



Case Study: Kuryakyn

Growing Business through Design

A paramount partnership
**with one of the largest
producers of aftermarket
motorcycle parts.**

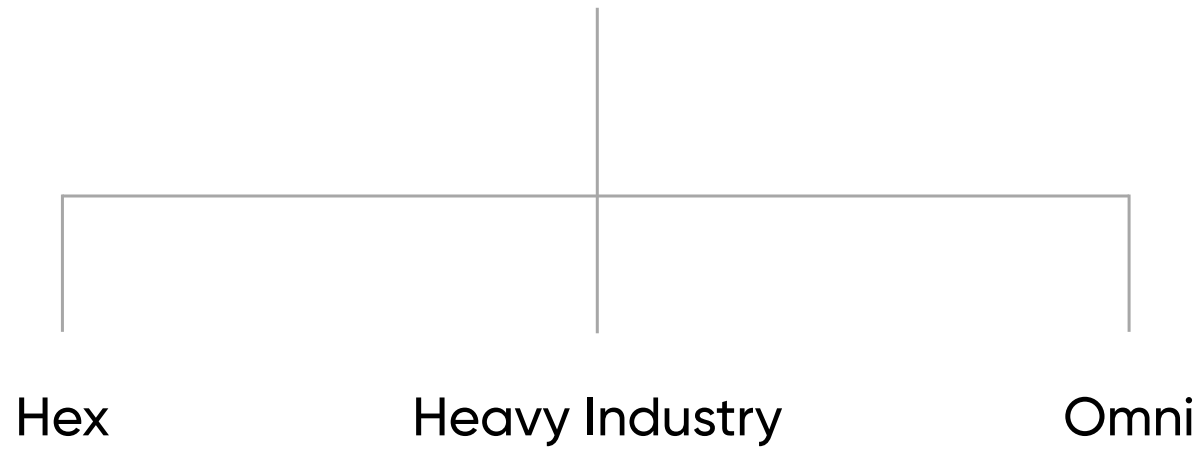
A motorcycle isn't simply a means of transportation for some people, it's a representation of that person's individual identity. This is why we were so inspired to work with Kuryakyn and create innovative products that enhance the overall experience of the motorcycle enthusiast.

Services

Market Research
Industrial Design
Concept Development
Mechanical Design
Product Innovation
Prototyping
2D/3D Renderings



KURYAKYN 



Hex

Sleek, fast and timeless.

Services

Industrial Design
Mechanical Design
Product Innovation
Prototyping

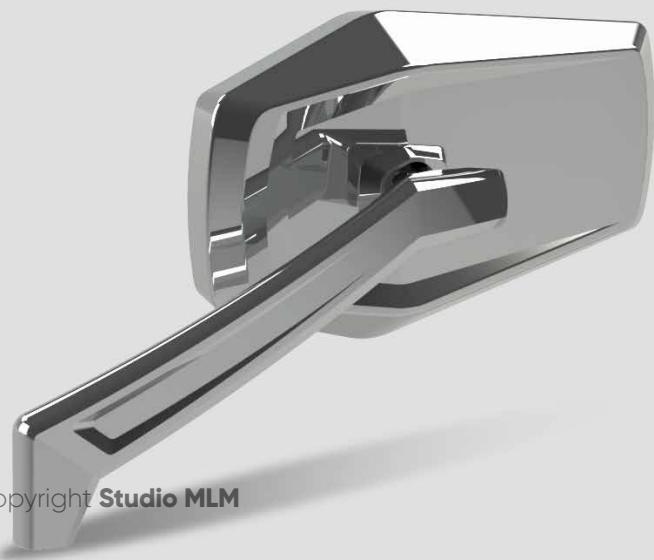
We worked with Kuryakyn to develop a geometric line of accessories for cruiser-style motorcycles. The goal of this series of hex bike accessories was to create a sleek and strong look. The line included mirrors, foot pegs, shifter pegs, FX brake pedal, FL brake pedal, floorboards, mini floorboards, switchblade foot peg, and handlebar grips.





