

# ASK HIM WHAT IT MEANS TO WIN

He's not a pro. Nobody pays him to get out there and risk his neck on Sunday. Nobody pays his expenses. Nobody cries if he loses. Newspapers and cycle magazines don't interview him, or report on what brand of shirt he wears.

He gives up a lot just to compete. You can see him out there after work — practising till it's too dark to see — working on his bike all day Saturday — driving for hours to get to the race.

He's a natural competitor, and he's already found out there's no easy path to victory. No short cuts — no tricks. Ask him what it means to win and he'll tell you: "It's everything." His bike? Husqvarna. Because he knows that Husqvarna builds a motorcycle the same way he competes — To Win!

Husqvarna motorcycles are not designed by computers. Our R&D lab is the Grand Prix circuit. We can incorporate modifications and subtle changes into our production models right away because we don't have rigid assembly line schedules. Each of our engines is hand assembled by one man. Finished engines are sent to another skilled craftsman who assembles the entire motorcycle and is personally responsible for its performance. Every single unit is checked and tested before it leaves the factory.


Only the finest materials are used. Swedish chrome-moly steel is heat treated to guarantee maximum strength. Magnesium engines to keep the weight down — and the power up. Special plastic for fenders that won't disintegrate under hard pounding.

All this costs money. We've never tried to build a cheap motorcycle — just the best. 73 years of experience have taught us that you can't compromise on quality when your goal is to win. Think about that when you're ready to buy your next bike.

If you can't stand to finish second, you're gonna find yourself on a Husky.



For a replica of Brad Lackey's Bi-Centennial MX jersey see your local Husqvarna dealer or send check or money order for \$16.95 to Dept. J, Husqvarna Motorcycle Company, Inc., 933 Richards Rd., Antioch, Tenn. 37013. Specify size S-M-L-XL.

 **Husqvarna—to win!**



Husqvarna Motorcycle Co., Inc.





