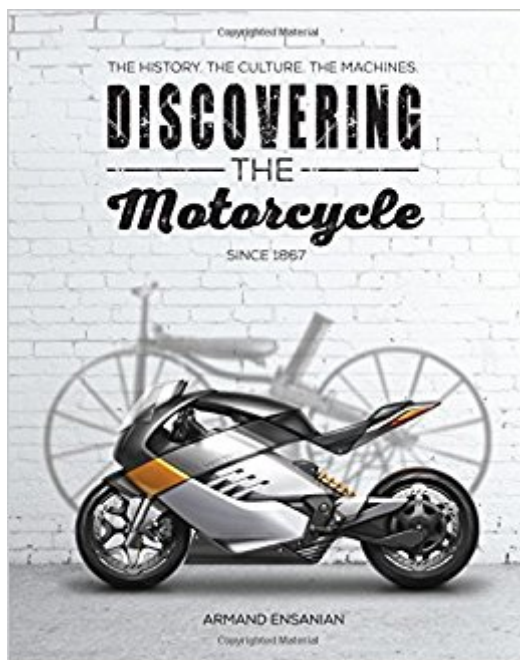


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# Discovering The Motorcycle: The History. The Culture. The Machines.



## Synopsis

Discovering the Motorcycle is an extraordinary history of motorcycling from 1867 to the present. Each of the 12 chapters of this remarkable 510 page book is devoted to a major aspect of motorcycling; ranging from historical discussions of the machines that lead the way to today's modern sportsbikes, to vintage classics, choppers and bobbers, off-road machines, cafe racers, touring bikes, customs, a history of motorcycle racing, electric motorcycles, the motorcycle's impact on society, and great motorcycle museums. The book honors motorcycling's great makes, with over 1,000 photographs and illustrations. A special chapter is devoted to the four-hundred-year history of the engine. This book is an ideal addition to any motorsport enthusiast's library, and makes a perfect gift for the motorcycle enthusiast.

## Book Information

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## Customer Reviews

If Bruce Brown's classic motorcycle film *On any Sunday* were done in book form, it might come out something like Armand Ensanian's new book, *Discovering the Motorcycle*. That is not to suggest the book is a derivative of the film; rather it is to say that just as Brown's movie brings you into the range of motorcycling's many nuances, so does *Discovering the Motorcycle*. Indeed, the book may take you further into the sport than the movie did, particularly since it takes you from its earliest days to the cutting edge of the sport today. Whether you're relatively new to the world of motorcycling or you're an old hand, *Discovering the Motorcycle* will show you some things you probably haven't seen before. The quality of

the book's content is further enhanced by an insightful foreword by Richard Backus, Editor-in-Chief of *Motorcycle Classics* magazine. When you consider the breadth of the subject, and depth of its history, Ensanian deserves a lot of credit for even making the attempt to cover it at all, but given the excellent job he did, he deserves a standing

O.--UltimateMotorcycling.com

review: [ultimatemotorcycling.com/2016/11/22/discovering-motorcycle-armand-ensanian-review-riders-library/](http://ultimatemotorcycling.com/2016/11/22/discovering-motorcycle-armand-ensanian-review-riders-library/) Almost all great motorcycle books focus on one unique theme, topic or brand. Just released, *Discovering the Motorcycle* is an exception. It's a rather complete overview and history of motorcycling since the late 1800's to today. Author Armand Ensanian devoted more than 5 years of his life to compile info, write and photograph such a reflective journey. The result is a 510-page full color book featuring more than 1000 photos explaining and illustrating the vast world of motorcycling, its history, social impact and how these machines are built and function. *Discovering the Motorcycle* includes 12 main chapters, each devoted to a major aspect of motorcycling. From historical discussions of the machines that lead the way to today's modern sport bikes, to vintage and classics, to choppers and bobbers, to off-road machines and touring machines, to one-off customs, to racing and new electric motorcycles, to bike events and motorcycle museums.--Cyril Huze Blog - World's Number One Magazine for Custom Motorcycle - News Post- Nov. 28, 2016

