



# AMERICAN MOTORCYCLE DEALER

THE ONLY MAGAZINE FOR THE WORLDWIDE V-TWIN PARTS, ACCESSORY AND PERFORMANCE INDUSTRY

## Survey reveals Harley dealer optimism with inventory in balance as sales and showroom traffic improve

**A**MD Magazine has partnered with Robert W. Baird, a Milwaukee, Wisconsin based financial research, wealth management and private equity investment business to further develop the Baird quarterly Harley dealer survey.

The AMD/Baird Survey will track key market benchmarks with authorized Harley dealers to provide a new and used motorcycle sales and business prospects key indicator monitor and trend tracker.

With recovery in the heavyweight sales sector in the US, and Harley themselves reporting improved sales and a return to growth in 2011, the latest Baird survey (covering January and early February this year) reported the dealers surveyed as indicating that sales of new Harley models for the first weeks of the year are running at some 30 percent up over 2011.

Dealers are reported as saying that they think inventory levels are about right, on average, but running at

around half the 2007 historic spring high of some 100 per dealer.

Dealers appear to have concerns about promotions, and some are worried that the focus on outreach is overlooking initiatives to excite the core market; with some indicating that with some help they could stand modestly increased inventory levels.

However, with pricing conditions remaining "stressed" (just over 37 percent of dealers said they are selling at or above MRSP) there appears to be some good news emerging in terms of credit, with only one out of ten of the dealers surveyed reporting any worsening in credit availability.

Some 62 percent of dealers said that customer traffic was either "as good or better than expected", with 74 percent saying that "new motorcycle retail sales were also at or above expected levels".

Dealers say that they currently expect overall retail sales of new motorcycles to show high single-digit growth in 2012, with none of those surveyed saying they expected 2012 to

be down on last year – a significant improvement on the 20 percent reporting further decline expectations for the year ahead as recently as November 2011.

Reactions to the launch of the 'Seventy-Two' and 'Softail-Slim' were mixed. While most dealers saw them as valuable showroom traffic drivers, many see pricing, styling and specification issues with them, pointing to other recent new model introductions (such as the Nightster, Cross-Bones and Zacker) as also having failed to meet expectations.

The next AMD/Baird Harley Dealer Survey will be in May, by which time the Motor Company's first quarter 2012 results will have been released. Dealers who would like to participate in future AMD/Baird surveys can e-mail AMD Magazine in order to receive a link to future online surveys.

Robert W. Baird is an employee owned business that was founded in 1919 with some \$84 billion of assets and funds under management.

APR 2012  
ISSUE #153



## V-TWIN EXPO 2012 Review

### INDUSTRY EXTRA



## PRODUCTS



Alexander Fetisov travelled from Moscow to Sturgis to compete in the World Championship of Custom Bike Building, taking with him a V-Rod engine wrapped in a stainless steel frame with adjustable geometry called 'Skywalker's Caddy'.  
More on pages 63-64...

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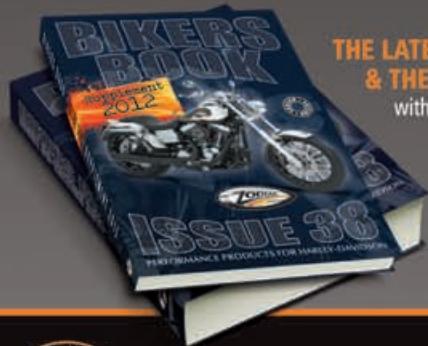
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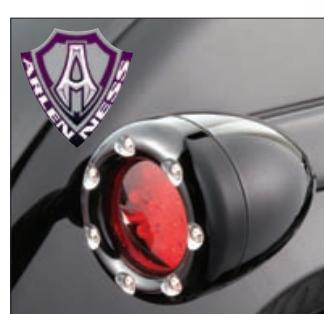


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# V-Twin industry is about specialty not scale

**N**O business expo project is perfect. Precious little in life ever can be. All commercial undertakings are a compromise between the needs of the customer and the needs of the supplier.

However, in the case of business expo projects, some can certainly come under the heading of 'bloody good', and in terms of delivering on its very straight forward premise, the V-Twin Expo at Cincinnati has consistently deserved to be regarded as delivering 'bloody well'.

That premise was underpinned by the specialty needs and lifestyle tastes of the riders whose preference is for the air-cooled custom-style v-twin experience over all other forms of powersports recreation.

That straight forward premise is one that is as valid today as it ever was. The specialty nature of the custom ownership and riding experience was not one that evolved from the growth in popularity of motorcycling from the early 1990's to the pre-recessionary peak seen around 2005 and 2006.

That growth phenomena affected all sectors of the powersports industry and was not a function of market sector specialty.

