





transfixed. Along spacious coastal highways. Down twisted mountain switchbacks. Across flat desert runs. Clearing their  
with an exhilarating ride of sight, sound and feel unlike any other sportbike. You can see a difference in the open, wind-  
n. Feel it in the ride. And you can hear it in the unmistakable note of a 1203cc V-Twin. • Buells are made to transform  
Which isn't too surprising, considering they were created by a devoted racer who envisioned a unique line of sportbikes  
and riding. Riding that starts with an abundance of torque, compliments of Buell-modified cylinder heads, high-performance  
free-breathing airbox and muffler. In the face of all this performance, the rider is isolated from powertrain pulsations by  
patented Uniplanar engine mounts. As a result, peg, seat and handlebar vibration are minimized and control enhanced.



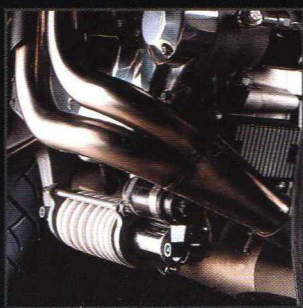
beginning, Buell's engineering philosophy has been etched in a trilogy of technological triumphs. It opens with mass centralization,  
ed by centering the greatest amount of mass as low and close to the motor as possible. Weight is kept central within the wheelbase  
the battery, shock and muffler in close quarters to the engine. It's a practice that results in decreased frame stress and a lower  
ent of inertia, for agile responsiveness and improved stability. • Secondly, Buell's fastidious focus on maintaining frame rigidity  
r sustained control during aggressive riding. To this end, a geodesic perimeter frame is handcrafted of exceptionally strong and  
chrome-moly tubing. Triangulated frame sections keep rigidity optimized. • The final tenet of enlightenment? Minimizing the  
all components that are not supported by springs. Lower unsprung weight allows tires to maintain contact on irregular surfaces.  
o the real world.) Ultra-light suspension components, weight-saving single disc brakes, three-spoke cast alloy wheels, and a Kevlar®  
drive belt all contribute to keeping the almighty rubber to the road. • To the converted, all roads lead to Motorcycle Mecca.  
ide the believers, willing participants in a sermon celebrating the union of high technology and simplicity. They seek without





**REVELATION 1.**

Lower unsprung weight allows tires to maintain contact on irregular surfaces. (For those not sporting pocket protectors: you'll stick to the road like a 3-cheese omelette to cast-iron cookware.)



**REVELATION 2.**

Buell centers the greatest amount of mass as low and close to the engine as possible. And just who couldn't use a little added stability in their life?

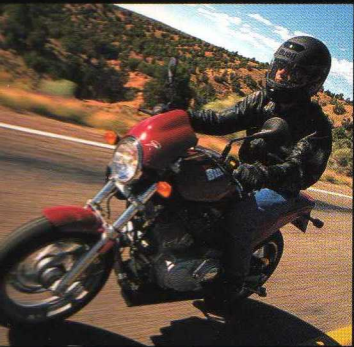


**REVELATION 3.**

A triangulated-sectioned, geodesic perimeter design helps maximize frame rigidity. Apparently, Mr. Buell stayed awake during geometry class.



COME FROM THE SOUL, NOT THE CLIPBOARD OF A PRODUCT PLANNING COMMITTEE.



For your information, bikes like this don't come from committees. They come from the heart of an enlightened engineer. The Buell M2 Cyclone is the product of someone dedicated to thrilling acceleration, precision response and raw, throaty power. What else could possibly explain Buell's decision to create a bike that captures the essential elements of motorcycling? The all new M2 Cyclone combines the exceptional torque of an 83 hp, 1203cc V-Twin with minimalistic styling and features that don't sacrifice comfort. Foot pegs are low and forward. Controls so natural, they nestle into your hands. Seating relaxed with a neutral, lean-in position





that doesn't require you to go twelve rounds with the wind. It's a ride that's capable of leaving most sportbikes stuck knee-deep in the twisties. With a racing-bred suspension system that boasts a full-featured WP/Buell pull shock in back and adjustable 43mm forks up front. It's everything to like about a motorcycle in a simple, yet technologically advanced package. A versatile, do-anything streetbike that's exhilarating to ride. More exhilarating than a conference room full of pencil pushing pinstripes. **1997 M2 CYCLONE.**