Full review: [cyrilhuzeblog.com/2016/11/25/christmas-gift-discovering-the-motorcycle-the-history-the-culture-the-machines/](http://cyrilhuzeblog.com/2016/11/25/christmas-gift-discovering-the-motorcycle-the-history-the-culture-the-machines/) Full disclosure: I have some personal involvement in Armand Ensanian's impressive new book, *Discovering the Motorcycle: The History. The Culture. The Machines*. Since 1867. I first spoke with Armand sometime in mid-2015, when he called asking if I'd be willing to spend some time talking with him about a book he was writing about motorcycles and the history of motorcycling. His proposal was ambitious. He didn't want to just explore a corner of motorcycling; he wanted to explore the entire universe of motorcycling, from its history to its culture to the machines themselves. I have to admit that I listened with a bit of skepticism as he laid out his planned book, because while he had experience in the publishing world, he'd certainly never done anything like this. The almost encyclopedic tome he proposed was no small project. Acquiring and parsing the necessary information was in itself a formidable task; pulling it together in a compelling and coherent way that will draw new and long-time riders -- and perhaps more importantly, non-riders -- to its pages quite another. I've fielded more than a few calls from would-be book authors, but Armand was different, his enthusiasm and love for motorcycles and motorcycling approachable and clear. Before I knew it, I had agreed to

review his manuscript for publication and write its foreword. When Armand sent me an early version of the manuscript to review, it became clear just how serious he was about making this book a reality and just how capable he was of seeing that reality through. What follows is my foreword for Armand's book. While not a typical review, it expresses, I hope, my appreciation for what Armand has done, self-funded, working basically alone and without the benefit of a supportive publisher. --*Richard Backus, Editor-in-Chief, Motorcycle Classics* "An unwavering enthusiasm for the value of the motorcycle, for its contributions to us individually and culturally, underpins every page of *Discovering the Motorcycle*. A celebration of every aspect of motorcycling, from why we ride to what we ride, from where we started to where we're going, it's a book only an enthusiast could have written." --*Richard Backus, Editor-in-Chief, Motorcycle Classics*

Motorcycling brings so much happiness to so many people. Despite some cultural biases, it is becoming more popular than ever. It is a joy to see so many people engaging in this sport as a means of recreation, escape, and search for meaning. In writing *Discovering the Motorcycle* I met scores of motorcyclists, writers, mechanics, and bike builders that shared their stories as to how motorcycling has changed their lives. Telling their stories in special sections of the book brought me the most satisfaction.

And I thought I knew so much about bikes. This book is teaching me so much more, thanks for your effort.

Outstanding

This is a beautiful book. I feel like the general perception is that motorcycling is a male dominated sport, however, the author has shown how women have really pushed the sport forward and has featured some very exciting and powerful women past and present.

History, culture and expert technical information brilliantly laid out in one fun to read package.

Review from UltimateMotorcycling.com Reader's Library: If Bruce Brown's classic motorcycle film *On any Sunday* were done in book form, it might come out something like Armand Ensanian's new book, *Discovering the Motorcycle*. That is not to suggest the book is a

derivative of the film; rather it is to say that just as Brown's movie brings you into the range of motorcycling's many nuances, so does *Discovering the Motorcycle*. Indeed, the book may take you further into the sport than the movie did, particularly since it takes you from its earliest days to the cutting edge of the sport today. Whether you're relatively new to the world of motorcycling or you're an old hand, *Discovering the Motorcycle* will show you some things you probably haven't seen before. The quality of the book's content is further enhanced by an insightful foreword by Richard Backus, Editor-in-Chief of *Motorcycle Classics* magazine. When you consider the breadth of the subject, and depth of its history, Ensanian deserves a lot of credit for even making the attempt to cover it at all, but given the excellent job he did, he deserves a standing O.....etc. Reviewed by Gary Ilminen

Lots of great pictures but categories are scattered and hard to follow. Not a good book for the seasoned enthusiast but better for a new rider. I would call it a coffee table book.

Brilliant book and I'm honoured to have five pages dedicated to me and my bikes :)

This book will teach you everything you need to know about nearly every facet of motorcycling. Truly thorough and passionately written. An awesome gift for people who want to learn more or deepen their knowledge.

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