



2010



2010 FURY DEVELOPMENT STORY

The process of designing a new motorcycle always encompasses a huge array of factors and considerations. A profusion of calculations, measurements, specifications and more must be weighed, analyzed, dissected and crunched together to yield the proper result. However, one key factor that cannot be quantified in empirical terms always comes into play: a passion for the machine. And at Honda, our designers and engineers carry a passion for motorcycles to the extreme. So when they get the green light to give full force to such passions, some pretty wild things can happen.

Welcome to the wild side of Honda, where a passion for riding reigns supreme in the stunningly creative 2010 Fury. Here we have a machine packed with radical lines and a head-turning look, a motorcycle destined to become a milestone machine. The Fury is the offspring of people who get excited about creating new motorcycles, enthusiasts who understand what it means to get really involved with a machine. The Fury captures the pure, undiluted chopper essence, a genre of motorcycle that simply feels right, looks right and sounds right when it's done well, rather than a precise formula that's captured with a micrometer and calipers.

Choppers have been a part of the motorcycling scene for decades, but for the most part they've occupied a small niche on the farthest edges of the sport. The first such machines were cobbled-up home-builts with a reputation for being crudely wrought and uncomfortable to ride. Since then choppers have evolved into



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fury



rolling art, with true customs commanding a very high price. That's the beauty of the Fury. Even though it looks like rolling art from the two-wheeled world, it is backed up with the same functionality, fit and finish, quality and reliability built into every Honda.

Tapping into an extensive legacy of experience in building motorcycles of all types, Honda's engineers devised a design and incorporated technological advantages to make the Fury handle, function and ride according to Honda standards. Although stunning and daring in its visuals, the Fury is great fun to ride, with a feel and sound that place the rider squarely in the chopper domain. It's a Honda and you can use it like any other Honda, yet it carries attitude and looks to the extreme.

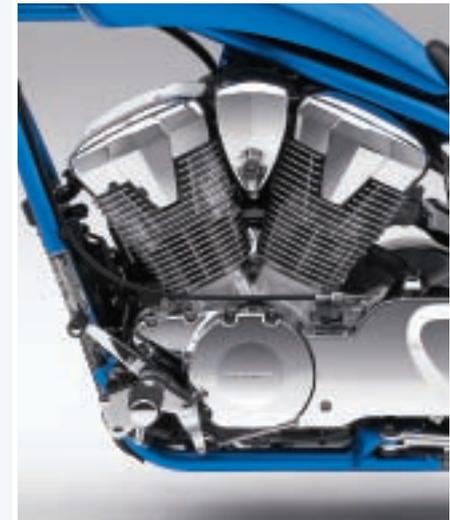
Better yet, this breakthrough motorcycle rests within easy reach of nearly every rider; in terms of affordability—witness the \$12,999 base MSRP—the Fury does indeed break new ground. It's a radical concept in a unique package, an affordable combination never before offered to the average motorcycle owner—until today.

The most obvious attraction to the Fury centers on its raked-out chopper styling: high-mount steering head that gives the frame a see-through, open-air

look with plenty of breathing room between the tank/upper frame and the front cylinder head; slim and long fuel tank perched up high; ultra-low 26.7-inch seat height; big-time rake; fat 200-series rear tire paired with a slim 21-inch front wheel; a condensed, hard-tail look to the rear end; and a stretched wheelbase. And that long wheelbase is no illusion—the Fury stretches a full 71.2 inches between axles. Perhaps equally important is that a close-up inspection of the Fury reveals remarkably clean lines, a Spartan return to basics plus superior attention to detail that together create the distinct impression of a full-on hand-built custom bike, but at a mere fraction of the cost.

In truth, creation of the Fury posed a considerable challenge. This ground-breaking concept had to strike a delicate balance. The extended chopper look with its stretched wheelbase and exaggerated steering rake combines with the stellar levels of function that are part of every Honda. The design focus began with the high steering head/pronounced steering rake/open look in the front end and then radiated outward from there. With such a visually stunning appearance, the final incarnation of the Fury required a significant amount of communication and cooperation between the styling team in the USA at Honda Research Americas (HRA) and the Honda engineers at HGA in Japan. Original sketches and clay mock-ups were tweaked and refined in innumerable ways, leading to small but elegantly simple feats of engineering wizardry that were performed to achieve the goal.