**Buell**  
DIFFERENT IN E





**BAD ASS TORQUE MONSTER? PERHAPS, BUT IN A DIGNIFIED KIND OF WAY.**

manners? Regarded as impeccable. But beyond the surface polish of its hand-sprayed paint lies a hardcore muscle bike just waiting to pound the nearest  
omission. The Buell S1 Lightning carries a hot rod sired, street-wise pedigree that leaves a lasting impression on even the most cynical of asphalt. Back





...er lean, while racing-born suspension and nimble agility result in an explosive ride nothing short of exuberant.

...e clearly, it remains civilized in the face of vibration. (That, compliments of its Uniplanar design and isolated engine mounts.)

**Buell**





You won't find it parked in any pigeonhole. Not something this unique. The Buell S3 Thunderbolt couples sophisticated design and innovative engineering with plenty of power. Handbuilt in small numbers for the experienced rider, it's an exhilarating sensory ride unlike anything else touching tarmac. The Buell-modified, 1203cc engine starts 91 hp with an extremely broad power curve for superior torque in the most critical mid-acceleration ranges. (And thanks to a four-pound reduction in flywheel mass even more freely.) A geodesic perimeter frame and 55-inch wheelbase contribute to frame rigidity and exceptional responsiveness, while a massive single





TWO WHEELS, AN ENGINE AND A PENCHANT FOR DEFYING CATEGORIES



front rotor, inverted front fork and final belt drive help lower unsprung weight. Rare qualities? Indeed, but let us not forget roomy ergonomics and racing-bred suspension. Inspired, isn't it? And that's before you get to all those stylishly sensuous curves. (Kind of makes you want to see it do some runway modeling.) So there it sits, about 100 yards past perfection. The mold broken. The cookie cutters crumbled. No doubt about it, it's a bike that wasn't made for labels. Just discriminating riders. **1997 S3 THUNDERBOLT.**

Bike shown includes optional PM wheels.

**BU**  
DIFFERENT IN E





**THERE ARE REALLY ONLY TWO CHOICES IN LIFE: INTERSTATE OR COUNTY ROAD.**

ted, there's something to be said for the provincial potholes of a two-lane highway. Of course, any I-road worth its blacktop will get you there sooner. It's the choice  
urely, sensory experience and arriving on time. Consider both. The Buell S3T has all the comfort and room you need for touring, but adds precision agility and the  
the road. Condition of the road, your vision under items, now have a





**Buell**

**BUELL**  
MOTORCYCLES

...water shell. Touring handlebars are designed for a more upright position. (Increasingly comfortable when you start rolling numbers on  
...weekend shakedown runs.) What happens when the four strong winds are having a family reunion? You relax. Aerodynamic fairing

**BUELL**





## 1997 M2 CYCLONE

### ENGINE

Four-stroke, 45 degree V-Twin, air cooled with push-rod actuated overhead valves; two valves per cylinder  
 Displacement: 1203 cc  
 Bore and Stroke: 3.5 x 3.8 in.  
 Compression Ratio: 10:01  
 Carburetor: 40 mm Keihin CV  
 Exhaust: Free-Breathing 2 into 1 collector  
 Air Cleaner: Helmholtz Volume Power System  
 Torque/HP: 80 ft. lbs. @ 4500 rpm; 83 hp @ 5800 rpm  
 Oil Capacity: 1890 cc  
 Oil Filtration: Screw-on disposable element