So why then is it now assumed by some that size matters for a project whose fundamentals are predicated on size never having mattered?

I am, of course, referring to the widespread and almost entirely ill-informed debate surrounding the future of the V-Twin Expo in relation to the theoretical and theoretically alternate business opportunity that Advanstar's 'Indy Dealer Expo' is said to offer the market's dealers and vendors.

In an ideal world no vendors or dealers with cross-platform business opportunities are going to welcome feeling the need to exhibit at or attend a second trade show in a month. But just as there is no perfect commercial undertaking of any kind, neither is the motorcycle industry an 'ideal world'.

**F**ar from placing a question mark over it, the fiasco that was the so-called v-twin sector specialty area at 'Indy', two weeks after the V-Twin Expo at Cincinnati has simply reinforced the strength of the two-show thesis.

Those who point to scale being a challenge to the viability of 'Cinci' are right to do so, of course they are – that is something that everybody in all sectors of the powersports industry is having to confront. But that is an entirely separate issue to its validity as a specialty showcase for a specialty market sector.

Let me state for the record quite clearly that my views about how 'Indy' served the v-twin sector this year are not based on personal experience.

After two decades attending or exhibiting at Advanstar's show I stopped doing so three years ago, so my views are based not on personal observation, prejudice or preference, but instead on a wholly more reliable and independent source – namely feedback from more than 30 v-twin and 'cross-over' vendors who did exhibit at 'Indy'.

Following 'Cinci', and in advance of 'Indy', I wrote to some 35 such vendors asking them if they'd do me the favour of letting me know what they thought about the Dealer Expo experience once they were back from the show.

Though not a scientifically robust survey as such, those I asked were respected long-term professionals who, under any circumstances, would be the kind of vendor community representatives whose views would be considered as having 'gravitas' as well as experience.

**N**one of them had a good word to say about what they saw of the show's latest gambit to win back the v-twin sector, however, of even greater concern, very few of them had very much positive to report about the show as a whole - which from the perspective of the long-term good-health of the wider motorcycle industry is even more alarming.

Indeed several made the point that far from the v-twin sector being in need of "rescue" from a failing specialty show, it would appear that it is the liquid-cooled and broader powersports markets that are entitled to have concerns about sector trade show effectiveness.

Some (a minority) of those who wrote back to me with 'cross-over' business interests said that they did think that they had probably "just about" made money by being there; but all expressed concern that attendance numbers and (above all) quality was way poorer than had historically been the case – an alarming outcome given the theoretical start of a recovery that is supposed to be underway – and that the post show press releases and reports that were appearing were "way wide of the mark", to quote

one correspondent.

As to the so-called major new specialty v-twin initiative, that appears to have crashed and burned spectacularly.

**H**aving exhibited at the V-Twin Expo two weeks earlier, you can read my feelings and observations about that show elsewhere in this edition of AMD Magazine, but if free hotel rooms to selected financially challenged exhibitors and clearly misleading pre and post event marketing and unrealistic promises are the benchmark against which the organizers of 'Indy' wish to be judged, then clearly they have cleared that low bar with ease.

What remains to be seen now is just how gullible the powersports industry is and just how shallow is the understanding of what is at the heart of the expo/attendee dynamic. My greatest fear would be that the juvenile stages of a return to some kind of market stability, or at best low single digit growth might fool certain people into thinking that there is opportunity, where in fact there is danger.

The danger is that vendor Dollar effectiveness gets sacrificed on the altar of corporate bonus targets, with the real losers being the very people that dealer show organizers and trade journal publishers are supposed to be helping to be winners.



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# New facility to open at Buffalo Chip

THE Sturgis Buffalo Chip, one of the major campgrounds and concert venues during the Sturgis Motorcycle Rally, has announced development of a new commercial and entertainment area, which will be known as the 'Crossroads at the Buffalo Chip'. The new development at the Buffalo Chip, which is located three miles outside of Sturgis, will provide visitors to the Chip with an area where they can see

vendors, purchase food and drinks, and hear music.

"There has long been a need for a complete motorcycle rally park with free admission that's easy to get to, provides access to industry displays and vendors and has ample and easily accessed free parking. It's been planned for years, and I am delighted that the Crossroads will be open during the 2012 Sturgis Rally," said Rod Woodruff, Sturgis Buffalo Chip



owner. "The Crossroads gives the Sturgis Rally visitor and general public the opportunity

to come to the Chip to look at custom bikes, shop, view new products, get motorcycle mechanic work done, enjoy good food, full bar service, live musical entertainment, and just hang out and meet some friends without having to pay an admission fee."

