at his shop. The

'08 model arrived on U.S. soil with just over a month before 2WT had to go to press with the January issue.

Fans who want to see more than just pictures can attend the Long Beach Cycle World International Motorcycle Show presented by Toyota ([www.motorcycleshows.com](http://www.motorcycleshows.com)) from December 7-9 or the New York stop of the tour from December 28-30. 2Wheel Tuner will showcase the designer bike at both events.

Choosing to promote L-R-G with a sportbike, Bevacqua says, was an easy choice. "Kids that wear our clothes are also into sportbikes. I know this for a fact because I work with a lot of them. Both markets

respect good design, like to go fast and show off."

L-R-G designed the look of the bike, then passed their plans along to Anglada. "I think it opens up a whole new field because you have somebody that doesn't look at bikes every day and they're in a different industry," says Anglada. "They're still designers by trade, but with what they do it just brings it into a whole new realm. I looked at the first rendering and went, 'This thing is going to be so plain,' but now we're looking at it going, 'This thing is pretty sexy, actually.'"

A lot of that sexiness comes from the clear MHT wheels ([www.mhtwheels.com](http://www.mhtwheels.com)). Already a popular look in the custom car scene, CSC is now



## CLEAR VIEW:

The LRG Hayabusa might be the first '08 model that the guys at Gator Customs have tackled, but their clear Peek-A-Boo line of Gator Glass has graced many a motorcycle.

Gator offers Peek-A-Boo nitrous systems for the Hayabusa, fitting the nitrous bottle inside the rear hump and fashioning clear bodywork so the competition can get a peek of just what they're up against. Now, the Peek-A-Boo line of their legendary Gator Glass has been expanded to include other pieces of bodywork.

"The Peek-A-Boo nitrous system we did for the 'Busa was extremely popular," says Randy Kleber, who runs Gator Customs along with his brother Ron and father George. "We got a ton of attention from it, so doing the side panels is just another step in the right direction. People are already asking for it and they love it."

Kleber says the appeal of the clear panels is that it allows even more custom work to show. "When people see the exterior of the bike, they don't understand that a lot of people do the motor work and modifications to the motor," he says. "The Peek-a-Boo panels really help expose the inside of a motorcycle and show that sportbikes are more than just paint jobs."

Exposing the heart of the LRG 'Busa was a tall order thanks to a hectic schedule just before the SEMA show in Las Vegas. "We had about two weeks to develop the clear panels, make them, paint them, Gator Glass them, and then in the meantime we had to pack up bikes and products and get everything ready for the SEMA Show. There was zero room for error," says Kleber.

Gator Customs is online at [www.gatorcustoms.net](http://www.gatorcustoms.net) for anyone who wants to add a little Peek-A-Boo to their ride.





distributing them for sportbikes. The tail is actually from an '07 GSX-R1000, and the change meant a new tubular subframe and battery box had to be fabricated. Below all of that, a single-sided Gregg's Customs swingarm continues the tubular style.

The body of the Hayabusa certainly features a designer look. Gator Customs crafted clear Peek-A-Boo Gator Glass to accent the simple but striking paint scheme. In addition to the paint, L-R-G's logo can be found on the custom Sporttech windscreen and the engraved Voodoo exhaust. When it comes to stopping power, the four-piston calipers from Beringer ([www.beringerbrakes.com](http://www.beringerbrakes.com)) slow the Hayabusa down so it can be admired.

Luckily, customizing the '08 Hayabusa was relatively painless according to Anglada, since many of the existing custom pieces only had to be minimally adapted to fit the new model.

Now that L-R-G's renderings have become reality, Bevacqua couldn't

be happier with the Hayabusa. "It looks like a modern day version of the Robotech bike and Tron with our L-R-G touch," he says. "It's the most amazing thing I have ever seen with two wheels. If you see it you're either going to admire it for its beauty, forward design and clean aesthetic or hate it because you can't have it."

Anglada is happy with the result, too, and collaborating with a major apparel manufacturer like L-R-G could have a huge impact in the world of sportbikes.

