



BONESHEART SPECIALS  
**2016** LINE UP

# INDEX

THE BONESHEART SPECIAL .....	4–5
BMW 1200 R CAFE RACER .....	6
DUCATI SCRAMBLER 800 CAFE RACER .....	7
YAMAHA XJR 1300 CM3 CAFE RACER .....	8
BUELL XB 12 S CAFE RACER .....	9
BMW R80 CAFE RACER .....	10
KAWAZAKI ZX10 R CAFE RACER .....	11
TRIUMPH BONNEVILLE SCRAMBLER .....	12
YAMAHA XS 650 SCRAMBLER .....	13
HARLEY DAVIDSON BASED BOARD TRACKER .....	14
INDIAN CHIEF BOBBER .....	15
KTM RC8 .....	16
BONESHEART WEB-TV SHOW .....	17
NOTE .....	18–19
THE BONESHEART WEB PLATFORM IN FORUR SCREENS .....	20–21
BONESHEART PERFORMANCES ON FOUR SCENES .....	22–23





## THE BONESHEART SPECIAL

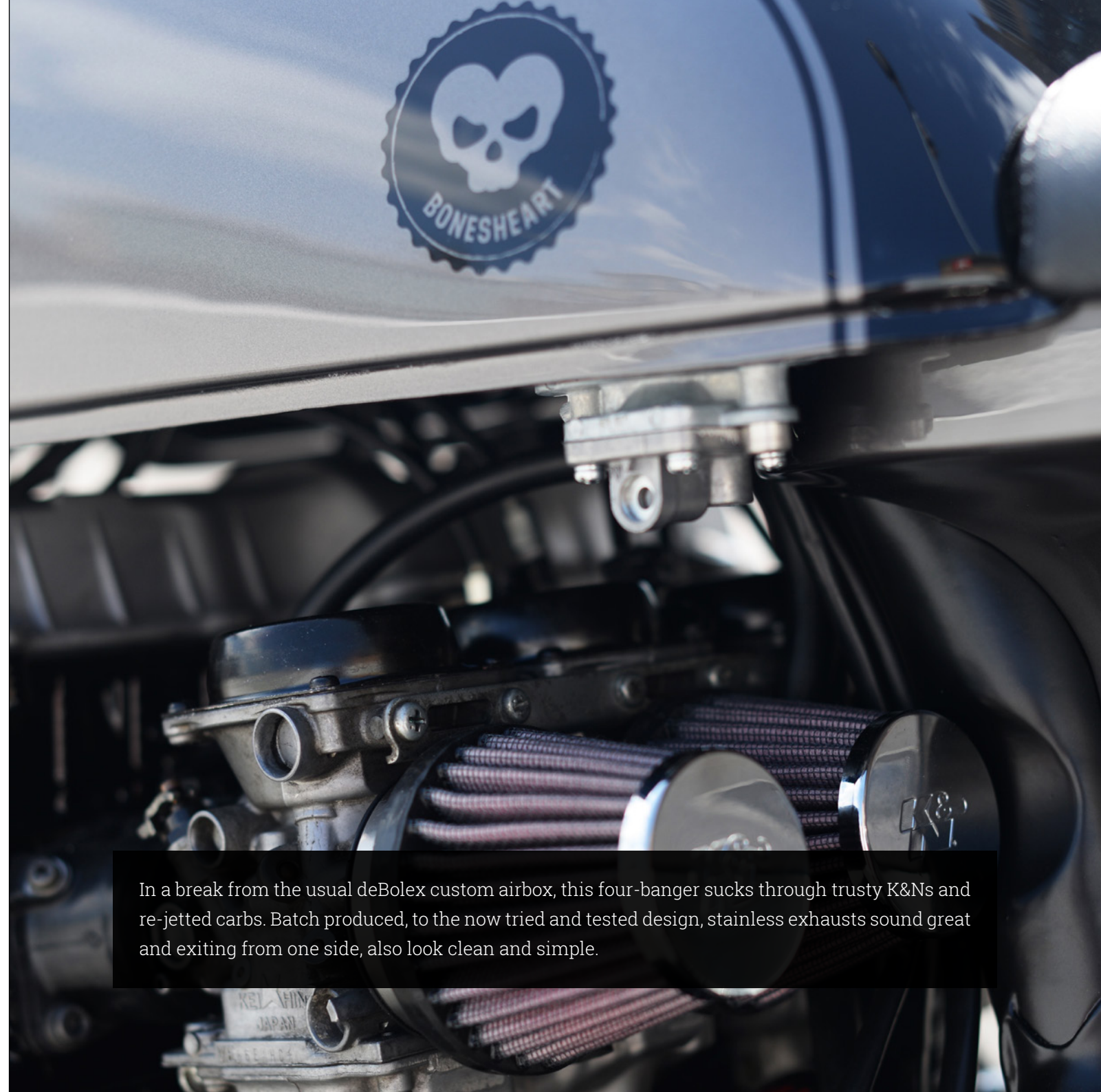
### SOME THINGS SIMPLY WORK WELL IN PAIRS