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## Baker relaunches website

BAKER Drivetrain has spent the past year working on technical and design revisions to its website and announced the newly revamped site at the annual V-Twin Expo in Cincinnati.

The impetus behind the site's redesign was to make it easier to use for both the company's dealers and customers. A major aspect of this ideal has been the inclusion of pictures and diagrams to illustrate the technical aspects of the firm's products.

The product lines themselves are now organized on the site by the same categorization as used in the latest print catalogs, i.e. by application type. They display on site via drop down menus that take users to product-specific pages.

Extensive technical details on each page lay out information such as gear ratios, the kind of metal used in its production, choices of case finish, and suggested product upgrades. Each product page includes additional new features like contact information, direct mail links, helpful downloads, and a dealer locator where retail customers can not only find their nearest Baker dealer, but also create a map to take them there with turn-by-turn directions.

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## Michael Licher announces theme for 2012 Sturgis exhibition

MICHAEL Licher's 2012 Motorcycles as Art exhibition at the Sturgis Buffalo Chip has been given the theme – Come Together, The Spirit of Born-Free.

For Come Together, The Spirit of Born-Free, Michael will be working with the creators of the Born-Free bike show, Grant Peterson and Mike Davis. Peterson, of Freedom Machinery and Accessories, and Davis, who runs Born Loser, started the ride-in Born-Free show in 2009 in Southern California, using the names from their businesses to give the show its title.

The plan was to make the Born-Free show a place for all like-minded people with a new way of looking at motorcycling to get together and express their shared ideas. By 2011, the show had grown from the original 200 bikes to 4,000 that were ridden not only from all over California, but



from all over the USA and Canada. Bikers that couldn't ride flew in from Europe, South America and Japan for the opportunity to meet old friends, make new friends and to be together for one day.

Now Michael Licher will curate an exhibition that takes the Born-Free show's spirit – a celebration of freedom of expression, contemporary

motorcycle design and the vision of today's most innovative artists and custom bike fabricators – and looks at what is behind the notion that motorcycle design is as much about the culture and times as it is about the machinery itself. It will do this by looking at an emerging movement within custom motorcycling.

"Over the last few years, custom bike building has been returning to its roots," explained Michael Licher. "Custom bike builders have been looking back to simpler times, to motorcycling in the 1950s - '70s for inspiration. They are back in their small garages all across America getting their bikes to work better, look better, and represent who they are. They work by themselves and they work with their best friends. This new breed of builder is acknowledging the styles of



the past as well as today's engineering innovations, and in doing this, they are breathing new life into old machines. Their creations reflect their personal stories, their friends and contemporary life they are part of. Paramount to all, they are building these bikes to ride – and they ride them hard."

Come Together, The Spirit of Born-Free exhibition will be open daily at the Sturgis Buffalo Chip from August 4th through to the 10th, 2:00pm to 10:00pm.

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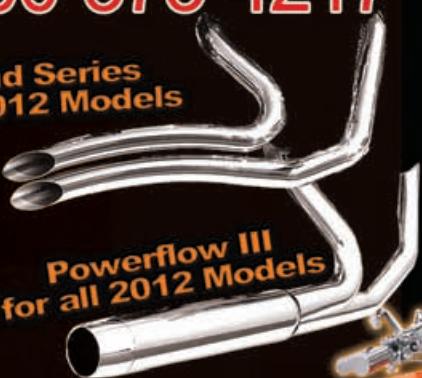


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# Seventy-Two & Slim from Harley

HARLEY-Davidson has released two new mid-season models for 2012. The new bikes the **Seventy-Two** and **Slim** are based on a Sportster and Softail respectively.

The Seventy-Two is based around the existing Dark Custom, but gains 'Hard Candy Big Red Flake' paint, ape hanger 'bars and narrow whitewall tires to create a bike that is reminiscent of the style of custom bikes built in the early '70s.

"In creating the Seventy-Two, we were inspired by the vibe of the early chopper era," says Frank Savage, Harley-Davidson Manager of Industrial Design. "Those bikes were colorful and chromed, but also narrow and stripped down to the essentials. You look at period examples and they are almost as simple as a bicycle. It's a custom style that's very particular to America and that California scene."

"It's time to make the engine the focal point of the motorcycle," said Harley-Davidson Senior Designer Casey Ketterhagen about the ideas behind the Slim, "so we put a Softail on a diet to get the proportions back

in check. Scale down the rear with a narrow tire and chopped fender and the heart of the bike, the motor, once again becomes the focus. We left a gap between the nose of the seat and tank, so the rider can see the top of the motor. I like to be able to look down and see what's moving me."

The stripped down styling of the bike is said to reflect the Bobbers built in the '50s and the iconic styling of the Softail silhouette.