### TRANSMISSION

Five-speed, constant mesh  
 Ratio: (1) 2.69, (2) 1.97, (3) 1.43, (4) 1.18, (5) 1.00  
 Primary Drive: Triplex chain to wet clutch; ratio 1.6  
 Final Drive: Kevlar® belt; ratio 2.26

### CHASSIS

Frame: Tubular perimeter chrome-moly with Uniplanar powertrain system; Black finish  
 Wheelbase: 55.0 in./139.7 cm  
 Fork Angle: 25 degree  
 Trail: 3.9 in./9.91 cm  
 Front Suspension: Showa forks with adjustable rebound damping and preload  
 Rear Suspension: Chrome-moly rectangular tubing swingarm; WP extension-type damper with adjustable compression damping, and spring preload  
 Front Wheel Travel: 4.7 in./11.94 cm  
 Rear Wheel Vertical Travel: 4.9 in./12.45 cm  
 Front Brake: 340 mm cast-iron rotor; six piston Buell P/M caliper  
 Rear Brake: 230 mm cast-iron rotor; Brembo® caliper  
 Front Wheel: 3-spoke cast, 3.5 x 17; silver  
 Rear Wheel: 3-spoke cast, 5.0 x 17; silver  
 Front Tire: Dunlop Sportmax Touring Radial, 120/70 ZR 17 D205F  
 Rear Tire: Dunlop Sportmax Touring Radial, 170/60 ZR 17 D205  
 Fuel Capacity: 4.0 gal. (.6 gal reserve)/15.14L (2.27L reserve)  
 EPA Test Reg.: 45 city, 53 highway  
 Gross Vehicle Weight Rating: 830 lbs./376.48 kg  
 Dry Weight: 435 lbs./197.31 kg  
 Load Capacity: 395 lbs./179.17 kg  
 Seat Height: 29.5 in./74.93 cm  
 Ground Clearance: 5.2 in./13.21 cm

### INSTRUMENTS

Speedometer, odometer, tripmeter, warning light for low oil pressure, indicators for high beam, turn signals and neutral

### ELECTRICAL

Charging System: 297 watt AC alternator, solid state regulator/rectifier  
 Battery: 12 volt, 18 amp-hour, SLA (sealed lead acid)  
 Headlight: Halogen 60/55 watts  
 Taillight: 5/21 watts  
 Turn Signals: Manual canceling

### COLORS

Carbon Black

Canyon Red

Blue Streak

## 1997 S1 LIGHTNING

### ENGINE

Four-stroke, 45 degree V-Twin, air cooled with push-rod actuated overhead valves; two valves per cylinder  
 Displacement: 1203 cc  
 Bore and Stroke: 3.5 x 3.8 in.  
 Compression Ratio: 10:01  
 Carburetor: 40 mm Keihin CV  
 Exhaust: Free-Breathing 2 into 1 collector  
 Air Cleaner: Helmholtz Volume Power System  
 Torque/HP: 87 ft. lbs. @ 5200 rpm; 91 hp @ 5800 rpm  
 Oil Capacity: 1890 cc  
 Oil Filtration: Screw-on disposable element

### TRANSMISSION

Five-speed, constant mesh  
 Ratio: (1) 2.69, (2) 1.97, (3) 1.43, (4) 1.18, (5) 1.00  
 Primary Drive: Triplex chain to wet clutch; ratio 1.6  
 Final Drive: Kevlar® belt; ratio 2.26

