

# AT NIGHT

Behind the scenes at  
Custom Chrome Europe's  
Music-Video 2017



**CUSTOM CHROME EUROPE**  
PRESS RELEASE - PUBLICATION FREE OF CHARGE

**CCE's 2017 „Ride Unrivalled“ Bikes in Action in Southern Moravia!**



World's Finest Products For Harley-Davidsons

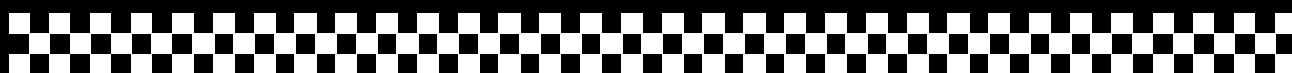
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**RIDE UNRIVALLED**

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Thunderbike's Thunderbolt" Bagger sees the sunset above Pasohlavky.

**CCE MUSIC VIDEO 2017**





Sometimes, the Custom Chrome Europe team is somewhat ahead of its time: For years CCE has recognized the importance of the development of the East European markets, markets that by far have not reached their possible potential – and often are as diversified as Spain, France and Germany are in “old” Western Europe. East European Customizers have scored at CCE’s “European Championship” and other bike shows with outstanding motorcycles of superb craftsmanship and creativity – and so the idea was born to film the 2017 Custom Chrome Europe music video clip in Czech Republic. And to meet as many East European customers and business partners as possible, as two major events would be held on the same event-site on two consecutive weekends: Euro Bike Fest and Superrally 2017 followed each other at the ATC campground in Pasohlavky in May and June, giving the CCE film team time to shoot the footage for their latest clip “At Night”.

Some three decades after the complete fall of the “Iron Curtain”, Eastern Europe is still developing and catching up with Western Europe when it comes to buy “luxury”, as customized Harley-Davidsons might be seen. No doubt the demand is there, as is the passion and the enthusiasm for individual motorcycle riding – but quite often not the money. How important these markets may become in the future can be seen at the national events like

Poznan Motor Show, bike shows in Hungary and Slovakia or the Czech-based Euro Bike Fest: Interest is running high, almost all Eastern countries have their own custombike magazines – and most still enjoy a freedom to do what they want, not under pressure in restricted and homologation-crazy West Europe.



In 2017, a never before – and probably ne-



ver again – “double” took place at the Merkur Campground in Pasohlavky/Czech Republic – 40 km south of Brno and 70 k’s north of Vienna: The cool EURO BIKE FEST (EBF), introduced in 2009 as one of the top Czech Republic custombike events and the Harley-Davidson SUPERRALLY were held on two successive weekends – at the same location.



East European Sales Rep Marcel Masaryk



Beside filming, press rides with East European magazines took place during the events, this one with Polish „Custom“ magazine.





**TOP:** For the Eighties “Cold War” dream-scene, Marcel and his wife Eva were retro-styled to Czech “Eighties fashion” – and a fitting 250 cc Jawa „Californian“ two stroke served as transport. Since Eva could only spend one day at Euro Bike Fest, all of her scenes had to be finished by Saturday, also the main event day!

always keeps a close ear to the demands of his clients – and to the scene of all his countries, stretching over a bigger area (and more languages!) than any other CCE Sales Rep. Soon after the first event, which from the start was supported by CCE, EBF became a popular and permanent event on the annual CCE timetable, also thanks to the scenic countryside where numerous photo sessions

and press rides with magazines took place! Naturally, the scenic landscape, this year visited for the ninth year, and the empty roads made Southern Moravia a natural filming scenery. The popularity of Custom Chrome Europe with Eastern European customizers and Harley-dealers dates back to the times of the European Championship in Mainz and the legendary CCE Dealer Shows, which



**TOP:** Back to the Eighties: Marcel and Eva in Eighties hairstyle **BOTTOM:** Not far from the former Iron Curtain“, tank obstacles are still there.



were frequented by numerous eastern customizers, presenting their outstanding hand-crafted bikes – but how to introduce them in a Music Video with no spoken words?



Thus, the idea of the “At Night” Dance Move was born. Easier said than done, the move had to be recognizable but simple, for it had to be taught in a very short time, to people



Running fast, Stefan piloted the „Thunderbolt“ bagger for film and photo sessions.