To achieve the flake finish on the Seventy-Two, a black base coat is applied, followed by a polyurethane system that carries hexagon-shaped flakes that are more than seven times the diameter of metal flake used in typical production paint. Each flake is coated with a thin aluminum film and then tinted red. Four applications of clear coat, combined with hand-sanding, create a smooth finish over the flakes.

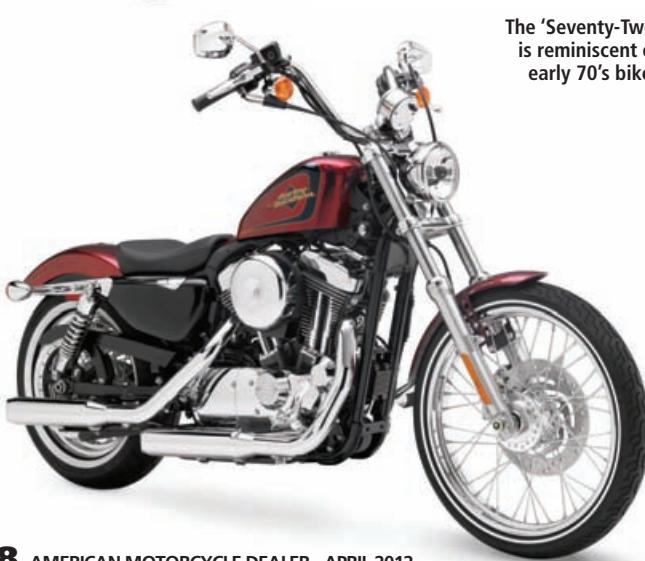
In keeping with the Seventies feel, a solo seat and side-mounted license plate are used to expose the chopped rear fender. The body work is completed with the addition of a classic Sportster 2.1-gallon 'Peanut'



The 'Slim' reflects the Bobbers built in the 50's



The 'Seventy-Two' is reminiscent of early 70's bikes



gas tank. To continue the period correct styling, the bike is fitted with Dunlop white wall 21in front and 16in rear tires on chrome spoked wheels, while the 10in ape hangers are mounted on 2in high risers. Further use of chrome is made with the 8in round air cleaner cover, staggered shorty dual exhaust with slash-cut mufflers, handlebar-mounted speedometer with chrome cup, chrome rear fender struts and chrome coil-over pre-load adjustable rear shocks.

With the Slim, the Motor Company has taken a completely different route, avoiding chrome as much as possible. The powertrain is finished with polished covers instead of chrome, and the black cylinders are left unhighlighted.

To get the stripped look and match the bike to its name the new model has combination stop/turn/tailights, a side-mounted license plate, and the rear fender struts are left uncovered, exposing the forged steel and fasteners. Towards the front of the bike a thin formed leather strap covers the fuel tank seam, and the FL front fender is trimmed to expose more of the tire.

"I'd personally like to strip the bike down even further," said

Ketterhagen, "but this is as far as we can go on a production model. The Slim is intended to be a direct interpretation of home-built customs of the 1940s and '50s, and we used a number of components that evoke that era, beginning with a Hollywood handlebar."

The Hollywood bar, identified by its wide bend and cross brace, was originally an accessory for Harley-Davidson models with a Springer fork. For the Slim, the cross-braced bar and louvered headlight nacelle are finished in gloss black. Other period styling cues include a gloss black 'cat's eye' tank console with a retro speedometer face, half-moon rider footboards, a round air cleaner cover, and gloss black wheel rims and hubs. The cover of the solo seat is stitched in a tuck-and-roll pattern.

"The seat really gives you the feeling of sitting in the bike, rather than on it," said Ketterhagen. "The bars are nice and low, too, so when you're riding you have an unobstructed view forward, which reinforces the idea that this is a very elemental motorcycle, a real back-to-basics ride."

[www.harley-davidson.com](http://www.harley-davidson.com)



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# Tucker Rocky creates Grateful Dead clothing

TUCKER Rocky has entered into an agreement with Grateful Dead Productions and Rhino Entertainment to release a range of apparel and accessories using Grateful Dead artwork under its River Road clothing brand. We are thrilled to partner with Grateful Dead, said Brent Ash,



River Road Brand Manager. Grateful Dead's iconic images provide us with an incredible opportunity to supply our dealer network exciting products that appeal to Dead fans with an interest in powersports.

We should thank our Grateful Dead fans, as it was their idea for us to create a collection of motorcycle apparel and accessories. We are excited to partner with Tucker Rocky on this collection, said Sara Nemerov, SVP, Consumer Products and Brand Licensing at Warner Music Group.

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## Mikuni 2012 catalog

MIKUNI has released the 2012 edition of its carburetor products catalog.

