



SHOP TALK

A few months back, William and I went to Cincinnati for the **V-Twin Expo**, and reported what fun we had seeing all the new innovations that were being shown there.

One of the most interesting was the show winner for a new product called the **ARSE System** by **Bulletproof Electronics** in Bradenton, FL.

Now I'll be the first to admit that the flyer featuring three beautiful babes that **Bulletproof** had on display caught my eye in the first place, but it's the absolute genius of the system that kept my attention. Basically ARSE is a keyless starting system for motorcycles. Imagine having a bike with the almost magical ability to sense it's owner and start only for him or her! Just sit down on the bike and hit the starter button and it goes.

But as **Nick Ramirez**, the engineer and designer of the system, and **Reed Mapes** the owner of the company tells us there is a lot going on to make this "keyless" system work the way it does. The "key" is a flexible card that you simply put in your wallet or pocket. These

transponder cards have multi-bit technology that allows for gazillions of combinations for security. There is a small chip about the size of a speck of pepper in the card. When the card comes within 12" of the antenna placed in the seat of the bike, the ARSE system sends a pulse out and charges the transponder, which in turn sends out a burst with the security code stored in the transponder card's circuitry. If this code matches the bike's ARSE system exactly, then it starts the bike. And it does all of this in thousandths of a second. So quickly it seems instantaneous!

Reed Mapes, who also owns **Ironworks Motorcycles**, first started discussing the need for better wiring and starting systems with **Nick** a couple of years ago, and their light controller and ARSE systems are the results of their desires to do things a better way.. Both of these unique systems use a ground based system rather than a positive base, so they are more reliable and have less shortage or electrical fires possible. It seems a rather obviously better system when you consider "shorts" are



contact between a positive charged line and ground and a ground based system wouldn't be capable of that!



There are a lot of features to both of the fine systems designed by *Bulletproof Electronics* which make them perfect for the new build. Imagine having a bike with absolutely no keyhole, you just sit and ride. Or to have all of your light controls and relays in one small box about the size of a deck of cards! All the relays for turn signals, brake lights that flash for more attention, headlight relays and all in one place instead of strung out throughout the bike! This picture shows how they have the units placed under the seat in their display bike, and what a small space they units take!

We are proud to say that we will be talking more about their light systems and *the Ironworks Motorcycle Company*

in our next issue when Reed and Nick are our featured cover story. But the story this month is about the electronic marvel, *the ARSE System*. Since it's introduction and award winning showing at the **V-Twin Expo**, this incredible unit has been sold and installed in bikes all over the world! They have had orders from every corner of the globe. This system is more than a show winner, it's the best idea for motorcycle security and ease of use we've ever seen. I can't say enough good things about it, so you need to check it out for yourself. You can get more information on both of their incredible systems on their website [Bulletproof Electronics](http://BulletproofElectronics.com)