Filming took place from the bikes and with the bikes – what ever was necessary to get the shot.

who not necessarily would usually “dance” in video clips and – not to forget – would most probably be DUI. Dancing Under Influence. Spirited liquids are well established (and cheap!) at East European motorcycle events, some customizes even brew their own “stuff” with highest alcohol content, so the task was given to Simone Messer and Merve Özdag of CCE. To “motivate” them, not to overdo





The “meeting” scene was among the last “out of area” shots while SUPERRALLY was already heating up.







For almost 10 days the weather stayed sunny and warm, allowing superb filming conditions – and great parties for the visiting riders of EBF and SUPERRALLY.



the choreography, they were also given the task to teach the "At Night Move" to the participants on-site" during the event, for Merve, just successfully finished her CCE apprenticeship, her first event experience at an international Custombike event. "At Night" comes from Ruby Shock's "Love me love my dogs" album – the third time the Stuttgart-based cult band delivered a song for a CCE music video – and it was performed live" at the Superrally 2017, when the band performed on Saturday before the Harley-Davidson bike drawing took place.



By then, all of the other filming had already been performed, the most limiting factor the availability of the stars", CCE East Europe Sales Rep Marcel Masaryk and his wife Eva, who not just had their "day job" duties but also "family business" to attend. That some of the most important scenes had to be filmed in the heat of the EBF's main event days didn't make the task easy, but somehow it worked out. As did the many "Dance inserts" that included visiting Czech and Polish CCE Dealers, EBF pole-dancers and even a delegation of "Zombies" from the now established Euro Bike Fest "Zombie Run" which has become a permanent attraction of the festival. Marcus "Kalle" Arnoldy, renowned music-video specialist, again took the helm in filming and commanding the film efforts, script and plot again written by CCE Managing Director Andreas Scholz himself.



When the Euro Bike Fest crowd jumped their bikes to return home Sunday, the scene-table



still featured a lot of shoots not yet performed – time for some serious riding action. Since 2009 visiting Euro Bike Fest, sometimes even riding the then "Bolt On and Ride" bikes some 1.000 km down to Pásohlavky, the team knew the area – the Mikulov highlands and the Nové Mlýny reservoirs that dam the Thaya river offer plenty of empty roads running through a landscape that is yet almost untouched by modern "additions" like logistic centers or windmill-parks. Filming locations were either already known or "scouted" while Euro Bike Fest was going on. Monday's schedule also included the necessary 250 km round trip to Trnava/Slovakia, where the in



house" and opening sequences were filmed at Masaryk's home garage.



It is essential not to overlook any scenes, shots and angles that might later be missing", knows Marcus "Kalle" Arnoldy, "so we filmed scene after scene from different angles to have enough material for the riding and detail sections" – all this while the SUPERRALLY was preparing to heat up and CCE's team had the additional task to organize a ride-in type bike show for the event. There was little time to relax.