The latest issue of the company's carburetor catalog features its complete line of aftermarket performance carburetors, accessories, replacement parts and tuning components for racing and street motorcycles, alongside those for off-road, dirt bike, ATV, snowmobile and personal watercraft applications.

The full-color, 36-page publication covers Mikuni HSR, HS and RS and

flatslide, TM flatslide, VM round slide, BN and Super BN watercraft carburetors and pulse fuel pumps.

Included are complete replacement parts lists of each carburetor type with exploded view drawings.

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## PM custom finish options

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company's parts, its Contrast Cut finishes and its Ops two-tone finish can now be selected from a palate that includes gold, grey, green, pink, orange, red or blue. In addition there is the offer of multi-colored or camouflage finishes. The Performance Machine custom finish options can be applied to any PM wheels design and matching components including discs, belt sprockets, and Super Gas Faceplates.



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**V-Twin  
EXPO**  
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## Cincinnati, Ohio - February 4-6, 2012

With the custom v-twin and Harley-Davidson aftermarket eying a degree of recovery in 2012, vendors and dealers gathered at Cincinnati for the annual 'state-of-the-market' bellwether with cautious optimism and went back to their offices, factories, warehouses and shops after the weekend with realistic expectations for the year ahead ...

Words by Robin Bradley [robin@dealer-world.com](mailto:robin@dealer-world.com)

Pics by Duncan Moore [duncan@dealer-world.com](mailto:duncan@dealer-world.com)

**T**HERE have been so many false dawns in the past three years that market forecasting has become a crapshoot. It is thought to have been the legendary Nobel prize winning economist Milton Friedman who first joked that "Economists were invented to make weather forecasters look good".

As a champion of free trade, political non-interference, and the ability of businesses to respond to their economic environments if they are given the freedom to do so, he would no doubt have had plenty to say about how the confidence issues created in recent years by politicians, analysts and the media have conspired to destroy consumer demand and delay recovery.

However, with most exhibitors at the V-Twin Expo reporting that they did

better in 2011 than it was feared might be the case, it appears that the delays may be over and that this year might finally see some progress.

Such statements and analysis are always generalizations of course, and nobody should be thinking that the next few years are going to see a return to the kind of unsustainable double digit growth that the market took for granted before the credit crunch.

But on an average basis, and based on what vendors were saying to me at the show, it would appear that low-to-mid single digit growth should be the benchmark for most in the custom parts market this year.

There will be exceptions of course. There will be some businesses who have the right products at the right price, and brands that have been invested in and developed throughout the downturn doing a lot better than

that; equally there will be those who still have work to do to be able to emerge from their funk.

Mostly they will be the businesses whose growth had been leveraged on the 'builder-boom' that peaked in 2005/6, and whose opportunities to re-invent themselves have been squeezed by the double whammy of market oversupply and shortage of capital.

The primary factor that will make the market that we are now emerging into sustainable, will be replacement of dependency on big ticket items with staples.

Any market whose primary revenue streams are based on service and workshop activity is a sustainable market.

Any market whose primary revenue streams relate directly to the miles being ridden, rather than the credit being raised, is a market that has

realism stamped all over it.

This was the principal common denominator of the views that I heard from vendors at Cincinnati. That the market has now folded back in on itself in a good way, and that there is a realism and 'honesty' about what the V-Twin Expo show floor offers to dealers that simply wasn't there in the boom years and that now reflects the priorities and needs of sustainability for dealers and their customers.

Throughout the weekend the sustainability of the show itself and the impact of the 'Indy' Dealer Expo's latest gambit to woo back the hearts, minds and wallet books of the v-twin community two weeks later was a recurrent theme.

A theme that I debate in my 'Comment' column in this month's AMD Magazine, and not one that I intend to further visit here - excepting

**Continued on page 16 >>>**



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**TECHNO RESEARCH:** Alongside its established line of diagnostic packages the company is now also offering 'DirectLink' auto-tuning software for the EFI on all 2012 models; [www.technoresearch.com](http://www.technoresearch.com)



**ADJURE:** A full range of custom lighting options was on offer with headlamps ranging in diameter from 4½in through 5¾in and up to 7in with fitments available for 2012 FL models; [www.adjureinc.com](http://www.adjureinc.com)



**BAKER DRIVETRAIN:** Despite having a smaller booth at this year's V-Twin Expo the number of staff from the drivetrain authority remained the same as in previous years, and along with promoting the company's recently revamped website they were on hand to talk about the latest expanded oil pans, six- and seven-speed transmissions and clutch upgrades; [www.bakerdrivetrain.com](http://www.bakerdrivetrain.com)