MOTOR
HARLEY-DAVIDSON
CYCLES





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Heavy Industry

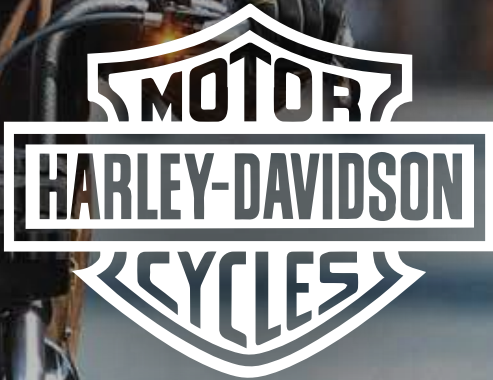
Rugged, edgy and modern.

Services

Industrial Design
Mechanical Design
Product Innovation
Prototyping

Studio MLM worked with Kuryakyn throughout the design process, providing concepts of innovation and functionality, as well as the end look of this series of rugged but elegant Heavy Industry bike accessories for cruiser-style motorcycles. The line included mirrors, foot pegs, shifter pegs, FX brake pedal, FL brake pedal, floorboards, mini floorboards, switchblade foot peg, and handlebar grips.







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Omni

Next gen riders, next gen design.

Services

Industrial Design
Mechanical Design
Product Innovation
Prototyping

MLM worked with Kuryakyn to develop a number of aftermarket accessories for the new Honda Goldwing. The new generation of the Goldwing is a sleek and aggressive design compared to its predecessor so the need for a line of accessories to match was vital to carrying out the integrity of the bike.





Process

Pushing the boundaries for a new market.

We took the Honda Goldwing's new age features into account when developing designs for this next generation of Honda cycles. We sought to exhibit the same modern and streamlined appearance

throughout the design process. We provided Kuryakyn with both concepts of innovation and functionality to outfit the entire bike for the next generation of riders.



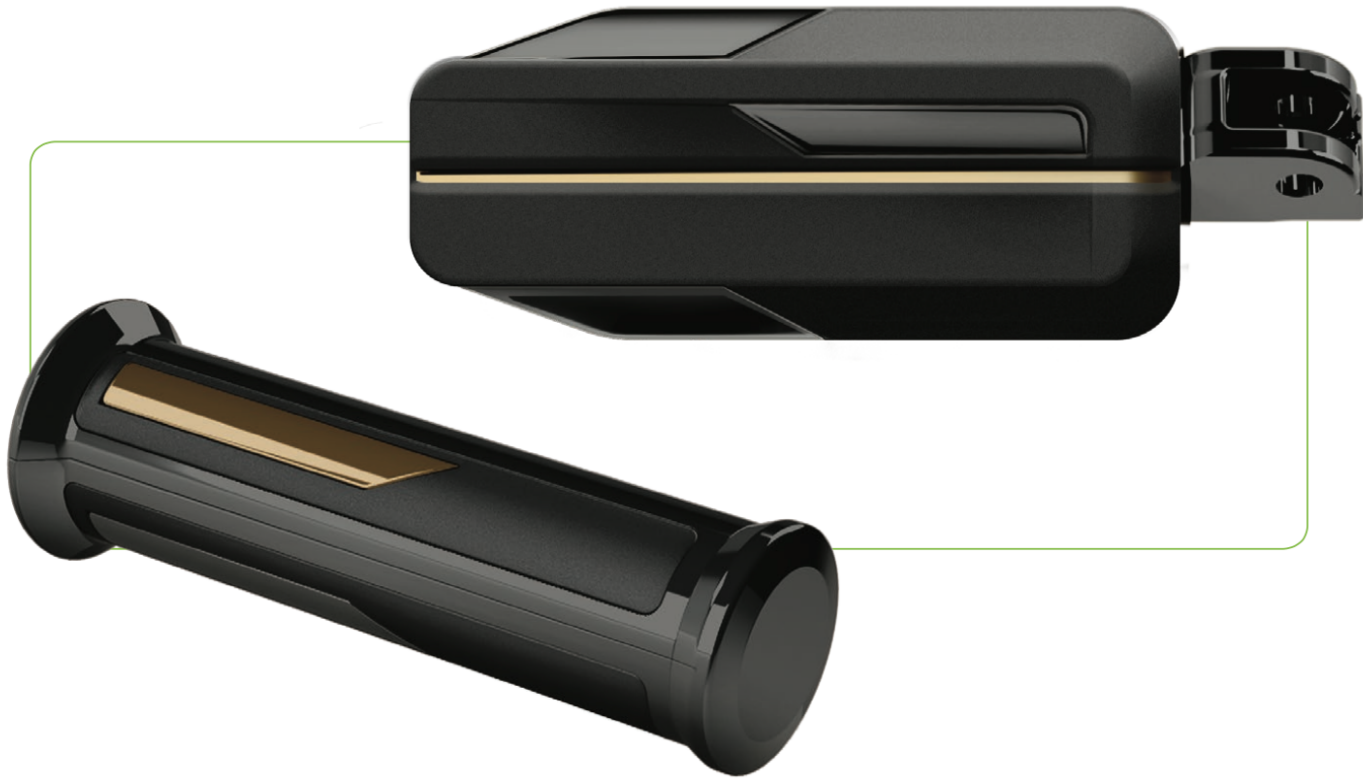
Honda Goldwing
*Previous Style (2001-2017)