For example, to maintain the remarkably uncluttered look between the front cylinder and the front down-tube/radiator area, the top radiator hose is hidden away beneath the front valve cover—a patented idea



that illustrates the extreme efforts expended on maintaining the airy look of the front end. Other examples are the long, slim and voluptuous look of the fuel tank, which had to be adjusted and modified repeatedly along with handlebar shape and size to allow the appropriate amount of steering clearance when the front wheel is turned from stop-to-stop. The design of each separate element shares cascading effects with other interrelated parts, resulting in a fluidity of design.

In similar fashion, the rear end of the bike had to look just right, yet still function like a Honda. The Fury incorporates a visual balance of positive and negative space between the airy front end and the more substantial engine and rear-end section; it may not be instantly apparent to some onlookers, but the design elements have been carefully integrated. The LED taillight was selected specifically because it does not affect the shape of the rear fender, which also lacks visible fender stays—all for the purpose of giving the rear fender a simple, clean and elegant shape.

In addition, there's no need to fret about what appears to be a rigid hard-tail rear end. Those sleek lines actually cloak an ingenious single-shock rear suspension system with an aluminum swingarm, adjustable rebound damping and five-position spring preload adjustment for exemplary riding comfort—definitely far and above the norm for a chopper-style motorcycle. Also, note the remarkably clean lines given to the aluminum swingarm, and the great efforts expended on bestowing smooth lines upon the driveshaft on the left side.



Up front, a stout 45mm fork handles suspension duties quite ably, and the distinctive alloy wheels have a single powerful 336mm-diameter front disc brake complemented by a 296mm brake disc in back. In addition, the Fury is available with Honda's Combined Brake System (CBS) and optional Anti-Lock Brake System (ABS) for sure-footed braking under a wide variety of road conditions. In this system, the application of the rear brake pedal also applies pressure to the front brake caliper.

Fire up the engine and waves of muscular V-twin power, sound and feel—vital elements that constitute the soul of the Fury—flood the senses. There's a fuel-injection system that's new to Honda's proven and muscular 1312cc liquid-cooled 52-degree V-twin with a single-pin crankshaft and dual balancers. A newly designed exhaust system and new camshafts also add to the creation of an engine that's eminently satisfying in the performance department as well as one that delivers the more intangible aesthetic sound and power-pulse sensations Honda engineers wanted. Short version: it's just plain cool to ride and hear this baby rumble.

With a full line of accessories available upon its release, the Fury is also positioned for additional customizing by owners who want to add that personal touch.

The Fury taps directly into the passion for riding; this is a machine built for people who have always longed for a chopper-style motorcycle. And for good reason—it's got to be the ultimate as far as cool factor goes, a bike profile that's instantly known and recognized. But this is also a chopper with a unique difference: you can simply ride it and enjoy, without all of the costs, compromises and headaches typically attached to such machines.

The Fury is a chopper that's also 100 percent Honda, with all the performance and quality that the name implies.



2010 FURY MEDIA INFORMATION

IT'S THE CHOPPER YOU WOULD BUILD FOR YOURSELF—IF YOU HAD A FACTORY INSTEAD OF A GARAGE. INTRODUCING THE FURY, A MACHINE THAT RADIATES ATTITUDE AND DELIVERS A TOTAL RIDING EXPERIENCE APPROACHING THE OUTER LIMITS OF MOTORCYCLING. WELCOME TO THE WILD SIDE—OF HONDA.

With hand-built appearances radical enough to turn every head and catch every eye, only the Fury dares to open the door to the most extreme level of custom looks. But once you're rolling, the Fury experience is all about that special bond between rider and machine: the unmistakable big V-twin pulse, the characteristic Vee engine note and the no-nonsense riding stance bring you back to the core elements of riding.

Destined to become a milestone machine, the Fury captures the pure, undiluted chopper essence, places it within easy reach of nearly every rider and then backs it up with the same quality and reliability built into every Honda. It's a radical concept in a unique package, a combination never before offered—until today.

