





The structure before us is affectionately known as 5 Pointz.

A name that traces back to blood-soaked streets, institutional corruption and violent urban rioting. Good times.

"What the hell is that?!" shouted Matt from the backseat of our borrowed sedan. We were deep in NYC, on a mission to find a location for our fall photoshoot. We needed something as brash and aggressive as the latest Icon gear collection.

"Damn, son, it looks like an old spray paint factory...that exploded!" Indeed. All fat-capped and fully blazed, we had found our location.

The overwhelming technicolor burst singed our optic nerves. It was as if a Crayola® box had gone critical. Our overloaded brains searched frantically for a singular focal point. No luck. Colors, cartoons and profane script all screaming at once. From every side of the blocklong monolith, the visual intensity rained down.

The 5 Pointz building lies mainly abandoned within the confines of Long Island City, Queens. While its physical structure sits dormant, her walls are alive and flourishing with the Krylon® vine. Like an invasive species, the pigmented weeds climb the host and transform her into a cinder canvas. The graffiti has re-envisioned the purpose of the structure by providing a bizarre enamel camouflage. In a community with few options, it is both the problem and the solution.







Alliance Shakki Helmet available in White / \$200

With it's vibrant characters encircling the helmet, the Alliance Shakki proved the perfect lid for our 5 Pointz shoot. Each element drawn on the shell represents a different Japanese character or trait. The overall effect of the muti-layered composition is truly stunning.

Endurance - The Monk Mongaku tests his spiritual sincerity by standing under an ice cold waterfall. Exposure to the frigid water almost kills him, but he perseveres, showing his mental and physical endurance.

Bravery - Kintaro, also known as the Golden Boy, roamed the forests of northern Japan. He was renowned for his strength and mastery of the wild. Often his bravery is depicted by wrestling the feared giant carp.

Raijin - With his ability to create the most powerful storms, Raijin rains down deafening thunder from his multitude of drums. Usually depicted as a red demonic demon, he is both feared and admired as a predominant deity in the Shinto religion.

Fujin - Shouldering his bag of wind, the disheveled Fujin has the power to both create and destroy. As the god of wind, he is among the oldest of the Shinto gods, and helped create the world itself.

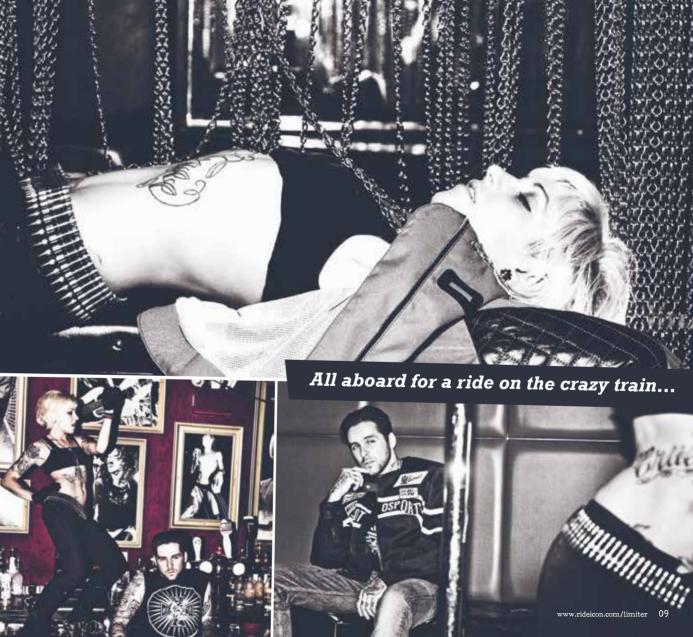




She was not the kind of girl that took no for an answer. In fact, she rarely 'took' answers at all. She also rarely asked questions. In their line of work, the less questions asked, the better.

This night was shaping up to be a real peach. They had barely caught the last train of the evening. Good thing, too, because she hated walking. It was the 'F Line,' headed out of mid-town and straight into heaps of trouble.

Her partner for this evening's ride left quite a bit to be desired. He had been on the sharp end of one too many bad deals and had the scars to prove it. He didn't talk much, but his knuckles spoke volumes.









