

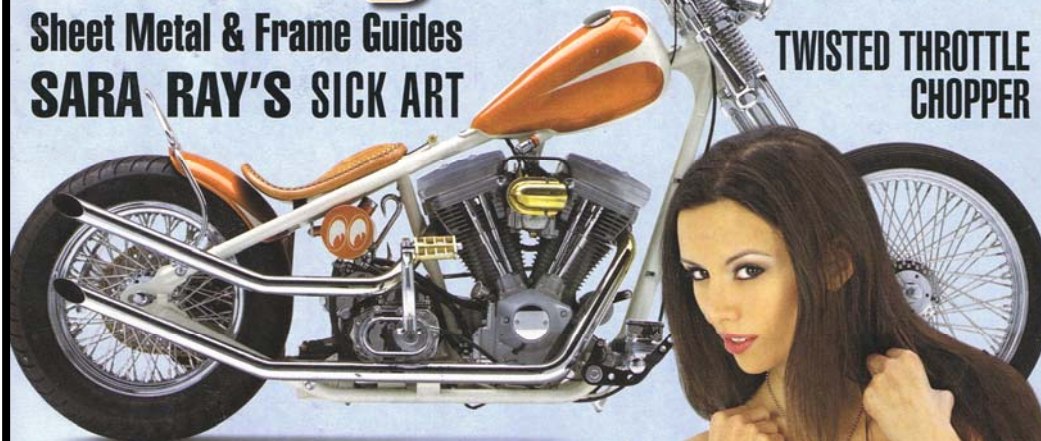
World's Largest-Selling Motorcycle Magazine For Men

428 • February 2009

Easyriders

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Second Chance Shovel

Jeff Cochran's Gold Label Chopper

In 2002 Jeff Cochran teamed up with longtime bike building buddy Donny Loos to create the enterprise known as Sucker Punch Sallys, now operating out of several locations including a pair of 16,000-square-foot facilities in Scottsdale, Arizona. Jeff's motorcycle DNA stretches back three generations, thus he tends to express a classic inclination in his award-winning choppers, like the Second Chance Shovel seen here.

Says Jeff, "I built this for a customer about three years ago, and it got ridden pretty much into the ground. Let's just say it was well used. We were able to buy it back and built a whole new bike, way different than the original. The motiva-

tion was the Easyriders Bike Show just then coming up, and I figured this would be the project for it. It turned out way better the second time around—better because it got personal."

That motor started out as a 74 pan but was made into 80 inches, built in-house at Sucker Punch with S&S cases, both the first go-around and then in the bike's second incarnation. Says Jeff, "We retrued the flywheels and rebuilt the whole motor back to better than new."

It got a new look as well. Checking out the skyscraping apehangers you notice perched atop the bars what look like brake reservoirs. It turns out they're high-tech Super Moto units. Says Jeff,



"They're high pressure and help make for really good brakes since we teamed them up with the PM hydraulic brake. They're also gold anodized and look really cool in the process. The Super Moto thing is also seen in the rear 17-inch wheel we used."

As for the unusual tank, it's a bit of an unknown, an old piece that a friend dropped off as a present one day at the shop. It had been lying on Jeff's shelf until its time came to be fitted on the shovel after being painted in a '60s look gold by Brandon Armstrong. That item seen protruding above the tank is a small crown custom-made by hot rod specialist Greg Westbury and which Jeff then welded to the tank. The seat is a hand-tooled saddle custom fashioned by Dave Theobald while Jeff hand bent the set of pipes that, thanks to the pan's hot camshaft, make very distinctive "cammy" music. Jeff also had the rear fender chromed and then hand fashioned the struts that attach via a bracket mounted behind the seat. "You can stand on that

fender," Jeff says, "it's really strong."

Asked to describe the bike's style, Jeff ponders a moment then says, "It's really sleek and agile and runs really strong. With the Super Moto touches and the 17-inch wheel on the back, basically my trademark stuff, I guess you could say the bike's one of my personal pieces. It also goes back to the illustrations of choppers created by Dave Mann that I'd seen over the years in *Easyriders*. As a kid I had his posters all over my room. I think he would have liked this bike."

—Paul Garson





Owner: Jeff Cochran
City: Cleveland, Ohio

GENERAL

Designer: Jeff Cochran
Fabrication: Jeff Cochran
Year/make: 2005 Custom
Model: Sucker Punch Shovel
Assembly: Jeff
Time: four weeks
Chroming: Browns

ENGINE

Year: 2008 Sucker Punch Shovel
Rebuilder: Danny Loos/
Dave Schrand
Displacement: 80 cubic inches
Cam: Sifton
Ignition: points
Pistons: Drag Specialties
Heads: H-D
Lifters: H-D
Carb(s): S&S Super E
Air cleaner: S&S
Pipes: Jeff Cochran

TRANSMISSION

Make: H-D
Year: 2007

PAINTING

Painter: Brandon Armstrong
Type/color: House of Kolor/gold
Special paint: Brandon

FRAME

Year: 2005
Builder: Sucker Punch
Rake: 30 degrees
Stretch: stock
Shocks: none

ACCESSORIES

Bars: apehangers/G.S. Morse risers
Handlebar controls: Super Moto
Fenders: Russ Wernimont
Headlight: CCI
Taillight: bright
Front pegs: Sucker Punch
Rear pegs: no
Electrics: Sucker Punch
Gas tank: Jeff
Oil tank: horseshoe
Oil system: H-D
Seat: Dave Theobald
Grips: Jeff

FORKS

Type: Wide Glide
Extension: under
Builder: H-D/Sucker Punch

WHEELS

Size: 21-inch front/
17-inch rear
Wheels: spoke
Tires: Avon front, Dunlop rear
Brakes: Lima
Photos: Monroe Lichter
Contact: Sucker Punch Sallys
484-778-9540
www.suckerpunchsallys.com