

BROUGHT BACK FROM THE DEAD

A neglected Harley Fat Boy gets the custom treatment to create stunning one-off

Words Susan Thurgood Pictures Eddie Macdonald



PLAYBOY SHOOT LED TO EDDIE'S 68 GUNNER



Kelly Brook used a Shaw Harley to promote Playboy energy drinks. The bike was one of the inspirations for Eddie's Fat Boy



Above: Co-founder and bassist in The Alarm, Eddie Macdonald has a passion for bikes

Professional photographer Eddie Macdonald spends his days striving to create the perfect shot through the lens of a camera and knows a thing or two about style and beauty. So when he happened across an old Harley-Davidson Fat Boy in a warehouse, he knew that the neglected bike had the potential to become something special.

Eddie had never owned a Harley before. In fact, he was the owner of a Triumph Thruxton and confesses his love for British bikes to this day; yet he was struck by the idea of using the 15th Anniversary Fat Boy as a shell to create an entirely new style for a Hog.

"I have always liked the simplicity of British bikes, especially the clean lines and the style they have," he says.



"However, I knew Shaw Harley-Davidson through my wife, who had bought one of their Sportsters, and it came up in conversation during a visit to the showroom that they would be prepared to build a bike for me."

At the time, Eddie was about to photograph Kelly Brook for Playboy, who had hired the model to front a campaign for the launch of a new energy drink. He came up with the

idea of putting Shaw Harley-Davidson in touch with Playboy and encouraging them to build a bike for the shoot. "Both Playboy and Shaw Harley-Davidson were really excited by the idea of the combination of brands. It got me thinking about asking Shaw to build a bike for me along the same kind of lines – stylish, sleek and modern."

The 2005 Fat Boy Anniversary that had caught Eddie's eye in the warehouse was in dire need of some love and attention. In fact, it was about to be stripped down entirely and used for parts. "I said I would like to try and revive it and give it a new lease of life," says Eddie.

To get things moving, Eddie came up with some ideas of how he wanted the bike to look. He then developed a close



working relationship with sales director Steve Willis and custom specialist Neil Sefton, who were able to interpret his requirements and build the bike to his specifications.

Eddie says: "We lowered the front forks first, then changed the carbs, the wheels and tyres, and added a custom exhaust, custom paint and custom rear mudguard and seat. All the rusted items were basically filed back and

brought back to new. With a lot of thought, time, energy and money, we managed to fulfill its potential."

Looking at the bike, it's clear to see that it's not just Harley style in use here – there are other influences. "The bike is a cross between a Japanese and British bike and this is because I'm a big fan of Shinya Kimura's vision, Crocker Motorcycles and Brit Iron design, so I wanted the bike to have influences of all three. I think Shaw's have exceeded my expectations and delivered a unique piece of art."

"I wanted something that looks good aesthetically but at the same time is practical and timeless."

A former musician with '80s rock band The Alarm, Eddie has nicknamed the bike 68 Gunner – based on one of his band's biggest hits, 68 Guns.



BLACKLINE NEW FOR 2011

This is the new Harley-Davidson Blackline. It's a limited-edition Softail, using the 96cu in engine from the Fat Boy (see page 30), Crossbones and Rocker C.

It costs £13,895, which is £1700 less than the standard Fat Boy, reflecting the Blackline's stripped-down nature.

The engine features black powdercoated covers, there's a new chrome air cleaner, a black powdercoated frame, new bars, a new rear fender, new seat and new headlamp.

To tie in with the name there's a big black stripe along the fuel tank. Forward-mounted foot controls and anti-lock braking are fitted as standard.