



THE NEW AMERICAN MOTORCYCLE

Media Release

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Immediate Release

Third generation of Ness – along with Roland Sands - join the Victory Motorcycles team

New Zealand's first Victory dealership now open...

They are the kings of bling, and now a third generation of the Ness family has joined the Victory Motorcycles design team.



Cory (left) and Zach Ness

With the legendary Arlen and Cory Ness already well-established members of the Victory team, they have been joined by Cory's son Zach, who will join former GP racer and well-known bike builder Roland Sands to put their stamp on the Victory Motorcycles range.

The ability to attract a younger demographic is one of the keys to Victory's ongoing success. And what better way than to give two of the hottest young custom builders in the business a crack at working their magic on Victory motorcycles?

Zach and Roland will gear their modern designs and styling towards newer, younger riders. As part of Victory's 10th Anniversary celebration last month in Las Vegas, Roland and Zach unveiled a custom Victory 8-Ball showcasing the designer's creative genius and the unique, progressive styling Victory is known for.

Grandson of the legendary Arlen, Zach also puts his spin on the Jackpot, changing up the look of the front end by using a unique fork with diamond-cut boot seals, custom wheels and raising the bars with a set of mini-apes.

Roland has teamed up with designers Greg Brew, Tiger Hayden-Bracy, Mike Song and the Ness boys to bring us a custom Victory 8-Ball. Roland gives the 8-Ball a racing edge, with trick pipes featuring a race plate, RSD vintage bars, a thin sheet-metal seat pan, and a small, round air filter heading the list of custom touches. The slotted heat shields complement the drilled pattern on the wheels, air filter, and bar ends.

Victory Motorcycles is currently preparing to launch in New Zealand. The country's first Victory dealership – Silver Fern Imports in Great South Road, Takanini – threw open its doors last week, ahead of Victory's first official public engagement at the Big Boys Toys show in November.



Roland Sands and the 8-Ball



Zach Ness



The 8-Ball designed by Zach and Roland

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