LIMITED PRODUCTION OF 100

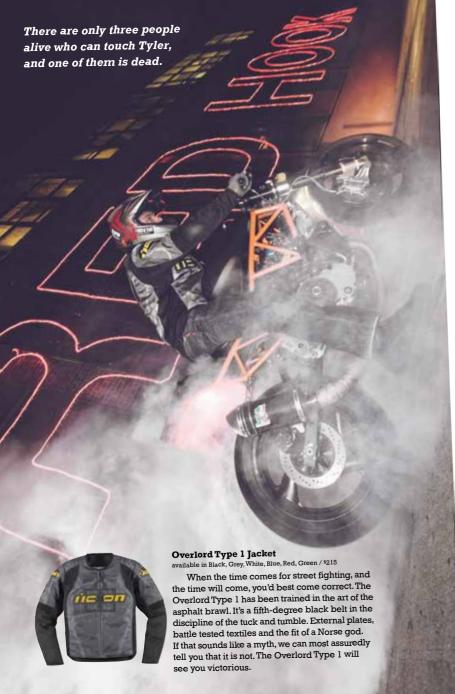
Victory Hard Luck Jacket / \$777

With its vintage leather chassis, harvested from the most distressed of bovine, the Victory Hard Luck stands tall against the grain. Hand crafted by flop-eared Dutch monks in the Himalavan subbasement, each stitch is an opportunity for chanted penance. Revel its wool hound's tooth lining. Gaze slack-jawed at its obtuse footless mascot. Loose yourself within it's limited edition splendor.

Sound your fancy horn, Mr. Cottontail, the trail waits for neither hare nor hound. Buckles asunder, appliques announcing the predestined outcome, the Hard Luck is worth its weight in reclaimed dental gold. She is an American story of crushed dreams and busted bones. She knows the soft whisper of sheared bolts and the harsh cough of a popped motor. She is Hard Luck, and if you're a lucky one of one hundred, she can be yours.



Where's your feet, Little Guy?



If Tyler Lunceford was a one-legged man in an Alaskan ass kicking contest... he would kick your ass. The only thing is, he has two legs. And that's what makes him very dangerous. That and the fact that he builds some of the most salty Ducatis this side of Bologna.

Tyler Lunceford

Tyler's background is as unassuming as his builds. Raised in the scrub of central Oregon, he grew up as a farrier. Unfamiliar with the term? We were too, until we saw the horseshoe clue inked into his forearm. A farrier is a craftsman who trims and shoes horses' hooves. In an era of catalog based bike builders, men of the iron & hammer are a rare commodity indeed.

A Greyhound bus took Tyler from the realm of single horsepower vehicles to those of triple digits. A world away from his pioneer roots, he now calls Brooklyn home. Posted up at *Moto Borgotaro* on Union Street, Tyler continues to trim and shoe, or at least the modern mechanical equivalent.



ww.rideicon.com/limiter 17









The 1WR Sportster looks kinda stock, no? And that's the way the boys like it. It gets the H-D faithful all wet when they watch the 1200cc 'girls' bike 12 o'clocking through the franchise dealership parking lot. But look close and you'll see the host of non-Bar & Shield approved mods: Full skid plate, uncorked D&D carbon can, freestyle forwards, foot hoop, and sprocket that would make your momma say, "Hush yo' mouf." Stock is for suckers; real men ride Sporties.