The Bonesheart Special is one of two identical custom bikes built for Bonesheart. With influences from the MK3 and MK5, this Honda CB750F2N based custom bike is setting the standard for Bonesheart future ambitions. The creative design, provided by deBolex in London, gives the Bonesheart Special naturally flowing lines from front to back. It has a slight adjustment to its frame, a new modern front end and a compact and smart rear end tail piece fabricated. The Seat hides a small storage compartment and is trimmed in double stitch ball vinyl.

## FACTS & FEATURES

⚙️ **Engine:** Honda CB750 Seventy  
 😊 **Builder:** deBolex London

- Moto gadget tiny Speedo
- Shorai lithium battery
- K and N air filters
- R1 front end conversion
- Frame modifications
- Aluminum tail and under seat storage
- Dunlop Sportsmax Tyres
- Stainless 4 into 1 exhaust system



In a break from the usual deBolex custom airbox, this four-banger sucks through trusty K&Ns and re-jetted carbs. Batch produced, to the now tried and tested design, stainless exhausts sound great and exiting from one side, also look clean and simple.





### **BMW 1200 R CAFE RACER**

This BMW 1200 R Ninety is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. We will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.



### **DUCATI SCRAMBLER 800 CAFE RACER**

This DUCATI Scrambler 800 is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

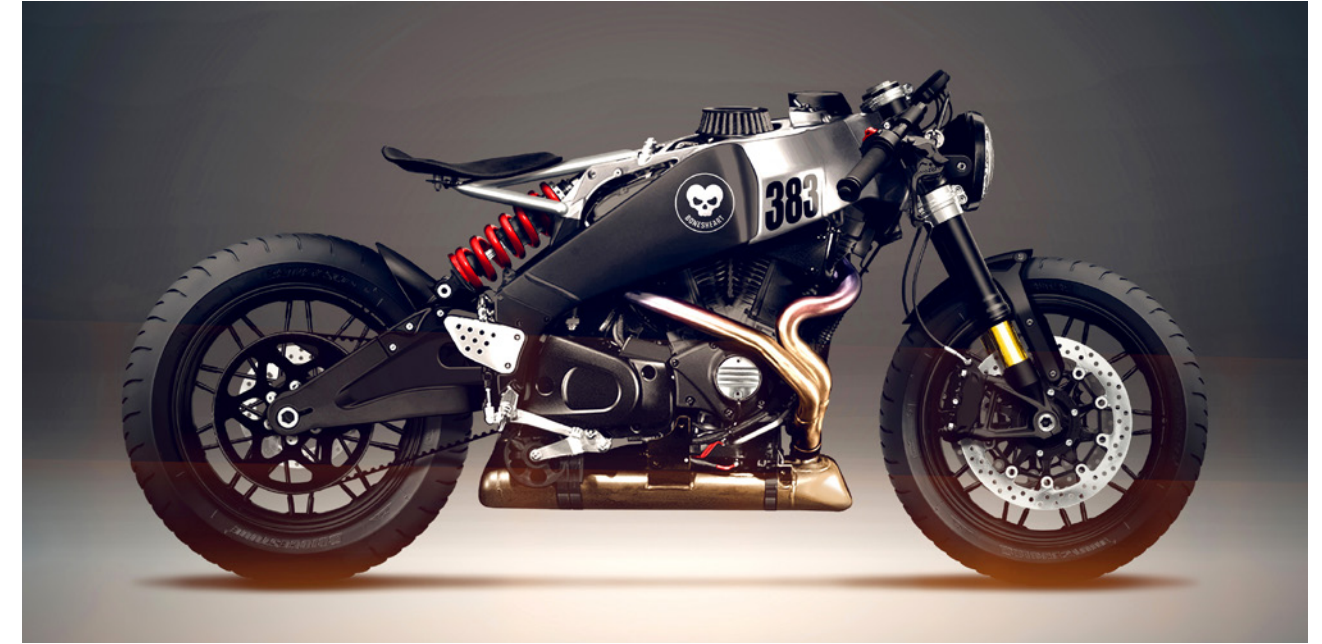
Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.



