

The makers of Ecosse custom motorcycles, Don and Wendy Atchison, build their bikes to be the best. Their three models, the Heretic, the Iconoclast

and the Titanium series together explain the attitude that their bikes embody – and now, you can carry that attitude and power on your wrist. In the age-old tradition of pairing machines that growl with machines that tick, Ecosse has designed a watch that looks straight off the bike – the deep titanium casing and large, open face is like a glimpse inside one of their engines – and those engines aren't fooling around.

Based just outside of Denver, Ecosse Moto Works hand-builds each of their machines from the ground up, to the exact specifications of their owners. Open only to those who have made a deposit, their various high-profile enthusiasts fly in to choose their model, colors, finishes, and to be measured and fitted for their particular body type and riding position. The company's founder arrived at his design after a lifetime of riding: a dirt bike racer in his youth, he began riding Harley-Davidsons as an adult, and was frustrated by the compromises he was forced to make between comfort, style and

Ecosse Moto

speed. His first model, the Heretic, was so named because he threw off the strictures of traditional design and classification to create something new and very exciting. The response from those in the motorcycle world was tremendous, commending the attention to detail that made the bike an uncompromising visual and riding experience, combining the best elements of sport bikes and cruisers for the ultimate in comfort, speed, and style. Given these proclivities, it's no wonder that as the company grew and expanded, the newest models continued to build on that attention to de-

tail and functionality. The Titanium Series has a truly distinctive look, even beyond the customized nature of the Ecosse concept: the laser-cut logo badge, machined covers and filters, a telescoping kickstand and an intricately designed upper tree are working embellishments that add a whole lot of look.

Therefore, it's not that surprising that this was the bike that inspired the watch: the limited edition watch, made in partnership with French brand BRM, who is famed for doing these partnerships, is substantial yet streamlined, matching the titanium finish on the bike exactly. The sporty black rubber band is stitched in the same pattern as the soft leather seats of the bicycle, and the massive 48mm bezel looks plucked straight from the instrument panel. A lifelong watch enthusiast, the President, Designer and Chief Engineer Atchison is still as invested in every aspect of his work as he's ever been. He rides every one of the bikes and tries to personally deliver each finished motorcycle. "An extreme focus on customers is part of our mantra. I go over the bike with each new customer and they are given my cell phone number to contact me directly with any question – no matter how insignificant they think it might be. I want the Ecosse to truly be their go-to bike of choice." ■

