



ARCH MOTORCYCLE OFFICIALLY LAUNCHES NEW 1s MODEL

*The 1s Draws Influence from Cruiser and Street Sport Riding
for a Unique Motorcycle Experience that Defies Industry Categorization*

LOS ANGELES, CA. October 13, 2022 – [ARCH Motorcycle](#), the Los Angeles based bespoke production motorcycle company co-founded by Gard Hollinger and Keanu Reeves, today announced the **official launch of its new ARCH 1s** model. The 1s represents an evolution helping to define industry categories in the motorcycle world, mixing ARCH's one-of-a-kind performance cruiser formula with an aggressive riding position to create a Sport Cruiser.

The ARCH 1s is the official second offering from ARCH (following the acclaimed KRGT-1 model) and the company's first production single-sided swing-arm motorcycle. It also debuts new mid-controls for a more aggressive riding position and handling, while featuring the 124ci, high-torque ARCH/S&S V-twin downdraft fuel injected engine, complemented by an ARCH designed exhaust system, and a carbon fiber fuel cell integrating the air intake and filtration system.

View the new ARCH 1s motorcycle in action [HERE](#).

"We're very excited to officially introduce the new ARCH 1s. With the help of our entire team and many amazing partners, we believe we've crafted something truly special for riders to experience and are proud to finally see it out there on the road," said Gard Hollinger, co-founder, and design director of ARCH Motorcycle. "The 1s beautifully merges American cruiser-inspired elegance and race-inspired performance – a concept we've worked to design, build, test, refine, and deliver since its initial reveal. I'm proud and honored that we have this opportunity to share the new 1s model with the world."

ARCH co-founder Keanu Reeves added: "We just celebrated our 10th Anniversary as a company this past year, yet it feels like only yesterday that I put forth the idea of starting a motorcycle company with Gard. It is incredible to see how far we've come in such a short period – from the KRGT-1's amazing reception to the new 1s as our second model. And that's a real testament to our talented design and build teams and their ability to produce something that fulfills ARCH's ambitions for what a motorcycle company can bring in architecture, style, elegance, and overall experience."

The ARCH experience includes a bespoke, handcrafted approach across their motorcycle lineup. All owners are met with directly to ensure their bike's design and ergonomics are tailored accordingly.

Orders for the new ARCH 1s are now available for riders nationwide at the price of \$128,000 per build. For inquiries, please visit: www.archmotorcycle.com/contact.

More information on the new ARCH 1s and ARCH Motorcycle's bespoke production motorcycle lineup are available at www.archmotorcycle.com. The ARCH press kit is [available here](#).

ABOUT ARCH MOTORCYCLE

ARCH Motorcycle is a boutique manufacturer co-founded by Gard Hollinger and Keanu Reeves that produces bespoke production motorcycles in their state-of-the-art, Los Angeles area factory. ARCH creates over 200 unique parts in-house, which are proprietary to the currently available ARCH KRGT-1 and ARCH 1s, as well as their upcoming ARCH Method 143 model. Designer and builder Gard Hollinger oversees a seasoned staff of devoted craftsmen who hand-assemble each unit to meet their client's ergonomic and aesthetic preferences. ARCH Motorcycle delivers an unrivalled riding and ownership experience through an obsession for innovative design, engineering excellence, and dedication to the rider.

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