"There are other companies of course that have done choppers, but I think it's going to change," he says. "Sportbikes are probably one of the fastest-growing markets right now, and the V-twin industry has softened up. And I think the people who are wearing hip clothes like L-R-G are the younger crowd who aren't necessarily into choppers. So I think it's a very good synergy between the two and I think we're going to see a lot more outside-the-industry things."

The L-R-G Hayabusa will find its way to shows and events so Bevacqua and company can show it off. It will probably be auctioned off in the future. Bevacqua is so impressed with it, though, that he may well wind up being the highest bidder.

Sportbikes and designer fashion have finally met, and you can bet it will be the hottest look to hit the streets in 2008!



Clear body work by Gator Customs



With MHT and Pirelli you can't lose.



Laser engraved LRG patterned seat



# SPEC SHEET - LRG BUSA

**BUILDER:** Nick Anglada, Custom Sportbike Concepts [WWW.CSCBIKES.COM](http://WWW.CSCBIKES.COM)

**CHASSIS:** CSC exclusive MHT 17X4 front and 18x8.5 clear wheels, Pirelli Diablo 240/40/ZR17 rear and 120/70/17 front tires, Gregg's Customs rear swingarm assembly distributed through SportChrome, Racetech front and rear suspension, Eibach 900-lb. spring from Racetech

**BODY:** Sportech custom LRG windscreen, Second Look leather and suede seats

**ENGINE:** Voodoo Industries custom exhaust

**PAINT:** Custom paint, bodywork and Gator Glass by Gator Customs

**OTHER:** CSC custom gauges, subframe, seat pan, battery box and mirror block off plates, RIS Designs modified clutch cover, stator, and anodizing. Ransom Machine Works lowering links, motor mount covers, swingarm axle cover, steering stem nut cover, key switch cover, oil filler cap, rear master cylinder reservoir and cap. Beringer radial clutch and front brake master cylinder, Beringer radial 4-piston brake calipers, Momo grips, Gilles Tooling rearsets, AnT Systems, Trac Dynamics top clamp, OPP racing gas cap, Epic Powersports kickstand, Galfer clutch and brake lines, Galfer front rotors, mount system for AnT Systems by Techmount, powdercoating by Central Florida Powdercoating

**SPECIAL THANKS:**

Marshall Toth at [www.UniversalGrinding.com](http://www.UniversalGrinding.com) for the Laser Engraving.

Doug McGoon at [www.MHTwheels.com](http://www.MHTwheels.com)

Shane Smith at [www.SharedYachts.com](http://www.SharedYachts.com)

John Burcham II for letting us use his beautiful home.



## SWINGARM STYLE:

Gregg's Customs built their reputation on their flush-mount turn signals, but these days it's their tubular swingarms that are drawing attention. The company's owner and namesake, Gregg DesJardins, got inspired when he purchased a Harris single-sided swingarm for his 2000 R1.

"I was living with a friend of mine then and we were both into bikes, and I said, 'You know, I think I'm going to try to build my own single-sided swingarm,'" recalls DesJardins. "Everybody was like, 'Yeah, right.' So when I got that bike I built the first tubular single-sided swingarm in my garage."

From there, DesJardins began building them to order for customers, but he was using a Ducati rear drive assembly. Going that route meant his swingarms could only be paired with wheels intended for Ducatis, so choices were limited.

DesJardins began designing his own rear drive assembly a year ago, and the LRG Hayabusa has one of the first production swingarms from Gregg's Customs that includes the new assembly.

The design of the tubular chromoly arm has changed some to work with a 18 x 8.5-inch wheel, which is for a 240 tire. "I've got a billet caliper, and a billet 4130 spindle and my own cush drive and sprockets and everything," says DesJardins, who

stresses that he doesn't build trailer queens. "It's a fully functional setup. I think some of the other parts out there for sale are mostly for show."

Anyone who wants to look good and have a bike that can still carve a corner can order one of the new Gregg's Customs swingarms from exclusive distributor SportChrome. "I've been working on this for a while and Jon approached me and wanted to get on board. He's a good guy and we have a good relationship, so we came up with a plan. I'm making the arms and he's doing all the marketing," explains DesJardins.

SportChrome is online at [www.sportchrome.com](http://www.sportchrome.com) and their toll-free number is (888) 799-9958.