## YAMAHA XJR 1300CM3 CAFE RACER

This YAMAHA XJR 1300cm3 is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.

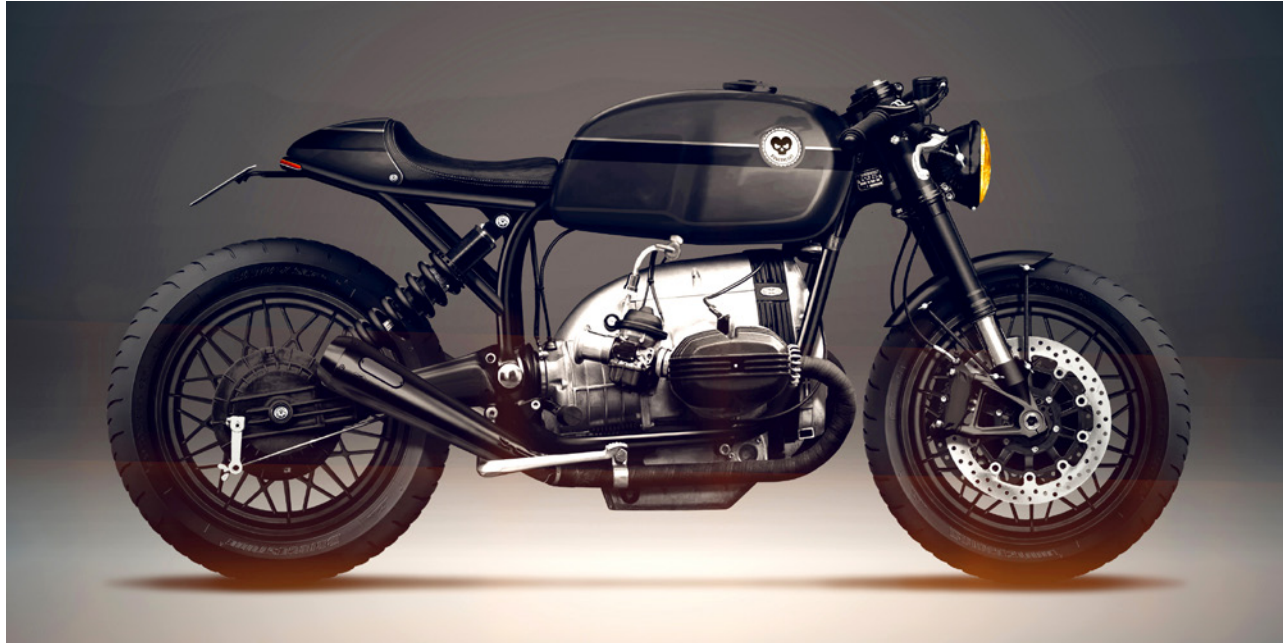


## BUELL XB 12 S CAFE RACER

This Buell XB 12 S is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.





## BMW R80 CAFE RACER

This BMW R 80 is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.



## KAWAZAKI ZX10 R CAFE RACER

This Kawasaki ZX 10 R is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.



## TRIUMPH BONNEVILLE SCRAMBLER

This Triumph Bonneville is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.



## YAMAHA XS 650 SCRAMBLER

This Yamaha XS 650 is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.





## HARLEY DAVIDSON BASED BOARD TRACKER

This Harley Davidson is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder..



## INDIAN CHIEF BOBBER

This Indian Chief is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder.

