



PRESS KIT – FREEDOM (EN)

Builder: Malparidos Sàrl – Switzerland – MPRDS Customs

Motorcycle: Harley-Davidson Dyna Street Bob - 2007

Project Name: Freedom

Quiet Elegance. Real Performance.

This Dyna Street Bob was not built to stand out.
It was built to be understood.

Originally created in 2020 as a radical Californian Clubstyle build—unconventional, uncompromising, deliberately extreme—this motorcycle has followed a natural and conscious evolution. As the bike evolved, so did Malparidos. The brand grew, refined its direction, and gained clarity. Choices became more precise. The vision matured.

The original version of this Dyna was selected among the **Top 20 Bikes at Motor Bike Expo Verona in 2023**, marking an important milestone in its journey. Rather than freezing the project at that point, Malparidos chose to continue evolving it—simplifying, refining, and rebalancing the motorcycle in line with a more intentional and mature philosophy.

Today, this Dyna represents the synthesis of that journey.

The current restyling follows a clear and conscious approach: **quiet elegance paired with functional performance**. It is a mature interpretation of Clubstyle, where every line is essential, every detail controlled, and every component chosen for a precise reason. Nothing is decorative. Nothing exists without function.

At the core of the project lies **Freedom**.

Not rebellion, independence.

The freedom to choose restraint over excess.

The freedom to build a motorcycle that responds only to balance, mechanical integrity, and riding sensation.

This philosophy is expressed not only in form, but also through a series of **hidden—and sometimes explicit—messages** scattered across the bike. Beyond the large *FREEDOM* logo on the fuel tank, personal statements appear quietly, almost privately:



“No one can rule your life” engraved on the inside of the right-hand guard. On the left, a tribute to creativity: *“Everything starts with a bit of color.”* Even the primary cover carries a deliberately confrontational phrase—raw, direct, unapologetic—serving not as provocation, but as a reminder to question authority and imposed limits. The most recent handmade inscription, written by Ari herself on the side cover, reads simply: *“Life is too short to waste.”*

These messages are not meant to shout.
They are meant to be discovered.

A subtle lace-like detail (*dentelle*) integrated into the logo recalls the original white and red striped design, created together with Ari’s mother. It serves as a quiet link to the past, a gesture of continuity and memory. For Ari’s mother, this bike is not just a machine—it is something she will remember with love. A symbol of **quiet elegance**.

This is Ari’s personal motorcycle—co-founder and owner of Malparidos. It is a direct expression of her mindset, shared with her husband and business partner: a vision built over time through experience, discipline, and conscious decisions. This Dyna is not a styling exercise. It is a lived motorcycle, evolving alongside the brand itself.

The project is also the result of authentic collaborations, born from long-standing relationships with partners, friends, and distributors who believed in Malparidos from the very beginning. From handcrafted work carried out in Switzerland to the graphic and paint development in collaboration with **Tody Design**, every element reflects trust, coherence, and shared values.

Performance is present—**real and restrained**. Power delivery is smooth and progressive, always controlled, never ostentatious. The sound follows the same philosophy: deep, precise, and measured. Always intentional. The **Malparidos MPRDS 2-in-1 exhaust system**, finished in mirror-polished stainless steel with dedicated heat shields, completes the balance between character, comfort, and real-world usability.

This motorcycle is fully street legal and road homologated.
It is not built for display. It is built to be ridden.

This Dyna is not designed to please everyone.
It is designed for those who understand that **true strength never needs to shout**.

Malparidos does not build motorcycles to follow trends.
It builds motorcycles to represent a vision.

Essential. Powerful. Free.



Technical Specifications

Paint & Graphics

- Friend and partner **Tody Design** (Switzerland)

Engine & Performance

- Stage 2 engine setup
- Zipper's Performance cams
- Fueling Oil Pump
- ThunderMax ECU
- Trask engine covers

Exhaust System

- Malparidos MPRDS 2-in-1 Exhaust System
- Euro 3 homologated
- Mirror-polished finish with heat shields

Wheels & Tires

- RevTech wheels
- Avon Cobra tires

Braking System

- Performance Machine calipers
- Galfer Wave brake discs
- Swiss-made brake lines
- Modified master cylinder for increased braking power (single-disc setup)

Suspension

- Öhlins rear shock absorbers
- Hyperpro progressive front fork springs with Speed Merchant adjuster

Front End & Bodywork

- RWD FXRT fairing



- Klock Werks windshield and headlight protection
- Plex Audio / Rockford sound system
- Dynamat insulation inside the fairing and rear speaker enclosures
- JW Speaker adaptive 7" LED headlight
- Kellermann turn signals (front and rear) – discreet and highly effective
- Rebuffini grips
- Memphis Shades hand guards
- Thrashin Supply perch clamps & master cylinder cover
- San Diego Customs primary cover

Controls & Ergonomics

- Adjustable 10" risers by **Vity's Design** (Made in Italy)
- Thrashin Supply high-bend handlebar
- Arlen Ness mirrors
- Rick's Performance adjustable levers

Instruments & Electronics

- Koso speedometer
- ThunderMax engine management system

Carbon & Special Parts

- Dash and side covers: **Lucas Carbon – Special Edition** (Made in Italy)

Partner & Distributor Components

- Foot pegs by Danish Motorcycle Parts (Denmark)
- Crash bar made in the UAE, provided by Clubstyle Dubai
- CSE branding presence on air filter

Seat & Finishing Touches

- Saddlemen custom SDC seat
- Grey Sheep Swiss-made license plate