When in May 2017 Custom Chrome Europe

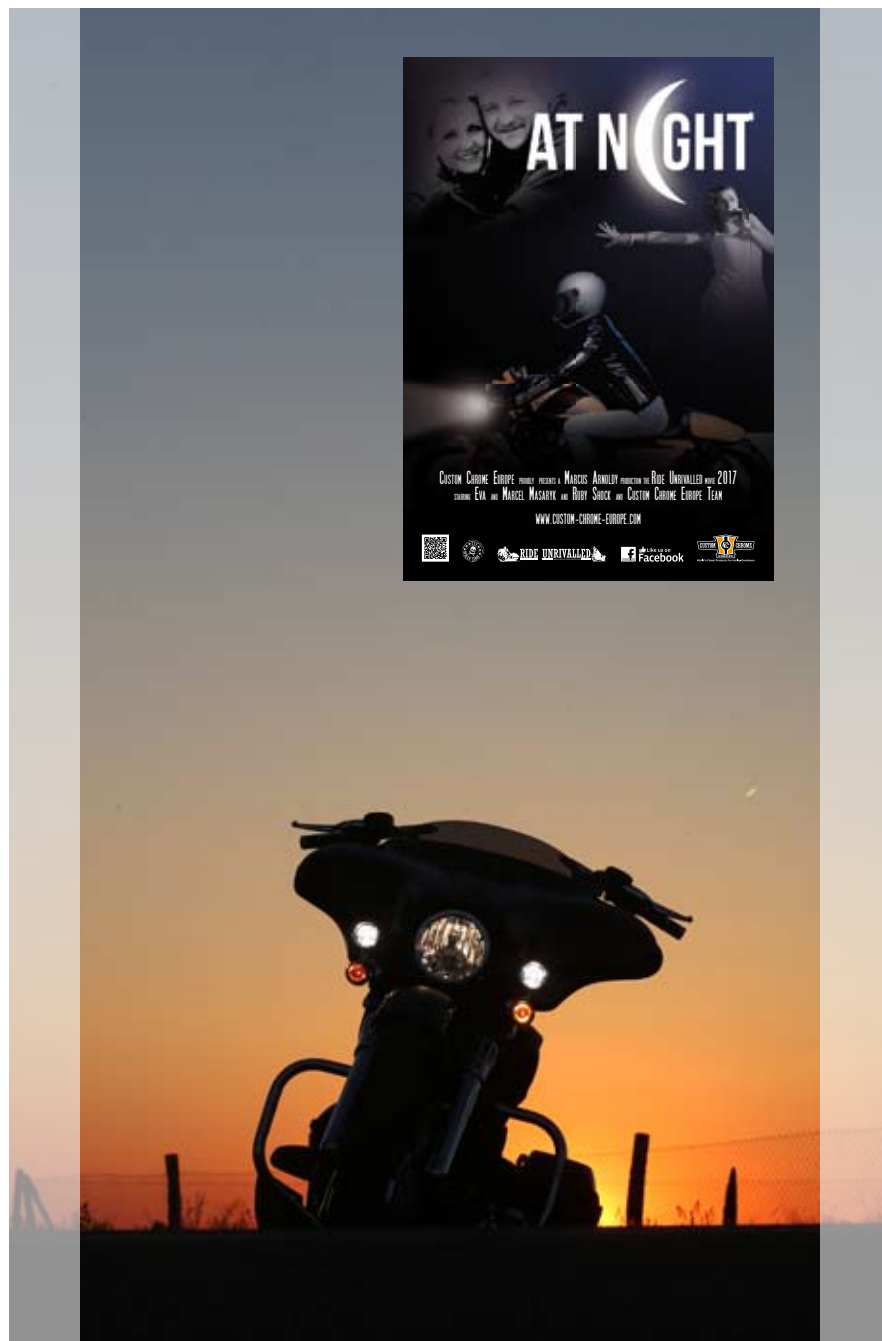




„On the road“ with the five „stars“ of the clip, CCE's 2017 „Ride Unrivalled“ bikes.



rolled out the new Ride Unrivalled“ bikes – four outstanding customized Harley-Davidsons and one Indian Scout“– these bikes were destined to become the real stars of the music video, as were the then Bolt On and Ride“ bikes of 2014, 2015 and 2016. Ridability and style played a major role in this year’s creations by Fred Kodlin, Thunderbike, Harley-Davidson Würzburg Village, Zassels Custom Bikes and SK-Bikes. Fred Kodlin Motorcycles and Harley-Davidson Würzburg Village created the two Sportster-based custombikes, Fred and his son Len a Café Racer type sportbike, the Village“ a Cross-over“ dirt track style radical based on the Forty-Eight“, both representing two customizing themes of the many variations in the 60th anniversary of the Sportster model line. This year’s Touring-Steamer“ was created by Thunderbike at Ham-minkeln and performed quite well at the riding sessions“, even in the road chase“ scenes. Turning the heavy bike around on the narrow roads after each shoot was a different story. But riders embraced the performance and reliability of CCE’s first „Milwaukee Eight“ powered custombike. No such handling problems had Zassel’s Hollister“, the Deuce“-based Softail custom which really felt at home on Czech roads. For the first time, the 2017 Ride Unrivalled“ line-up feature an Indian motorcycle: SK-Bikes of Bad



Kreuznach modified the „Scout“ into a cool looking Bobber“ type custom which caught considerable attention even in the Harley crowd. Lightweight, well handling and quick, Spyke“ soon became a favourite ride among the team. While CCE is adding more Indian customparts to the program, Harley-Davidson service, maintenance and custom parts still play the major role in the business – as did the four Harley-powered bikes in the At Night“ clip.