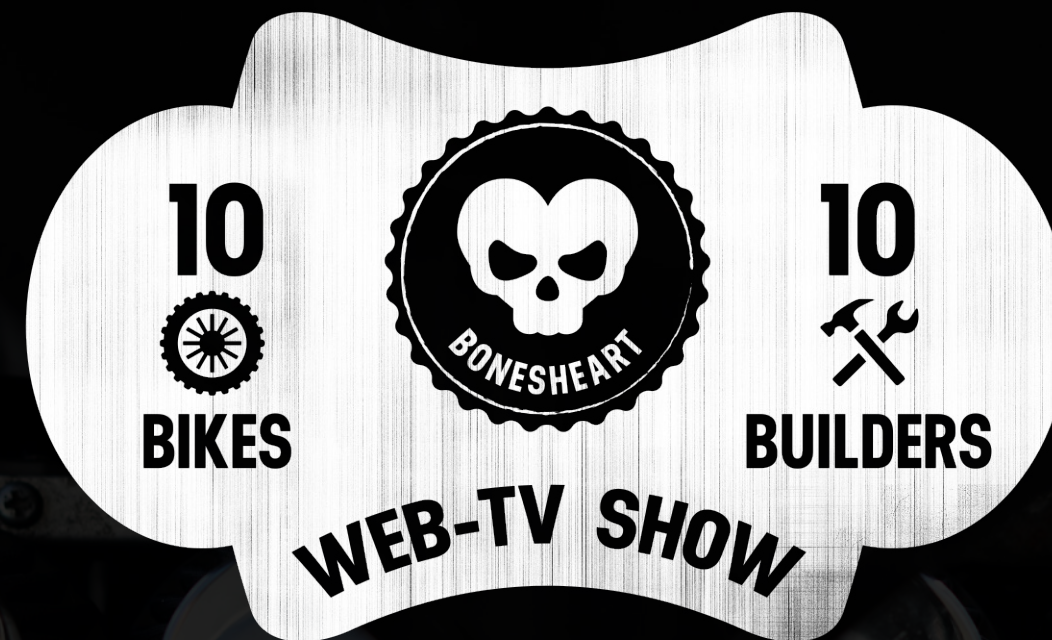




## KTM RC8

This Harley Davidson is a custom design bike belonging to the first ten Bonesheart Special Editions of 2016. With influences from the latest market trends, this bike represents Bonesheart's future ambitions.

Our creative designs give you some ideas and inspiration for what one can create together with Bonesheart and your Bonesheart builder. Bonesheart will assist you in the choice of various components such as forks, brakes, wheels, seat, and will based on this create the technical and functional specification for your specific bike, and finally choose the best suited builder..



## BONESHEART WEB-TV SHOW

**Bonesheart goes for 10 custom bikes world-wide with 10 builders, each documented on Bonesheart Web-TV.**

Ten Bonesheart bikes are looking for ten partners, both buyers and winners! The business concept is; build your own bike. Bonesheart bring together

buyers/winners and builders allowing all in a joint and common effort to create the dream bikes, globally! Together with bikers and builders Bonesheart will take part in creating unique custom bikes, from vision and idea to realization. With six episodes per bike, 10 minutes each, i.e. in total 60 episodes we plan to reach 2 million viewers via youtube/Bonesheart.

**Genre:** Reality TV

**Producer:** Bonesheart

**Duration:** 6x10 min (60 episodes in total)

**Ticket price:** € 15 (10 tickets: € 100)

**Bike prices:** € 25.000 - 60.000

**Builders Diary 6 episodes:** € 55.000



## NOTE

The building process will work as follows:



### 1. MEETING

Together, we visit the builder and execute a kick-off meeting for the build.



### 2. DOCUMENTATION

Bonesheart will document the building process in 6 episodes, from start till end.



### 3. PARTICIPATION

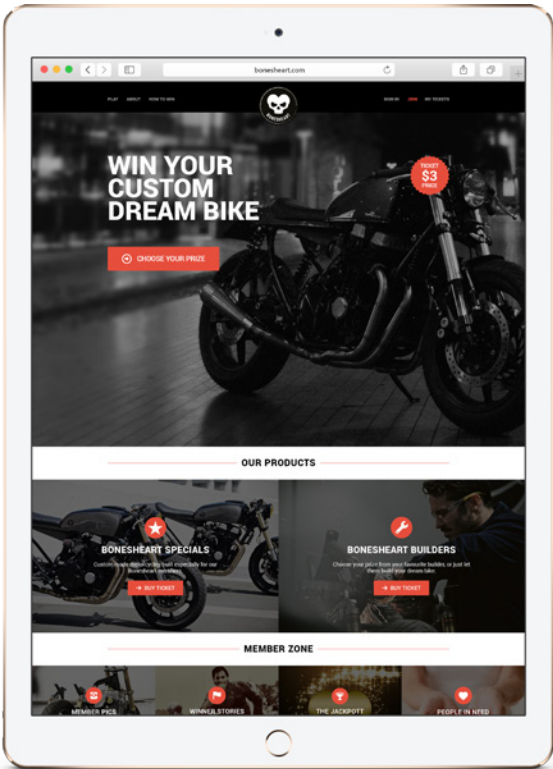
You decide to what extent you want to participate in the documentation.