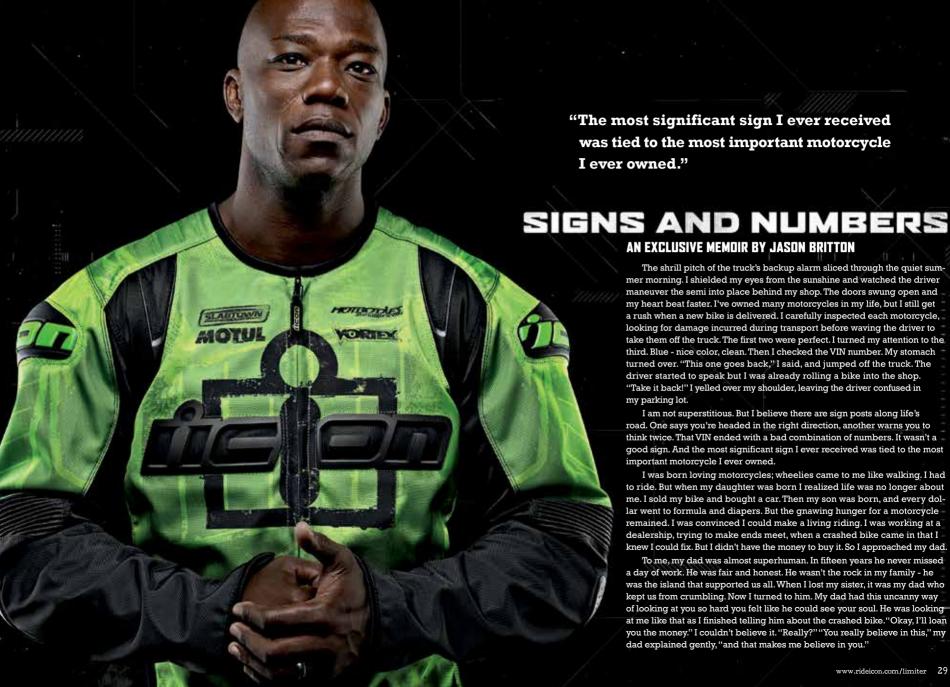


Just to clear up some confusion - the XR1200 is actually just a re-skinned Sportster marketing ploy. And Santa Claus isn't real. Sorry. But that doesn't mean the XR isn't cool. Wicked cool. Especially when you mod it with the patent pending 1WR 'Doomsday' kit. Full skid plate, crash cages, overlengthed Progressive piggybacks and +10HP Yellow Galfer braided lines. This XR1200 eats Porsches and sh*ts Hybrids. We've seen it.

BEG TO DIFFER www.1wheelrevolution.com

One footed standups aboard 600 pounds of Milwaukee pig iron isn't for kids. It isn't even for most grown men. But Rob Carpenter and Chris Rayburn of 1 Wheel Revolution have yet to grow up. They swim in the murky waters between full-time hooligan and respectable citizen. Which is partially why they chose the air-cooled twins as their stunt platform. It's an honest motor from a respectable manufacturer that the boys have strong armed into the most obscene of performance art.





"The most significant sign I ever received was tied to the most important motorcycle

The shrill pitch of the truck's backup alarm sliced through the quiet summer morning. I shielded my eyes from the sunshine and watched the driver maneuver the semi into place behind my shop. The doors swung open and my heart beat faster. I've owned many motorcycles in my life, but I still get a rush when a new bike is delivered. I carefully inspected each motorcycle, looking for damage incurred during transport before waving the driver to take them off the truck. The first two were perfect. I turned my attention to the third. Blue - nice color, clean. Then I checked the VIN number. My stomach turned over. "This one goes back," I said, and jumped off the truck. The driver started to speak but I was already rolling a bike into the shop. "Take it back!" I yelled over my shoulder, leaving the driver confused in

I am not superstitious. But I believe there are sign posts along life's road. One says you're headed in the right direction, another warns you to think twice. That VIN ended with a bad combination of numbers. It wasn't a good sign. And the most significant sign I ever received was tied to the most

I was born loving motorcycles; wheelies came to me like walking. I had to ride. But when my daughter was born I realized life was no longer about me. I sold my bike and bought a car. Then my son was born, and every dollar went to formula and diapers. But the gnawing hunger for a motorcycle remained. I was convinced I could make a living riding. I was working at a dealership, trying to make ends meet, when a crashed bike came in that I knew I could fix. But I didn't have the money to buy it. So I approached my dad.

To me, my dad was almost superhuman. In fifteen years he never missed a day of work. He was fair and honest. He wasn't the rock in my family - he was the island that supported us all. When I lost my sister, it was my dad who kept us from crumbling. Now I turned to him. My dad had this uncanny way of looking at you so hard you felt like he could see your soul. He was looking at me like that as I finished telling him about the crashed bike. "Okay, I'll loan you the money." I couldn't believe it. "Really?" "You really believe in this," my dad explained gently, "and that makes me believe in you."