With the last chords of the Ruby Shock“ performance at the Superrally 2017 fading out, filming was completed and the cutting work began. Surprise news came just the same week as At Night“ went online June 22nd: Harley-Davidson will celebrate the European 115th birthday event at ... Prague! So the Factory“ is also acknowledging the importance of the East European markets. Guess who was already in Prague checking for locations?

**Text & photos: HRF, Motographer; Full parts cataloges and features of bikes (with alternative parts for other HD model lines!) soon available as downloadable PDF on the [www.Custom-Chrome-Europe.com](http://www.Custom-Chrome-Europe.com) website!**

**Video At Night“ see [www.Custom-Chrome-Europe.com](http://www.Custom-Chrome-Europe.com) website and/or youtube!**



Simone Messer played the parts of Marcel's "house dragon" with passion and skill...





...but it was difficult to stay „serious“ during the filming on Monday in Trnava. A welcome break from the riding and „on the road“ filming, it was also time to wash the clothes before SUPERRALLY started to heat up. For the East Europe market, that scene was later translated into Slovak language.





# IS ZOMBIES!



Meet the apocalypse...



Zombie time at EURO BIKE FEST



Undeads rule at theEBF Zombie run

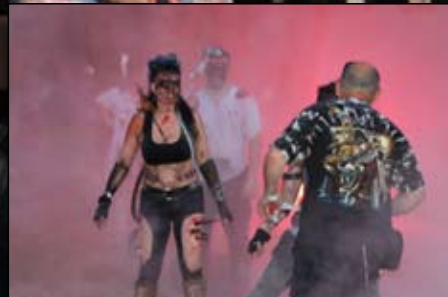
Stage shows to compete for prizes...



...and even the kids join in.



No way through when Zomboes and...



...poison gas block the way.







One of the cool “sidekicks” of EURO BIKE FEST is the “Zombie Run” on Friday, originating from a bodypaint contest held previously. The CCE team asked the Zombies to join for the video – and plenty of them did! Even Marcus „Kalle“ Arnoldy (TOP RIGHT) was „zombified“ after the filming inside the CCE tent!







CCE 2017 „At Night“ finale in plain daylight. Difficult to film „at night“ when you have the longest days of the year.





Once again, Stuttgart-based cult band Ruby Shock delivered a superb performance, not to forget a great theme song for this year's CCE music video clip. Ruby Shock played as opener of Saturday's SUPERRALLY stage program, just before the winner of the Harley-Davidson was drawn.



# EURO BIKE FEST

2009 - up: The Bikerevent not just for Czechs







## **EURO BIKE FEST; Czech Republic goes Custom“ in Southern Moravia**

Burning rubber is a passion that bikers all over the world share: The wilder the burnout, the bigger the cheers! In Czech Republic as well as in any other country on the planet! The EURO BIKE FEST at Pásohlavky has plenty of reason to celebrate by burning rubber, as in 2018, it will see its 10th Anniversary! A scenic landscape, empty country roads, a cool eventsite, Bikeshow, Stunt-action and Live music with top acts is all that makes a biker heart beating. It is a weekend for all bikers: Custombikes, Harley-Davidson's, Café Racers, Streetfighters, Choppers and Bobbers, US-Cars and Hot Rods have their sections and party together. During the years, the Zombie Run and Kickboxing had been added as new attractions and there is usually Stunt action too. All for a moderate price and with a superb eventsite that allows the bikers to be bikers, even swimming in the lake, when the weather is as hot as during the 2017 edition. **WEBSITE: [www.EuroBikeFest.cz](http://www.EuroBikeFest.cz)**





# SUPERRALLY 2017

Every year under different management...



SUPERRALLY 2017 occupied a lot of the Merkur Campground, but there was still room for visitors!