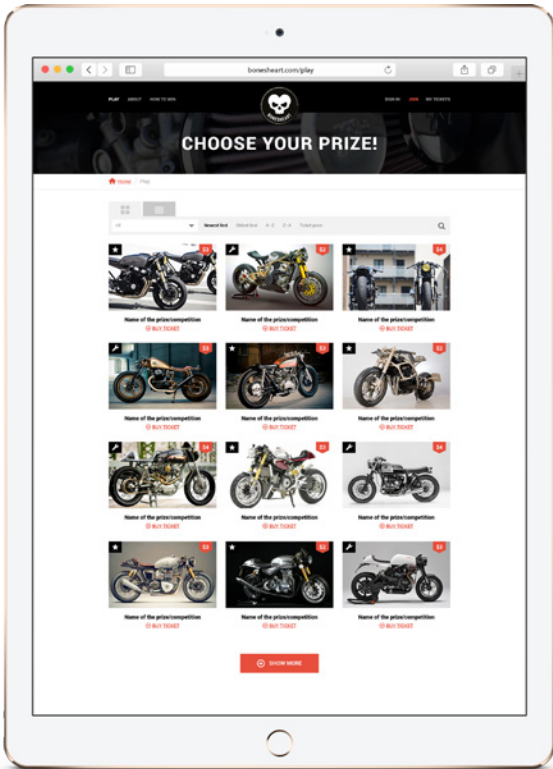
THE BONESHEART WEB PLATFORM...

...IN FOUR SCREENS



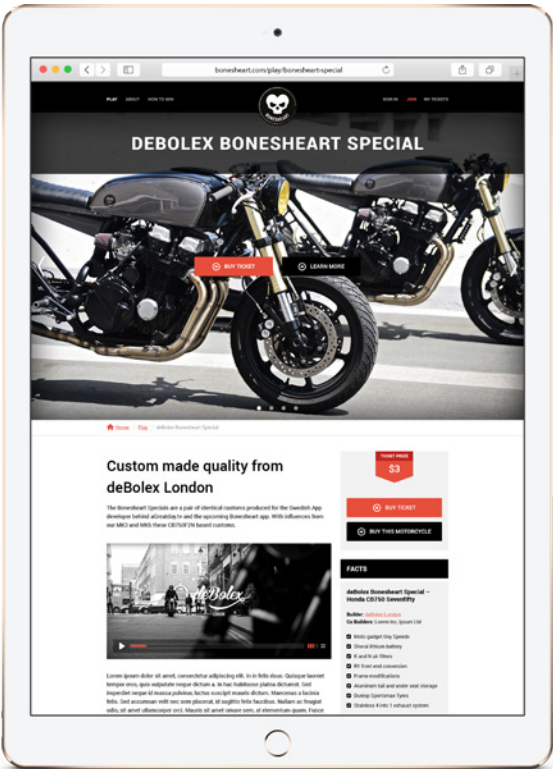
START PAGE

The Bonesheart platform is divided into two major sections, one for members and one for builders. Builders exhibit their work and members can buy tickets to win their custom dream bikes or purchase a bike directly.