### CHASSIS

Frame: Tubular perimeter chrome-moly with Uniplanar powertrain system; Titanium finish  
 Wheelbase: 55.0 in./139.7 cm  
 Fork Angle: 25 degree  
 Trail: 3.9 in./9.91 cm  
 Front Suspension: WP 4054 IBS inverted forks with adjustable compression damping and rebound damping  
 Rear Suspension: Chrome-moly rectangular tubing swingarm; WP extension-type damper with adjustable compression damping, rebound damping, and spring preload  
 Front Wheel Travel: 4.7 in./11.94 cm  
 Rear Wheel Vertical Travel: 4.9 in./12.45 cm  
 Front Brake: 340 mm cast-iron floating rotor; six piston Buell P/M caliper  
 Rear Brake: 230 mm cast-iron rotor; Brembo® caliper  
 Front Wheel: 3-spoke cast, 3.5 x 17; titanium finish  
 Rear Wheel: 3-spoke cast, 5.0 x 17; titanium finish  
 Front Tire: Dunlop Sportmax II, 120/70 ZR 17  
 Rear Tire: Dunlop Sportmax II, 170/60 SR 17  
 Fuel Capacity: 4.0 gal. (.6 gal reserve)/15.14L (2.27L reserve)  
 MPG - EPA Test Reg.: 45 city, 53 highway  
 Gross Vehicle Weight Rating: 820 lbs./371.95 kg  
 Dry Weight: 425 lbs./192.78 kg  
 Load Capacity: 395 lbs./179.17 kg  
 Seat Height: 29.5 in./74.93 cm  
 Ground Clearance: 5.2 in./13.21 cm

### INSTRUMENTS

Speedometer, tachometer, odometer, tripmeter, warning light for low oil pressure, indicators for high beam, turn signals and neutral

### ELECTRICAL

Charging System: 297 watt AC alternator, solid state regulator/rectifier  
 Battery: 12 volt, 12 amp-hour, fully sealed Genesis type  
 Headlight: Halogen 60/55 watts  
 Taillight: 5/21 watts  
 Turn Signals: Manual canceling

### COLORS

Carbon Black

Red Snap

Billet Metallic







## 1997 S3 THUNDERBOLT

### ENGINE

Type:	Four-stroke, 45 degree V-Twin, air cooled with push-rod actuated overhead valves; two valves per cylinder
Displacement:	1203 cc
Bore and Stroke:	3.5 x 3.8 in.
Compression Ratio:	10:01
Carburetor:	40 mm Keihin CV
Exhaust:	Free-Breathing 2 into 1 collector
Air Cleaner:	Helmholtz Volume Power System
Torque/HP:	87 ft. lbs. @ 5200 rpm; 91 hp @ 5800 rpm
Oil Capacity:	1890 cc
Oil Filtration:	Screw-on disposable element

### TRANSMISSION

Type:	Five-speed, constant mesh
Ratio:	(1) 2.69, (2) 1.97, (3) 1.43, (4) 1.18, (5) 1.00
Primary Drive:	Triplex chain to wet clutch; ratio 1.6
Final Drive:	Kevlar® belt; ratio 2.10

### CHASSIS

Frame:	Tubular perimeter chrome-moly with Uniplanar powertrain system; Bronze finish
Wheelbase:	55.0 in./139.7 cm
Steer Angle:	25 degree
Trail:	3.9 in./9.91 cm
Front Suspension:	WP 4054 IBS inverted forks with adjustable compression and rebound damping
Rear Suspension:	Chrome-moly rectangular tubing swingarm; WP extension-type damper with adjustable compression damping, rebound damping and spring preload
Front Wheel Travel:	4.7 in./11.94 cm
Rear Wheel Vertical Travel:	4.9 in./12.45 cm
Front Brake:	340 mm cast-iron floating rotor; six piston Buell P/M caliper
Rear Brake:	230 mm cast-iron rotor; Brembo® caliper
Front Wheel:	3-spoke cast, 3.5 x 17; bronze finish
Rear Wheel:	3-spoke cast, 5.0 x 17; bronze finish
Front Tire:	Dunlop, 120/70 ZR 17 D205F
Rear Tire:	Dunlop, 170/60 ZR 17 D205
Fuel Capacity:	5.5 gal. (.6 gal reserve)/20.82L (2.27L reserve)
MPG - EPA Test Reg.:	45 city, 53 highway
Gross Vehicle Weight Rating:	850 lbs./385.55 kg
Dry Weight:	450 lbs./204.12 kg
Load Capacity:	400 lbs./181.44 kg
Seat Height:	29.5 in./74.93 cm
Ground Clearance:	5.2 in./13.21 cm

