





# JACK RIDES HERE

## A DELUXE SOFTAIL BUILT BY CHOPPERWORKS FOR JACK DANIELS – A DELUXE WHISKEY

**WORDS DOC PICS CHOPPERWORKS**

It's a well-known fact that Bill Harley and the brothers Davidson were very fond of Jack Daniel's Tennessee Whiskey and after a hard day at the factory would retire to their favourite bar and quaff Jack's charcoal-mellowed Old No 7. Well the four founders unwittingly set up a tradition which carries on to this day, with 'Jack and Coke' by far the most popular drink after beer in biker bars around the world.

Actually, I made the bit about the founders up but it could, for all I know, be factual. Consider that the Jack Daniel's Distillery in Lynchburg is the oldest nationally registered distillery in the US, and was first licensed in the 1800s.

Also consider that a lot of Jack's personal history has been lost in the mists of time and that some of which has survived is of somewhat dubious authenticity. So why not marry some of Daniel's myths with a newly made up one of Harley and the Davidsons? Well, whatever the truth of the matter, Harleys and Jack's go together like ham and eggs, fish and chips and bikers and tattoos.

Which brings us in a roundabout way to the bike you see on these pages, yet another of the famous Jack Daniel's theme bikes from Chopperworks whose head honcho Jeff Richardson had this to say about the bike.

"The thought behind this bike was a mix of old style that blended with Chopperwork style. Hence the black and white for the original JD heritage combining with the Heartland 250 rear conversion and a 23-incher up front."

## GUTS & BOLTS

### GENERAL

Model:..... 2009 FLSTN  
 Builder:..... Chopperworks  
 Engine: .....2009 Twin Cam 96B  
 Exhaust:.... Freedom Sharp Radius  
 Air filter: .... Roland Sands Design  
 Suspension:.....stock (lowered)

### FRAME

Type:..... 2009 Softail  
 Trees:..... Chopperworks raked  
 Mods: ..... 250 Heartland kit  
 Seat:..... Heartland

### WHEELS & TYRES

F rim: ..... Colorado billet 23"  
 R rim:..... Colorado billet 18x8.5"  
 Tyres: .....Avon  
 Brakes:..... Colorado  
 Brake lines:.....braided

### CONTROLS

Bars:.....Burleigh rollers  
 Grips:..... Roland Sands Design  
 Speedo:.....stock  
 Mirrors:..... Arlen Ness

### GUARDS & TINWORK

F guard:.....B-Cool 23"  
 R guard:..... 250 Heartland kit  
 Tanks: .....stock  
 Painter:.....Repair My Ride  
 .....www.repairmyride.com.au



Well I think most readers will agree that Jeff has pulled it off once again, taking a stock Softail Deluxe and transforming it into a bike that has style and class yet remains classically understated. Smooth you might say, like old Jack's No.7.

Chopperworks specialises in enhancing genuine Harley-Davidson's rather than in building ground-up customs and there is a lot that can be said for this process as the base bike retains a very good resale value. And the enhancements that Chopperworks carry out involve the use for the most part of top shelf parts from leading names in the industry.

For me personally, the standout items on this build include the 23in front wheel,



the uber-classy paint job and the Burleigh roller bars, which tie the bike together, viewed either from front to rear or from either side.

You know, looking over the pics of this bike made me want to jump on it somewhere in Nashville and cruise on out to the distillery, a lazy run of a bit over a hundred kays through some very pretty countryside, and then pull up at 182 Lynchburg Highway, Lynchburg, Tennessee and sneak a sip of Jack's from my hip flask.

Why would I do that given I'm right there at the home of Jack Daniel's, out the very front of the distillery?

Well, because – somewhat weirdly – the distillery is situated in a county which is “dry” and has been ever since Prohibition. Which means that while you can visit and do a tour, you can't get a drink of Jack's there. One of those things that make you roll your eyes and say, “Only in America”.

## FAST FACTS ...

### JACK THE MAN

Among the facts known about Jack is that he was short in stature but big in ambition and that he liked the ladies. Quite when he was born is unknown yet due to a combination of circumstances somewhere between the age of 13 and 16, the diminutive Jack Daniel became the proud owner of one of Lynchburg's dozen or so whiskey distilleries. Hey, it was a long time ago.

His ambition was demonstrated by the fact that while other distillers were content to sell their whiskey to local folks, Jack Daniel was driven to expand his trade, travelling as far away as Huntsville, Alabama, and later to Nashville, Tennessee, to introduce the region to his whiskey.

By age 21, Jack marked his success by returning from a trip wearing the high-rolled planter's hat, fawn-coloured vest and long

frock coat that would forever become his signature attire. He built a lavish house by Lynchburg standards, a two-story mansion complete with library, Steinway grand piano and an ornate staircase leading to an upstairs ballroom. He opened his doors to the entire town, entertaining them with galas and parties.

### OLD NO. 7

The Jack Daniels website reckons the number one question they get asked is, “Why the name *Old No.7*?” The truth is that no-one knows. But there are lots of stories on the Jack Daniel's website, and it's well worth a visit: [www.jackdaniels.com](http://www.jackdaniels.com). Whatever the truth might be about Mr Jack, his whiskey has become a favourite all over the planet. Quite an achievement from such a small beginning.



So, let's look in more detail at a few of the enhancements Jeff and his crew have carried out on this cool and comfortable ride. That 23in front wheel is an absolute standout, totally transforming the look of the stock Deluxe and adding to the transformation is that tyre-hugging B-Cool front guard proudly made in Canada from 12-gauge cold rolled steel.

The wheels are Colorado Custom billet items with matching rotors and pulley and have the ideal understated elegance for this build, a fact that no doubt influenced Jeff's choice.

Given that Jeff is pretty well known as Mr Heartland these days, it is no surprise that a Heartland kit dresses up the rear end of

this bike right down to the LED strut indicators. Up front Chopperworks' raked triple trees give the bike a tougher stance than stock, an out-there attitude that befits a bike built to represent the Jack Daniel's products.

The Burleigh Roller Bars add significantly to that tough attitude, while the Ness mirrors, Roland Sands' grips and air cleaner add a touch of class, as do chrome front and rear calipers, braided lines and the Freedom Performance Sharp Curve Radius exhaust.

That terrific JD paint, expertly applied by Queensland's Repair My Ride, is the icing on this sweet Jack Daniel's cake and its balance between black and white an ideal representation of the iconic label on Old No 7. Great build Chopperworks, very professional, very cool! **HD**



**The traditional JD logo makes a great impact on the rear fender paint design.**



**"THE QUALITY OF THE CHOPPERWORKS PRODUCT REFLECTS WELL ON THE JACK DANIEL'S BRAND..."**