**FEULING:** Luke Leatherman spent the Expo explaining how the business is moving on from producing oiling systems to the production of cams, cam chests and valve springs as it works towards being able to provide a complete valvetrain package; [www.feulingparts.com](http://www.feulingparts.com)



**LANDMARK MOTORCYCLE ACCESSORIES:** The company not only offers its spoked wheels with Diamondback multi-faceted stainless steel spokes, but also a line of matching pulleys; [www.landmarkmfg.com](http://www.landmarkmfg.com)



**JAMES GASKET:** Gasket sets are available for the vast majority of H-D engine applications including the K-Series, and many of the kits for later motors, including the company's proprietary MLS head gaskets; [www.jamesgaskets.com](http://www.jamesgaskets.com)



**ANDREWS PRODUCTS:** It is not only the accessory manufacturers who are responding to the increased interest in Baggies. Hard parts businesses are also changing focus, as witnessed by the introduction of Bagger-specific cams by Andrews; [www.andrewsproducts.com](http://www.andrewsproducts.com)



**EXCEL COMPONENTS:** The forward controls, available from Excel in a range of finish options, and with matching hand controls, can all be rebuilt using kits that the company offers; [www.excelcomponents.com](http://www.excelcomponents.com)

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<<< Continued from page 12

to reiterate my view that regardless of the market-forces induced issues of expo critical mass, the principle behind a specialist event that delivers on the specialty buying needs of the riders its attendees need to cater to, has not been undermined by the downturn or the re-emergence of competition for vendor expo Dollars.

Quite the opposite in fact.

In a market that is focussed on miles ridden rather than chrome polished, the need for vendors and dealers alike to be able to focus on the 'day-job' must come first, and the V-Twin Expo has proven itself yet again as a mechanism that directly reflects the primary business needs of the community it serves.

**S**ure, the show has responded to market-forces in terms of available critical mass. Indeed, it is naïve of the organizers of the 'Indy' Dealer Expo to think that their own show hasn't done the same. But a net footprint of some 200 or so vendors at 'Cinci', who are 100 percent relevant to the primary business needs of 100 percent of attendees, is an irresistible formula.

That is not to say that dealers shouldn't be aware of opportunities to diversify and bring ideas from elsewhere in the powersports market

into their local offer. Of course they should. But just as the two-show situation puts cross-over exhibitors in a tricky place, those cross-over vendors are at V-Twin Expo, so to say that a weekend in Cincinnati brings nothing to the diversification table is plain wrong.

So too is the argument that says trying to focus fully on both business needs – addressing core sales revenues and looking for new revenues – in one weekend at one event is a satisfactory formula. It isn't.

The fact that our market has now reconnected its umbilical cord to the specialty needs that arise from miles ridden on a specialty platform means that the air-cooled custom market needs its own nexus more than ever.

Far from being an expo whose time has passed, V-Twin Expo by Easyriders is a business opportunity for all concerned whose core viability is now more deeply rooted in the fundamentals of the market it serves than ever before.

As the blood supply of consumer confidence starts to trickle back in, then so too will the vendors and dealers whose revenues are dependent on being able to effectively connect to those fundamentals.

Continued on page 24 >>>



**RADIANTZ:** To demonstrate the versatility of its patented 'Flexible Z-Flex' LED arrays, Radiantz had both V-twins and metric bikes on display; [www.radiantz.com](http://www.radiantz.com)



**HAWK PERFORMANCE:** Both sintered metallic and non-asbestos organic brake pads are offered by Hawk, with pads available not only for most H-D applications but also Buell, Indian and Victory; [www.hawkperformance.com](http://www.hawkperformance.com)

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# 2012' Excellence in Motorcycling award winners

THE V-Twin Expo in Cincinnati once again played host to the Easyriders Excellence in Motorcycling awards. Held on the Saturday evening of the weekend long event at the Duke Energy Convention Center, the awards recognize new product and industry figures who have made a contribution to the V-twin industry.

Easyriders' Editor-in-Chief, Dave Nicholls, was once again the compère for the awards and began by announcing the 'Motor of the Year' as being the 120 Square Block Complete, which is produced by Delkron Manufacturing.