FEATURES

- Full-on chopper styling
- Longest wheelbase ever in a production Honda motorcycle
- Muscular V-twin power, sound and feel
- Clean looks, superior attention to detail
- Spacious riding position
- Low seat height
- Single-shock rear suspension features "hard tail" look
- Extra-wide 200-series rear tire
- Slim-look 21-inch front tire
- Legendary Honda fit, finish and reliability



SPECIFICATIONS*

Engine Type: 1312cc liquid-cooled 52° V-twin

Bore and Stroke: 89.5mm x 104.3mm

Compression Ratio: 9.2:1

Valve Train: SOHC; three valves per cylinder

Induction: PGM-FI with automatic enricher circuit, one 38mm throttle body

Ignition: Digital with three-dimensional mapping, two spark plugs per cylinder

Transmission: Five-speed

Final Drive: Shaft

Suspension

Front: 45mm fork; 4.0 inches travel

Rear: Single shock with adjustable rebound damping and five-position spring preload adjustability; 3.7 inches travel

Brakes

Front: Single 336mm disc with twin-piston caliper

Rear: Single 296mm disc with single-piston caliper; Optional ABS and CBS - Black color only

Tires

Front: 90/90-21

Rear: 200/50-18

Wheelbase: 71.24 inches

Rake (Caster Angle): 38.0°

Trail: 3.5 inches

Seat Height: 26.7 inches

Fuel Capacity: 3.4 gallons

Colors: Dark Red Metallic, Metallic Silver, Ultra Blue Metallic, Black, Matte Silver Metallic

Curb Weight†: 663 pounds / 681 pounds with ABS

MSRP: \$12,999 (standard model),
\$13,499 (Matte Silver Metallic model),
\$13,999 (ABS model)

† Includes all standard equipment, required fluids and full tank of fuel-ready to ride.

Meets current EPA standards. California version meets current California Air Resources Board (CARB) standards and may differ slightly due to emissions equipment.

HONDA GENUINE ACCESSORIES*

- **Leather Accessories:** Custom Rider Seat (multiple designs), Custom Passenger Seat (multiple designs), Leather Front Pouch (Fury logo).
- **Backrests:** Low Sissy Bar Upright, Passenger Backrest Pad.
- **Chrome Accessories:** Rear Fender Panel, Chrome Allen Bolt Inserts (5, 6, 8mm).
- **Billet Accessories:** Master Cylinder Cover, Oil Dipstick, Clutch Cover, Timing Cover, Upper Fork Bolt Cover, License Plate Frame.
- **Additional Accessories:** Boulevard Screen, Braided Lines (clutch, idle/throttle and brake) Front Chin Spoiler (color matched), Front Chin Spoiler LED Light Kit, Outdoor Cover.



*Specifications and accessory availability subject to change without notice.



This is the first sketch of the Fury that kicked off the development process. As you can see, the overall proportion in this early sketch was preserved into production although the shapes were improved during the clay modeling process.

FURY DESIGN: THE JOURNEY FROM IDEAS TO FINISHED MACHINE

New motorcycles begin life as mere thoughts and images in the minds of their creators. So how do ideas—especially concepts as radically styled as the new Fury—make their way into physical reality? Well, the answer is slowly but surely, with the assistance of models and whole-bike mock-ups far in advance of the creation of hard parts.

Here we present some images that lend insight into the journey that the Fury made between the initial ideas and the final product.



Development mock-up models utilize a mixture of early development parts, such as a frame, engine and drivetrain that allow clay bodywork to be adjusted and manipulated into its final form.



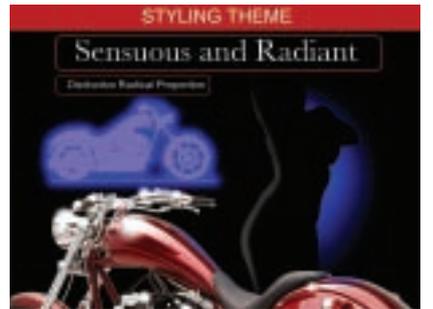
For the Fury and its patented radiator hose arrangement, this clear cylinder head cover was created to check final confirmation on clearances for the hose and also various internal parts.



This development sketch shows the design for the shape and layout of the Fury's instrument pod, reflecting efforts to minimize size while maintaining easy readability.



These first-generation models gave the designers and engineers a target to work toward. While CATIA (Computer Aided Three Dimensional Interactive Application) can achieve near-wonders, it's often easier to make small adjustments when you can see and touch the final results.



Sometimes it's helpful to link keywords, shapes and emotions to help share the designers' vision and styling concept.