

REAL OUTLAWS





**WHEN
THEY
LEFT THE
TOWN...**







CHAPTER HOLLAND

Like Hells Angels they are organized in chapters. There is a chapter Switzerland and there is also the awesome chapter The Netherlands, sometimes seen on orange wooden shoes.



EMPTY

BANKS

If those thousands of outlaws have spread all over town, no bank is safe! If citizens need money, they visit the ATM-machines very early in the morning, to avoid the long queues.



MORE POLICE

Plenty of tough cops keep the main roads of the town clean and safe. They are also very helpfull when a bike has catched some scratches and paperwork is needed for the insurance company.



FREE CAMPING

They never liked nature very much, so out-laws use local lodges and bed and breakfast facilities, meant for honest holidaymakers.



LONG RIDERS

When outlaws hit the road, they really hit the road hard. Members of the Bavarian (German) chapter even use trailers to reach their far away destiny. Or campers.





FOR FREE

Part of outlaw culture: never pay anything for nothing. So shopping means: give citizens a look at those nasty helmets on the outlaw market so they can touch hell, like they touch the head of a newborn baby.



FAST FOOD

After having extreme sex parties all night it is time to eat. Outlaws have learned it the hard way and settle down at restaurants with the most exclusive shellfish menu.





FEEL

FREE

Not all outlaws got the message. Today you must wear a helmet. Still you find some rare exceptions that are far too young to have had the Easy Rider poster in their bedrooms, like real outlaws had, when they were a kid and dreaming of freedom.



NO CHEAP MEAT

There is always a price you have to pay for being an outlaw. A new Harley Davidson bike will cost you approx. 25.000 euro's. Luckily the Baby Boom Generation, now retiring, is the richest generation that ever lived on earth.



THE GATHERING

These images of real outlaws were shot in June 2012 in Cascais, Portugal, during the 21st gathering of all European chapters of the Harley Owners Group, the largest factory sponsored motorcycle club in the world. The club claims to have a million members.

PRODUCED BY



The Dutch Magazine on Sustainable Business presents Best Practices in the field of sustainability. So far Harley Davidson has not presented any eco-friendly electric bikes. They consider it...

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