### **SUPERRALLY 2017: 5 days of Sunshine over Southern Moravia**

It ain't necessary to explain Europe's biggest independent Harley-Davidson event to those who have been there – most Harley-riders have been there and those who enjoyed it tend to come back year after year, for it is held in a different country of Europe each year, but mainly by the "bigger" members of the Federation of Harley-Davidson Clubs of Europe, an independent organisation that predates HOG by several decades. Preparations to involve the SUPERRALLY into this year's CCE Music Video were underway almost half a year in advance, Ruby Shock had to be booked to be part of the music line-up – and CCE left the tent and equipment on-site for about ten days. Whitsun holiday is not a bank holiday in Czech Republic, so many visitors left the SUPERRALLY eventsite already on Saturday to return home. The 2018 Rally will be held near Warsaw/Poland and that will be a 5-day party for sure!  
[www.superrally2017.cz](http://www.superrally2017.cz)



***Sportster***



**CUSTOM CHROME EUROPE 2017: SPORTSTER BY FRED KODLIN**





### **CUSTOM CHROME EUROPE 2017: Fred Kodlin Ride Unrivalled“ Sportster**

No better way to start the year than with the creation of a new custom-bike! If your shop is located in a landscape of Germany which has the nickname “Hessian Sibiria”, such as the countryside south of Kassel and Fritzlar, this winter certainly gave you a lot of time to spend in the workshop rather than enjoying anything else. Fred Kodlin has always been a hard-core customizer, working long hours and after-hours to get a job done. Again building a custombike for Custom Chrome Europe, this years first “Ride Unrivalled” premiere also set the pace for things to come: Cool Custombikes that again rock the streets in 2017! The Friday morning premiere at 2017 MBE with the CCE staff and members of the international press present marked the start into a very busy MOTOR BIKE EXPO and a hot 2017 customizing year. As “Eva’s Ride“ the „Sportlin“ had a prominent place in the filming of „At Night“ and also was again photographed outdoors at Pasohlavky.





**SPYKE**



World's Finest Products For Harley-Davidsons



**CUSTOM CHROME EUROPE 2017: INDIAN SCOUT BY SK BIKES**





### **CUSTOM CHROME EUROPE 2017: SK-Bikes Indian Scout“ customized**

Based at Bad Kreuznach and one of the most successful Indian and Triumph dealers of Germany SK Bikes partnered with Custom Chrome Europe to custom-build this outstanding Indian Scout custom, which has already attracted considerable attention. New wheels, new tailend and plenty of accessories change both riding position and character of Indians modern version of a fast and extremely powerful custombike. For more than a year, CCE has added Indian and Victory parts into the program, delivering the full Kuryakyn program for the two Polaris brands as well as for Harley-Davidson. The little street-burner is as handy as it looks – and was a great ride for everybody who tried it during the filming of „At Night“ and several „press rides“, sheduled with East European magazines during the two events. Photographed outdoors at Pasohlavky in dramatic weather, the bike's will also have riding shots and firework images...





# THUNDERBOLT



World's Finest Products For Harley-Davidsons



## CUSTOM CHROME EUROPE 2017: BAGGER BY THUNDERBIKE





### **CUSTOM CHROME EUROPE Bagger: Thunderbike Ride Unrivalled“ FLHXS**

Customized by long-time CCE partner Thunderbike at Hamminkeln, „THUNDERBOLT“ is the first Milwaukee Eight powered BOAR ride ever – and one of since yet few custombikes built of this new Harley-Davidson. Of course, they could not beat the Ness crew which on August 23rd 2016, created the first „Milwaukee Eight“ Bagger in a record time 24 hours after the introduction, their components also distributed by Custom Chrome Europe, naturally. Ness lower legs at the fork and billet fork boots consequently grace this Bagger too. Never shy in embracing new Harley-Davidson models, Custom Chrome Europe immediately started to check the fitment of existing parts for the new models and Thunderbike started building one extreme looking Bagger with 26 Inch front wheel size, adding their own experience and parts to the project. Because one thing is certain: The Milwaukee Eight will not stop in the Touring models ...



**CUSTOM CHROME EUROPE PRESS RELEASE - PUBLICATION FREE OF CHARGE**

# HOLLISTER



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**CUSTOM CHROME EUROPE 2017: SOFTAIL BY ZASSELS CUSTOM BIKES**





### **CUSTOM CHROME EUROPE Softail: Zassels Ride Unrivalled“ Deuce**

Zassels' Custom Bikes modified a classic Harley-Davidson Twin Cam Softail into a true 1947/48 Bobber, christened as a tribute to the California town, not far from Custom Chrome's own home at Morgan Hill. The "Bobber" style has become somewhat timeless – and can be applied with ease to almost every Harley-Davidson model of the last 60 years. Including the then extremely custom-styled 2003 FXSTD "Deuce". When Harley-Davidson introduced the Twin Cam "B" in 1999 for the 2000 model year, it did so with a "bang": The "Deuce" was one of the projects on which Willie G. Davidson applied a lot of care and passion – and it was intended to create nothing less than a "ready customized" Harley-Davidson. In production from 1999 to 2005, it had also become a popular base for customizing and offers a solid base for all styles. Even extreme retro-styling to the years 1947/48, as performed by Zassels' Custom Bikes in Steinweiler for this year's "Bolt On and Ride" Softail.





