PRESS RELEASE



PANACHE

After many months of hard work, discussions and reflections, we are proud to finally present our latest build, SMAUG.



A Rare Model...

It was in 1975, to meet the American demand, that the Japanese constructor Yamaha started thinking about the XS 360 model. Tired of two stroke engines, the United States began to turn to four stroke engines, less efficient but cheaper and more reliable.

The XS 360 thus became one of Yamaha's first motorcycle to be equipped of a four stroke engine, with alloy rims and rear disc brake (unlike its big sister, the XS 400, which had to settle for a drum in back).

Its commercialization began in 1977 and lasted only for a year, quickly giving way to the XS 400, deemed more powerful.

Today, it has become an increasingly rare model and that is one of the reasons why our client chose it as a working base.

We found this XS 360 in the surroundings of Stuttgart, Germany.

Faithful to the reputation according to which Germans pay particular attention to the maintenance of their machines, this bike had around 40,000 km, ran perfectly, was in excellent condition, and passed its technical control without any faults. Brought Up to Date



Modifications

- Double front brake rotors
- HEL Performance steel braided brake lines
- Brembo front master cylinder (16mm)
- Aluminum custom rear master cylinder tank
- YSS progressive fork springs
- Hagon rear shocks adjustable in preload and compression/rebound
- TRW-Lucas handlebar
- Biltwell grips and throttle
- LED lighting (brake lights, turn signals)
- Antigravity lithium battery
- Elektronik Sachse MHP regulator/rectifier for lithium batteries

Modifications

- Configurable Motogadget M-Unit Bluetooth
- Motogadget control buttons
- Motogadget Motoscope Mini Speedometer
- Metzeler Perfect ME77 tires
- Mikuni carburetors with sprinkler kit
- Uni air filters
- Handmade and powder coated license plate holder
- Handmade and powder coated side plates
- Custom seat
- Motogadget polished aluminum mirrors
- Frame, swingarm, fork legs, rims, side stand, electronics box and various parts are sanded and powder coated





For this project, we focused on strengthening our brand identity, following our first highly regarded build, FALKOR. Creating a sleek design and a prestigious feel are what we endeavor to do in every project we tackle.

This time, we turned ourselves to the world of watchmaking and found what would become our main inspiration.

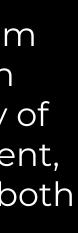
Mechanical movement watches and motorcycles are two worlds that nourish a common passion for precision mechanics and express a perpetual desire to push the limits of technical and aesthetic innovation.

Our inspiration comes from the Rolex manufacture and its legendary reputation. Particularly sensitive to special characteristics in the models, we found the perfect timepiece: the Daytona 16523 Zenith phase 2 produced between 1988 and 2000.

This iconic model draws its inspiration from the famous American Daytona 500 race in Miami. Its movement has the particularity of being associated with the Zenith movement, renowned at the time as one of the best, both for its precision and its durability.

The idea of combining a reliable technology (Zenith) to a more modern case (Rolex) immediately resonated with us.

In addition, the gold/steel configuration of this 90s model, with its black dial, was remarkably attractive at the time. This perfectly fit the characteristics we wanted to give our bike.









SMAUG

The last step in our process is the naming of our builds. We see it as a way to bring them alive before letting them go.

We wanted this project to be a continuation of our mythological dragon series launched with our previous XS 360 project FALKOR.

In our minds, the most dark, fierce yet graceful dragon is found in J.R.R. Tolkien's « The Hobbit » masterpiece: SMAUG.

Parallels between the beast and the XS are numerous...

The dragon is described as being strong, the most powerful of its time. When the XS 360 was released, it was the symbol of a renewal at Yamaha since it was among their first motorcycles to be equipped with a four-stroke engine.

The creature, presented as the last of its breed, also embodies the idea of temptation and greed, resting on and protecting its mountains of gold. Although he is portrayed as fierce, he has a sophisticated intelligence, using manipulation before physical strength.

This personality perfectly matches the machine we created, with its deep exhaust note, retro rugged character combined with modern technologies and sleek design. Thus, the legend of "Smaug the cunning » spreads a little more throughout our motorcycle...

For any inquiries feel free to get in touch !

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