So just like that I had the bike. I was working on it with my dad when he told me to look at the VIN number. A funny feeling crept over me when I got to the last six digits. 102668. My birthday. I looked at my dad, and he looked at me. "Don't worry about paying me back," he said. "This is your bike." I started to protest. He held up his hand - meaning not another word on the subject. "There are signs in life," he spoke guietly. "If you're smart and look for them, they can guide you. This is your sign. This is what you're meant to do."

We started shooting my first DVD immediately. Those days I woke at 5 am, we'd shoot till 8, I'd head to work for nine hours of backbreaking labor, then care for my kids at night. We released Urban Assault and I started making money riding. I was on my way.

Then I got the call. I was at the dealership, "Come home," my mom's voice was shaking. "It's your dad". It was like taking a blow to the gut. I jammed on my helmet, grabbed my jacket and was on my bike without even thinking. I broke every traffic law, Sweat streamed down my forehead, stinging my eyes as I careened into my parents' road and almost hit the ambulance. As the flashing lights passed me, I saw the neighbor gesturing furiously. I jammed on the brakes, slid into a 180 turn and rolled on the throttle. I chased the ambulance all the way to the hospital. They rolled my dad through the emergency doors as I pulled into the parking lot. My heart was pounding. The ocean was about to burst through my ears. Suddenly I was fighting with nurses trying to block me from seeing my dad. I broke through the tangle of arms and bodies and into the room.

Everything was still. My dad just lay there.

Where were the doctors? Where were the tubes, the equipment, all the medical stuff from the movies? Slowly I started to understand. He was gone. My knees buckled and I was falling to the floor. I thought I was going to be sick. The sterile white room spun around me. My dad, my hero, my anchor was gone, and I didn't even say goodbye.

Riding slowly home, I never felt so horribly alone. I was on my own. I had to be the island, I had to become the man and the father my dad was. The sense of responsibility was crushing.

Later that year I started work on my second DVD with the same grueling schedule. We rode hard in the canvons one morning. I got home, parked the bike, pulled off my leathers and lay down on the couch for a minute. I woke up two hours later with a sense of panic. I was late for work, but something was wrong. I threw open the front door: my bike was gone. While I slept someone plucked it from my driveway. Sitting at the police station, I knew they would never find it.

What the thief didn't know was the real value of his prize. He didn't steal my bike. He stole the manifestation of my dad's faith in me. He took the one reminder that my dad knew I could do it, that he believed in me till the end.

The next year All Twisted and Pucked Up was released successfully and my sponsors bought me a bike. I've been careful of signs ever since. Mostly I am looking for a bad sign, but a part of me will always be searching for the bike with the VIN number that ends with those six digits. And a part of me will always be looking up, hoping to see my dad. \square

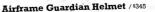
AIRFRAME GUARDIAN



Pictured above is a HC-130P 'King' aircraft, call sign Fever 11. This mighty vessel is active in Combat Rescue Missions in support of Operation Enduring Freedom.

On 4 July 2011, the boys in the 76th ERQS flew an American flag onboard Fever 11 during one such combat rescue mission. We recieved this American flag with a certificate "in honor of Icon Motosports." Our sincere thanks and appreciation to the 76th Expeditionary Rescue Squadron and to all of those like them.





Somewhere just over the horizon lies the threat. An evil singularly committed to destruction of freedom and peace. An allied force of ground and air combatants will be summoned to confront this threat. The Guardian is a graphic depiction of these frontline American troops who continually put themselves into harms way. The crew at Icon greatly appreciates the warmth from the blanket of freedom they provide.



Stunt bikes are the pariahs of the motoworld. Most of their kind are born only after the complete demise of their former beautiful selves. Mechanized lepers prowling the parking lots and after-hours intersates of Anytown, USA. And we love them all. We love them for their purpose-crafted hideousness. We love them for their 'rattitude' and primered plastics. We are endeared to them because they speak volumes about the street struggle.

But theirs is not the first struggle. Many years ago there was another battle taking place around the sprawl of the LA basin. Its champion was Jason Britton. Piloting Gixxers and TL1000Ss, he helped lay the groundwork for a paradigm shift in the sportbike world. He changed the way certain, more progressive manufacturers viewed their engineering and marketing programs. Ultimately, he helped change the fundamentals of what was possible aboard a sportbike.