**CUSTOM CHROME EUROPE PRESS RELEASE - PUBLICATION FREE OF CHARGE**



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**CUSTOM CHROME EUROPE 2017: SPORTSTER BY HD WÜRZBURG**





### **CUSTOM CHROME EUROPE: Harley-Davidson Würzburg Ride Unrivalled“ Sportster**

Based on a 883 Iron“ this is one hot Sportster interpretation hitting the road precisely in the 60 anniversary year of the Harley-Davidson Sportster. ODC Upside-down fork, Progressive Suspension 490 Sport Series shocks, Heidenau K60 Scout sport tires define the ride for on and off road use – and the retro-styled V-twin, EMD covers to the front, does the job!

As Marcel's "modern ride", the "Wuerzburg Village" Sportster had a leading role in the music video and also during the filming: Some of the riding sequences were shot with mini cameras bolted directly to the footpegs – and the rider getting as close as possible to the other bikes in the "chase sequence". "Sporty Spice" exchanged the complete "Iron" bodywork for CCE-distributed components. Not the first „cross-over“ in the "Bolt On and Ride" history, this bike is a cool multi-surface rider which will see a lot more action in 2017!





# CUSTOM CHROME EUROPE PRESS RELEASE - PUBLICATION FREE OF CHARGE



Simone prepares Eva for the "Eighties shot"



Simone also performed riding shots

"At Night" scouting for locations



Hidden from view: BMW film bike



Merve Özdag of CCE introducing another "victim" to the "At Night" move – Simone Messer aids in the rear.





Marcel and Eva in the „Eighties“ outfit...



...and re-united“ in the presence.



Sunday shooting at best weather near Pavlov...



## CUSTOM CHROME EUROPE FILM CREW

As in the last years, CCE filmed the 2017 clip with own staff and friends, Marcus Kalle“ Arnoldy rolling the action cameras (and drone), Motographer“ Horst Roesler the static ones (and the locations and photography). Simone Messer and Merve Özdog of CCE created the „At Night“ move while Marcel Masaryk and wife Eva were „dragged“ into the filming, as were previous sales reps which played leading roles in „Sexy Thing“, „This Is“ and the Italo-Western „Ride Unrivaled“. Andreas Scholz, Axel Scherer and Stefan Willem rode „Hollister“, „Spyke“ and „Thunderbolt“ in the film sequences, Simone Messer als acting as „house dragon“ quite professionally. Quite unlike compared to her day job, where she is patient and nice to the clients.

Discussing a riding sequence: Marcus Kalle“ Arnoldy







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## Custom Chrome Europe's 2017 Music Video Shooting

„At Night“ is the new 2017 music video clip presenting the 2017 „Ride Unrivalled“ custombikes which have been built by German customizers for Custom Chrome Europe. As in previous years, Custom Chrome Europe has commissioned a completely new line-up of 5 top motorcycles that range from Sportster to Tourer and will cover most current Harley-Davidson model lines, adding another Indian Custom to the line-up! Studio, outdoor and riding images are made and continuously updated during the season! This feature tells the „behind the scenes“ story of the „At

Night“ filming and shooting that took place around Pasohlavky during and inbetween the 2017 EURO BIKE FEST and the SUPERRALLY, that followed one week later at the same location, Merkur Campground in Pasohlavky, Southern Moravia.

This feature includes riding and action shots, as well as a short introduction of the five participating bikes. Check out the video & song „At Night“ yourself on [www.custom-chrome-europe.com](http://www.custom-chrome-europe.com), facebook or youtube!

**TEXTE OPTIONAL IN DEUTSCH**

**TEXTS OPTIONAL IN ENGLISH**



## COVER OPTIONS



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1\_Sat\_Eva2\_0006.jpg



1\_Sat\_Eva2\_0035.jpg

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## COVER OPTIONS



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3\_Sun\_ride\_0016.jpg

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## COVER OPTIONS



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