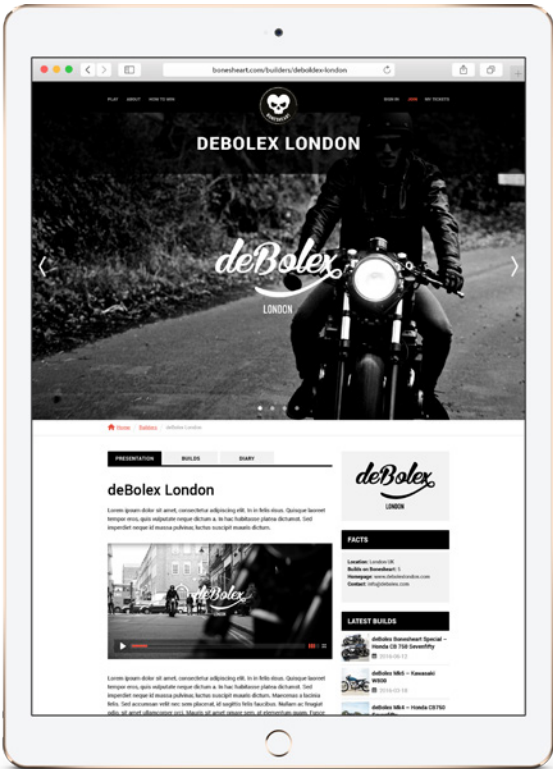
THE PRIZES PAGE

A visitor can browse the custom built bikes that are up for winning and sale, sort and filter in a variety of ways to find just that perfect custom dream bike. One click to add it to the ticket cart, or another click to find out more about it.



PRIZE FULL PAGE

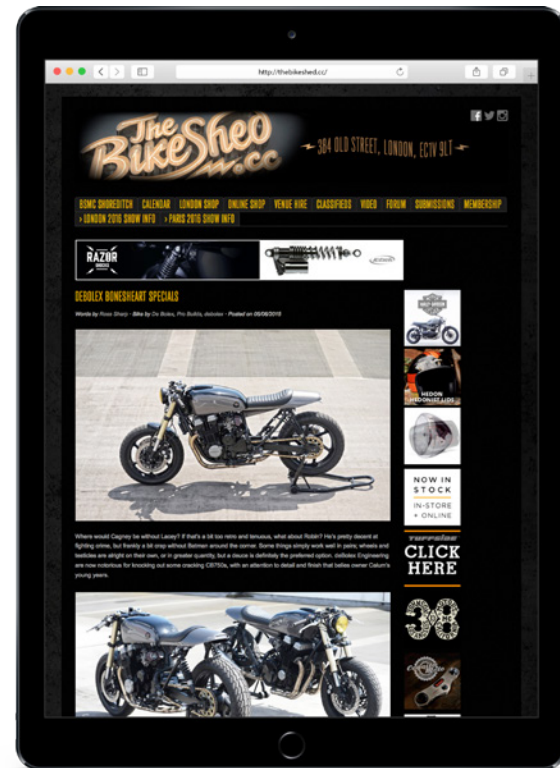
A gorgeous full screen photo slide, text, video and facts with large buttons for fast action makes up the full page for the custom made motorcycle. One big red button to add it to the ticket cart, and another button to buy the motorcycle altogether.



THE BUILDERS PAGE

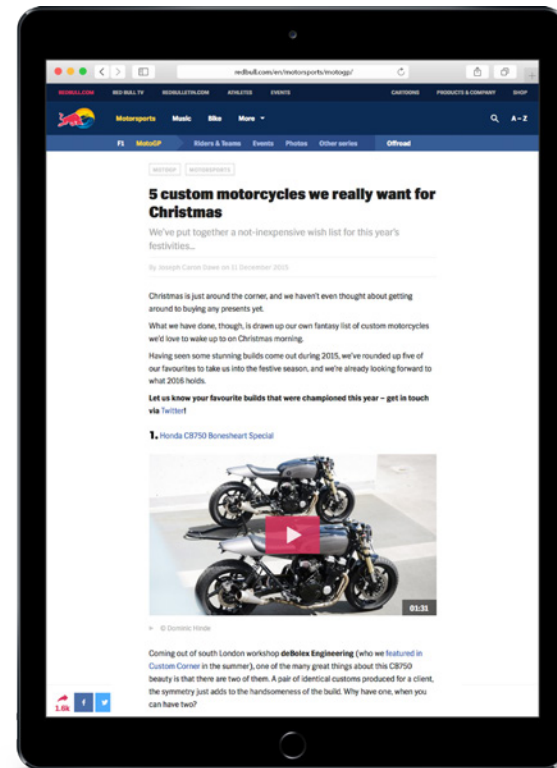
This is the builders online shopping window on Bonesheart. A chance to present yourself as a builder, with text, full screen images, video and facts. Showcase your builds and cover them in detail in The Builders Diary.