When Mark Finnie, President of Performance Machine, took to the stage to accept the wheel Design of the Year for his company's Paramount Wheel, he pointed out that it is the 11th 'Excellence in Motorcycling' Award that Performance Machine has won over the years. Due to not exhibiting at the Expo this year, there was available from BUB to collect

the 'Performance Product of the Year' award that attributed to the BUB EPA/CARB-legal CAT System. Meanwhile, even though Michelin had a booth at the Expo, none of the company's staff was in the audience to be able to accept the 'New Product of the Year' accolade for the Michelin Commander II tire. Saddlemen became the winners of the 'Value Product of the Year' for its S2600 Deluxe sissy bar bags, and this was followed by Cobra Engineering receiving the 'Tech Product of the Year' for its Fi2000 PowrPro EFI controller. The last of the product awards was the new for 2012 'Audio Product of the Year', which was collected by Hawg Wired for its 'Four In The Face' four-channel audio system. With there being no bike awards issued this year, the ceremony then moved on to recognize the Industry Leader of the Year. This prestigious award was handed to Barry Willey, President of National Cycle, and marks the start of the 75th

Anniversary celebrations for the company. This year the 'Industry Trendsette of the Year' went to Todd Silicato, the Todd behind Todd's Cycle. Now firmly established as a bike builder and parts manufacturer in his own right, he has in the past worked with leading lights in

the new generation of custom builders such as Jesse Rooke and Roland Sands. The evening was concluded in the usual manner with the awarding of the Lifetime Achievement Award, which this year was given to Ron Paugh, the driving force behind Paughco.



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## AMD SHOWZONE



**WISECO:** Concentrating on its core business, the piston manufacturer has new big bore pistons available for Twin Cam motors in 97ci, 106ci, 113ci and 124ci capacities; [www.wiseco.com](http://www.wiseco.com)



**BAD DAD CUSTOM FINISHES:** Jacob Hinsey, the son of Bad Dad and company President Derek Hinsey, spent much of the Expo showing visitors the inside of the company's new stretched bags. The 4 1/4in stretched bags, available with or without exhaust cut-outs, are made from injection molded fiberglass that allows the interior finish to be as smooth as the exterior; [www.baddad.com](http://www.baddad.com)



**THE TRIKE SHOP:** Recognizing the increasing number of riders moving to three wheels and looking for more comfort, Roadsmith Trikes has developed what it claims to be the trike industry's first ever automatic leveling system – AccuRide. Available on all Roadsmith Trikes, from The Trike Shop, the new system means the rider no longer needs to manually add or delete air from the suspension each time the load changes. Via a magnetic sensor the system is able to monitor the suspension's ride height and then adjust the Progressive air shocks using a small onboard compressor; [www.trikeshop.com](http://www.trikeshop.com)



**RIVERA PRIMO:** The standout new product from the Californian manufacturer and distributor was a transparent cover for its open belt drives. The new TransparaGuard is made from optically clear, UV resistant, and shatter resistant polycarbonate and can be painted, machined, and engraved to give more finish options; [www.riveraprimeoinc.com](http://www.riveraprimeoinc.com)



**XTREME MACHINE WHEELS:** Now part of Performance Machine, the wheel company is now benefiting from having its wheels manufactured and rigorously quality controlled by the parent company at its La Palma facility; [www.xtrememachineusa.com](http://www.xtrememachineusa.com)



**CUSTOM CYCLE ENGINEERING:** Now into its 45th year in business, Custom Cycle Engineering continues to produce its core parts of front end components, but has also expanded into the manufacture of engine covers, dash panels, touring racks and other small machined parts; [www.customcycleengineering.com](http://www.customcycleengineering.com)



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**DYNOJET RESEARCH:** A new collaboration for Dynojet was a turbo installation done with Sean Ray Turbo Systems on a 2011 Fat Boy Softail. The Dynojet PowerVision and Power Commander V used in conjunction with the turbo install are claimed to double the engine's power output; [www.dynojet.com](http://www.dynojet.com)



**FREEDOM PERFORMANCE:** The Gardena, California based manufacturer has expanded its product offering for American V-twins beyond Harley and Victory and now offers pipes for the latest Indian models too; [www.freedomperform.com](http://www.freedomperform.com)



**TECH CYCLE PERFORMANCE PRODUCTS:** Jason Bowman always makes an effort to have new product ready for the V-Twin Expo and 2012 was no exception as he had an open belt primary for 07- onward models, new mid-controls and Cyclone lock-up and EFM auto clutches; [www.techcycle.com](http://www.techcycle.com)



**KEWLMETAL:** Having established itself in the custom industry with a wide range of billet aluminum parts and rake kits for Victory models, KewlMetal is now making the move to supplying H-D parts after being approached by Cory Ness for a rake kit; [www.kewlmetalstore.com](http://www.kewlmetalstore.com)

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**JIM NASI CUSTOMS:** After several years of not exhibiting at the V-Twin Expo Jim Nasi returned for 2012 with an extensive range of custom Bagger parts. The line-up of parts includes stretched bags, fenders, exhausts, air suspension systems, side covers, and dashes; [www.jimnasicustoms.com](http://www.jimnasicustoms.com)