A Full cage setups keep the damage to a minimum. Freestyle Ingenuity is the cage of choice for Team No Limit, and is widely recognized as the premier stunt cage manufacturer.

B Big sprockets make short work of tall wheelies. Jason runs a 55 tooth Vortex. That's shark numbers, people.

C GPR steering stabilizers are a must for headshake elimination during high stoppies. If you've ever tucked front during an endo, then you know of what we speak.

D A shorty Two Brothers Elite pipe is tucked as far inboard as possible to reduce damage from the daily drops. Even so, rashing is inevitable.

E The HT Moto rear seat is designed to allow for sure foot placement when the bike is in an upright position.

F Flattened gas tanks have been de riqueur for stunt bikes since Moses was an altar boy. Usually they were created with a rubber mallet (or a looped wheelie). Jason has taken his stunt tank to the next level by creating his own design. If this looks like your cup of tea. Britton's shop can build you one. Prices start at \$500 (plus your tank core). Drop No Limit Motorsports in Huntington Beach a line to inquire: (714) 891-8600.

G Strategically placed HT Moto Traction Pads keep Jason securely planted during seated tricks.

H 12 o'clock bars are things of the past - Jason runs a small custom scrape plate which provides the requisite tail coverage in the smallest package possible.

I The tri-force combination of Dunlop tires, Marchesini wheels and Brembo brakes provide all the grip, spin and stop requirements that Jason's aggressive riding style demands. Dunlop Sportmax O2s are his tire of choice.







Jason's ZX6 was factory clean and precisely palleted when it arrived at his shop. Kawasaki has been Jason's ride of choice for the last four years. They've been one of the few (only) manufacturers to remove the blinders and accept that sportbikes are living primarily on the streets and parking lots, with nary a track in sight. Jason's recognized this as well - which is one of the primary reasons he moved to Team Green. The company renowned for its heavy industry has been the first to formally support ours.



When it comes to his personal bike setup, Jason will be the first to admit that he is particular. Very Particular. Whether it's his stunt bikes or his stable of roadrace and dirt bikes, setup is everything to Jason. And appearance. Maintaining a clean and professional bike is a huge part of Jason's marketing plan for his No Limit freestyle exhibition team. His bikes feature a slew of the industry's tastiest components. If a part exists that can help elevate his game, you can bet that you'll find it on Jason's bike. Oddly enough, for a rider that spares no expense when outfitting his ride, Jason runs completely stock suspension components. He claims that the factory Kawi suspension is bomber quality stuff and capable of handling the abuse that his riding levies on the bike. After four years of watching him punish his Ninjas, we believe him.







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A gas can for a pillow and the lot for a bed - Shin is a silent warrior.



Guy Guy getting knee down - French style.



SUNGP (Poland)

Deep in the heart of the European theatre gathered a group of elite Icon special forces. A crack stunt team consisting of five Icon riders from four member nations. Nick Brocha and Leah Peterson from the USA, Shin Kinoshita hailing from Japan, Guy Guy repping France, and local girl Ewa Pieniakowska. The mission was the 2011 Stunt Grand Prix taking place in Bydgoszcz, Poland. And the mission was good. Well, mostly good. anyways.

Both Nick and Shin had managed to acquire local bikes for use in the competition. The unfamiliar machinery, combined with a massive dose of jet lag, left the guys slightly off their 'A' game. Even so, Nick managed a podium finish with a 2nd place, and Shin pulled in a very respectable 6th among the heavy international competition.

Guy Guy rode in his typical manic fashion. Though we are still not quite sure how to properly pronounce his name, the man from France laid down smooth combos across the Polish tarmac.

The two women on the Icon squad, Ewa and Leah, faced a major challenge before the green flag even dropped. Shady event promoters (is their any other kind?) canceled the entire women's category without notice, leaving the Icon women without a class in which to compete. But the girls soldiered on and put together their own perfomance for the Polish fans.

Look for more coverage of Team Icon's exploits at LIMITER Digital.

