
The Lure of the Dirt

It's always been there.
The desire to cross far horizons.
Conquer distant hills. And somehow
the desire gets even stronger when
there's just no road available.

Getting into the dirt goes
back a long way.

To 1924, when a bunch of intrepid
British bikers held the "Southern Scott
Scramble" on Camberley Heath, the first
organized off-road event.

To America in the early 20's, when
on any Sunday, the gentleman biker took
his picnic basket and his girl-friend
and went hill-climbing. Sharing thrills.
Fun. The challenge of the dirt.

After World War II, the French
refined British scrambling a bit, and the
first moto-cross was held.

Off-road riding was really on
its way.

Clothes were rough and ready in the



beginning. Able to handle tough terrain,
just as they are now.

The innovations have just made it
better. You're protected in ways the
early scramblers would be amazed at.

All so you can do your dirt thing
just a little bit better.