### INSTRUMENTS

Speedometer, tachometer, odometer, tripmeter, warning light for low oil pressure, indicators for high beam, turn signals and neutral

### ELECTRICAL

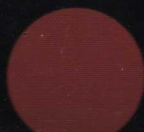
Charging System:	297 watt AC alternator, solid state regulator/rectifier
Battery:	12 volt, 18 amp-hour, SLA (sealed lead acid)
Headlight:	Halogen 60/55 watts
Taillight:	5/21 watts
Turn Signals:	Manual canceling

### COLORS

Canyon Red

Black Magic (metallic)

White Gold



## 1997 S3T THUNDERBOLT

### ENGINE

Type:	Four-stroke, 45 degree V-Twin, air cooled with push-rod overhead valves; two valves per cylinder
Displacement:	1203 cc
Bore and Stroke:	3.5 x 3.8 in.
Compression Ratio:	10:01
Carburetor:	40 mm Keihin CV
Exhaust:	Free-Breathing 2 into 1 collector
Air Cleaner:	Helmholtz Volume Power System
Torque/HP:	87 ft. lbs. @ 5200 rpm; 91 hp @ 5800 rpm
Oil Capacity:	1890 cc
Oil Filtration:	Screw-on disposable element

### TRANSMISSION

Type:	Five-speed, constant mesh
Ratio:	(1) 2.69, (2) 1.97, (3) 1.43, (4) 1.18, (5) 1.00
Primary Drive:	Triplex chain to wet clutch; ratio 1.6
Final Drive:	Kevlar® belt; ratio 2.10

### CHASSIS

Frame:	Tubular perimeter chrome-moly with Uniplanar powertrain system; Titanium finish
Wheelbase:	55.0 in./139.7 cm
Steer Angle:	25 degree
Trail:	3.9 in./9.91 cm
Front Suspension:	WP 4054 IBS inverted forks with adjustable compression and rebound damping
Rear Suspension:	Chrome-moly rectangular tubing swingarm; WP extension-type damper with adjustable compression damping, rebound damping and spring preload
Front Wheel Travel:	4.7 in./11.94 cm
Rear Wheel Vertical Travel:	4.9 in./12.45 cm
Front Brake:	340 mm cast-iron floating rotor; six piston Buell P/M caliper
Rear Brake:	230 mm cast-iron rotor; Brembo® caliper
Front Wheel:	3-spoke cast, 3.5 x 17; titanium finish
Rear Wheel:	3-spoke cast, 5.0 x 17; titanium finish
Front Tire:	Dunlop, 120/70 ZR 17 D205F
Rear Tire:	Dunlop, 170/60 ZR 17 D205
Fuel Capacity:	5.5 gal. (.6 gal reserve)/20.82L (2.27L reserve)
MPG - EPA Test Reg.:	45 city, 53 highway
Gross Vehicle Weight Rating:	850 lbs./385.55 kg
Dry Weight:	465 lbs./210.92 kg
Load Capacity:	385 lbs./174.63 kg
Seat Height:	29.5 in./74.93 cm
Ground Clearance:	5.2 in./13.21 cm

### INSTRUMENTS

Speedometer, tachometer, odometer, tripmeter, warning light for low oil pressure, indicators for high beam, turn signals and neutral

### ELECTRICAL

Charging System:	297 watt AC alternator, solid state regulator/rectifier
Battery:	12 volt, 18 amp-hour, SLA (sealed lead acid)
Headlight:	Halogen 60/55 watts
Taillight:	5/21 watts
Turn Signals:	Manual canceling

### COLORS

Black Magic (metallic)

Amazon Green (metallic)

Billet Metallic











Find faith in the humble milemarker. Credence in your throttle. Prepare your senses, for the road awaits. The s-curves be





**Buell**<sup>®</sup>  
DIFFERENT IN EVERY SENSE™

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