Honda Goldwing
*New Style (2018-Current)



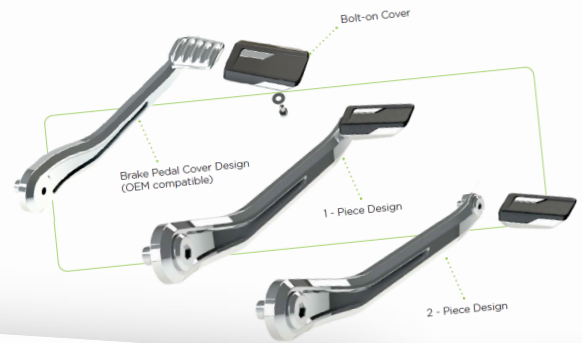




Goldwing | Front End Covers - Chrome



KURYAKYN | 2018 Goldwing | Break Side Controls | Break Arm Concepts



KURYAKYN | 2018 Goldwing | Passenger Armrest | Concept 2



KURYAKYN | 2018 Goldwing | Clutch Side Controls | Exploded



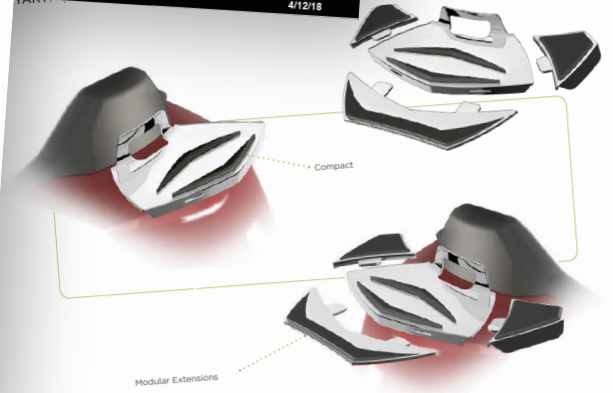
KURYAKYN | 2018 Goldwing | Engine/Tranny/Boomerang - Concept 3 - Black