# BONESHEART PERFORMANCES...



## THE BIKESHED

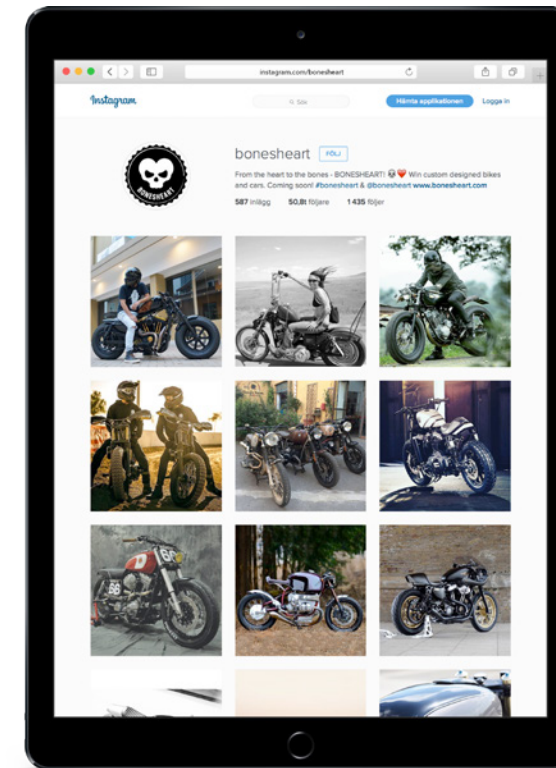
We participated in two of Europe's most important custom motorcycling events: Paris - 3 days with 15,000 visitors who paid € 15 each and London - 3 days with 30,000 visitors who paid £ 15 each.



## RED BULL

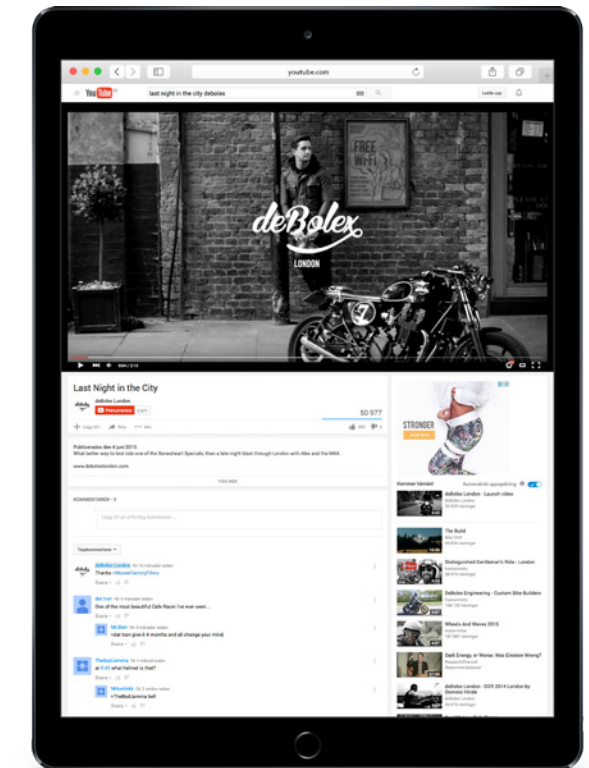
The Bonesheart Special was elected as one of top five motorcycle builds at the Red Bulls motorsport section, in the december 2015 article "5 custom motorcycles we really want for christmas".

# ...ON FOUR SCENES



## INSTAGRAM

The Bonesheart Instagram account have reached over 50,000 followers. Currently, about 1,000 new followers join every month and a 10-15 % convert rate – without spending one cent buying followers or likes.



## YOUTUBE

On Youtube the complete construction of the Bonesheart Specials where documented in a 6 episode Building Diary, as well as the Bonesheart Specials test drive episode, "Last Night in the City", with over 50K views so far.





Bonesheart is a unique customized digital marketplace and community for bikers and bike builders, including a lottery.

---

## **CONTACT**

✉ [info@bonesheart.com](mailto:info@bonesheart.com)

☎ +46 (0)73 512 12 14

[www.bonesheart.com](http://www.bonesheart.com)