

Riding horses of steel

Why Frank Schäfer, Kroenert's sales director new products is king of the road in his free time



Frank Schäfer is ready for another trip on his bike

There are only few things that excite whole groups of men as much as the sight of a Harley-Davidson motorbike. Since Peter Fonda and Dennis Hopper cruised through the United States on their Harleys and found their dramatic end in Alabama to the soundtrack of Steppenwolf, The Byrds and Jimi Hendrix, the dream freedom, masculinity, independence and revolution lives on in many people's minds.

Frank Schäfer, who is responsible for the sales of the area new products of the Hamburg based Kroenert GmbH, did not only leave it at a dream! "It seems that I inherited the enthusiasm for motor-

cycles," he reports. "From the infamous Raleigh Choppers to various 'customised' Mopeds to Enduro motorcycles I rode almost everything that has two wheels." Schäfer especially gained a lot of experience off-road, but also had to cope with a number of accidents. "When my children were born I of course had growing responsibilities and so I decided to change from a motorcycle that really was centred on sport to one that was all about cruising and enjoying the ride. To me the only option was a Harley-Davidson!"

Since 2008 the coating expert owns a real gem of a motorcycle, a 1992 Heritage Softail. "What I really love about Harleys



The piece of jewellery: Schäfer's Heritage Softail

is the possibility of customising them, till they perfectly match one's own taste. Mine has a special lacquering and exhaust and a number of additional chrome parts, the rest is standard equipment." With its look, this Harley is Schäfer's ideal of a motorcycle. Still, if he had more time for big tours he would like to change to a Road King or Electra Glide.

Although the look of a Harley-Davidson already excites a lot of people – Schäfer prefers to actually ride it! One tour he remembers particularly well went along the Mecklenburg Lake District with stays in old castles and manors. "The annual Harley-Days in Hamburg are a very special experience as well. During that time Harley-Davidson enthusiast from all over the world 'conquer' Hamburg and on Sunday go for a big ride through Hamburg's surrounding countryside." Schäfer also took good care that the love for Harley-Davidson lives on in his family! His 12 year old son Moritz already is a veteran at the Harley-Days.