Goldwing | Clutch Side Controls

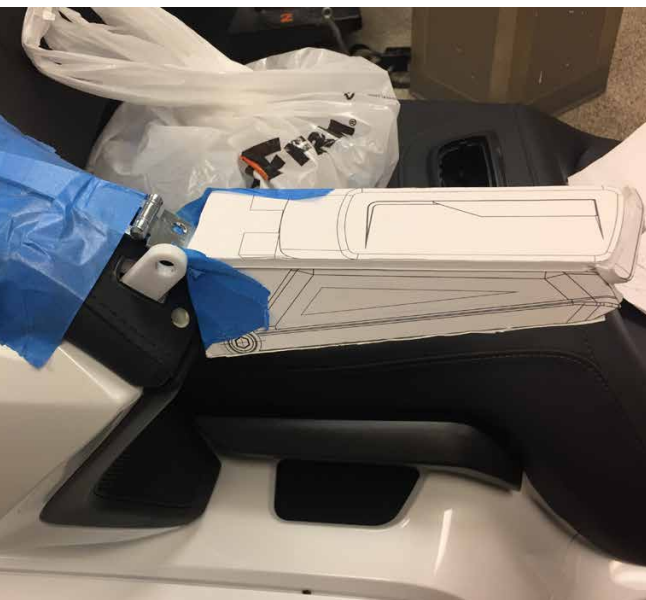


KURYAKYN | 2018 Goldwing | Clutch Side Controls | Modular

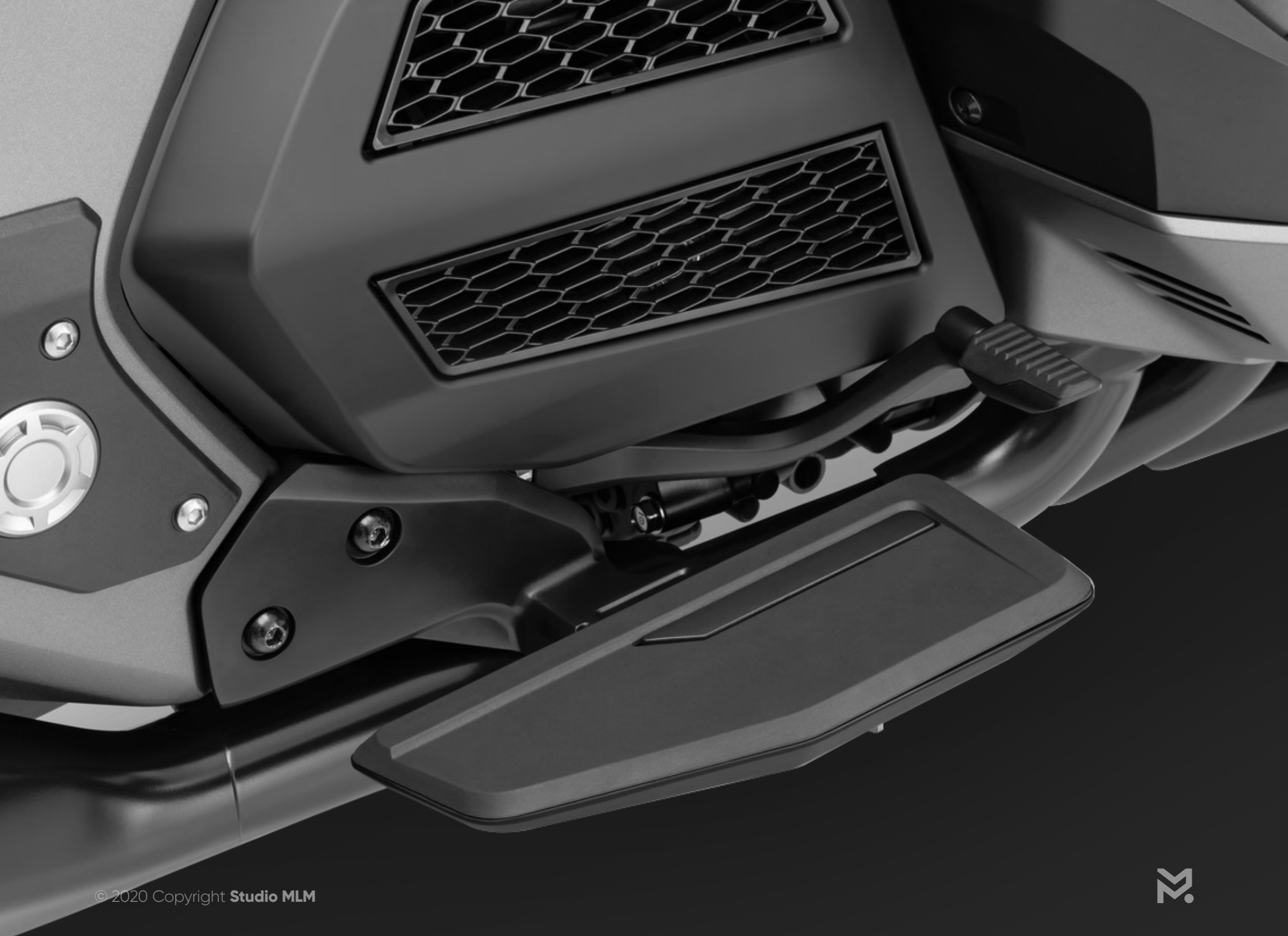


KURYAKYN | 2018 Goldwing | Clamshell Grip | Concept 4















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Let's Grow Together!

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