

QUESTION AND ANSWER WITH LEE CONN

What is the best ride you've ever taken?

There's been so many great rides I'll never forget... 1800 miles through colonial Mexico with my Dad on Guzzi's, my first long trip through Appalachia on a HD Fat Boy, my "perfect" flying lap around Barber after *much* practice, riding the PCH with my wife, 1187 miles (straight) on an MST prototype from Denver to Nashville, there's just too many...

What ride do you dream about taking?

That's easy! Pick up bikes in Rome, ride through the Italian, Swiss and French Alps to the English Channel, ferry to the Isle of Man for Mad Sunday and the premier race, back on the ferry to the UK, on to France, through Spain and end in Lisbon, Portugal.

What is your favorite post-ride drink?

Whatever the locals are having, usually.

Not counting Motus[®], what is the best-designed motorcycle ever?

Best looking? Most functional? Most *fun*? Most desirable? Sheesh, that's broad... but my dream collection would have '10 Pierce Four, '13 Flying Merkel, '23 Ace XP4, '32 Dollar, '40 Crocker Big Tank, '59 Agusta 500, '69 CB750K, '89 GSX-R 750 Slingshot, '94 RC45, '03 RC51, Vyrus 985 C3 4V, HD Road King, Aprilia RSV100RR, Ducati 916, DB7, Terblanche's Guzzi V12 X concept, I could go on and on....

What's the best book you've ever read?

Atlas Shrugged.

What's the hardest part about inventing something, whether it's a motorcycle or a company?

Listening to your gut and ignoring naysayers, but also being receptive to good ideas and fair criticism.

What's the best part?

To me, the most satisfying part of entrepreneurship is when, after all the struggle and the sacrifice, you look around and see that reality has rearranged itself around your original goals and what you have accomplished serves the customer in some valuable way.



FINISH THE SENTENCE:

My father taught me... to chase your dreams, no matter how ambitious or far-fetched they may seem to others.

My mother taught me... to aim, then fire.

The most valuable lesson I've ever learned... is business is relatively simple, be honest and keep your promises.

I wish everyone would stop... texting and driving.

Never say... something mean.