**TTS:** The company offers its MasterTune Windows-based ECM reprogramming tool specifically for use with '01 and later Delphi-equipped Harley-Davidsons, DataMaster data collection tool for use with '01 and later Delphi-equipped models and VTune VE table tuning tool, which is tailored for use on '06 and later Delphi-equipped H-Ds that are equipped with O2 sensors; [www.mastertune.net](http://www.mastertune.net)



**PAUGHCO:** The 'Lifetime Achievement' accolade at the Saturday night's Easyriders' awards ceremony was given to Ron Paugh, the man behind the eponymously named company, which can boast one of the widest ranges of production custom frames and Springer front ends along with an extensive catalog of Chopper and Bobber parts; [www.paughco.com](http://www.paughco.com)



**CAMPAGNA MOTORS:** Having achieved sales success with its Kawasaki-powered, reverse layout trike, the Canadian manufacturer now has a version – the V13R – powered by the Revolution engine from Harley's V-Rod; [www.campagnamotors.com](http://www.campagnamotors.com)



**ARLEN NESS ENTERPRISES:** The third generation of the custom dynasty, Zach is now making his mark on the business with the introduction of adjustable handlebars that he designed together with his father Cory Ness; [www.arlenness.com](http://www.arlenness.com)



**REVOLUTION PERFORMANCE:** As one of the largest suppliers of big bore kits in the V-twin industry, Revolution Performance had a comprehensive range of aluminum nickel silicon carbide coated cylinders on display, which make up the company's big bore kits that include forged pistons, pins, rings and gaskets; [www.rpprecision.com](http://www.rpprecision.com)

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**PERFORMANCE MACHINE:** Choosing not to follow the big wheel trend, Performance Machine has instead launched a new line of anodized colored wheels for its Contrast Cut and Ops two-tone finish. The color options include gold, grey, green, pink, orange, red or blue and there is also the offer of multi-colored or camouflage finishes; [www.performancemachine.com](http://www.performancemachine.com)



**S&S CYCLE:** While well known for its classic Teardrop air cleaner, S&S has now introduced the Stealth air cleaner as part of its 'Four Step' tuning program. The Stealth air cleaner kits are available for almost every Big Twin and Sportster application from '91 XL and '93 Big Twins to the 2012 models; [www.ssycle.com](http://www.ssycle.com)



**BELT DRIVE LTD:** With the domestic market still suffering the effects of the economic downturn, BDL has looked at export markets for new revenue streams, and to improve sales in Europe now has TÜV approval on all of its hand and foot controls; [www.beltdrives.com](http://www.beltdrives.com)



**RC COMPONENTS:** Proving to be on trend, the Bowling Green, Kentucky-based business had new forged aluminum wheels in both 23in and 26in diameters and over-sized front fender kits; [www.rccomponents.com](http://www.rccomponents.com)

## <<< Continued from page 16

As a case study Friedman would no doubt have been deep in to 'told you so' territory were he able to have witnessed how market forces first deflated then re-positioned the custom market's supply and demand equation to embrace the business opportunities that are available, and as a case study V-Twin Expo is a classic of its kind.

To suggest that the show has no future is to suggest that the custom parts, accessory, performance, service and tuning market itself, and the dealers and vendors who populate it, have no future.

Tell that to the millions of stock or

near stock, late model and road-worn Harley riders who get their kicks out of the billions of miles they ride each year.

Tell that too to Harley-Davidson – as one of the very few motorcycle manufacturers to be seeing sales now quickly following their market share trend into growth, I'm sure the reaction in Milwaukee would be one of raised eyebrows.

Free market economists such as Friedman will tell you that there is no economic circumstance that can withstand the sustained assault of the creativity that is at the heart of the capitalist dynamic - provided we can keep our politicians from screwing the pooch for us again. •



**JIMS USA:** Now into its 45th year, the company has more knowledge than most about what makes a performance engine and has channelled this knowledge into the extensive range of not only performance parts for H-D motors but also complete engines and specialist engine builders' tools; [www.jimsusa.com](http://www.jimsusa.com)



**VANCE & HINES:** In order to be able to supply complete tuning packages Vance & Hines had not only exhausts available for all 2012 H-Ds but also model-specific versions of its Fuelpak EFI tuner; [www.vanceandhines.com](http://www.vanceandhines.com)



**LE PERA ENTERPRISES:** Bob Jnr. and Christine Le Pera are keeping it in the family as the business their father founded 40 years ago continues producing custom seats, with many of the original designs now being revisited and revised as bike builders look to the past for inspiration; [www.lepera.com](http://www.lepera.com)

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**National Cycle celebrates 75 years**

**NATIONAL Cycle is one of the senior businesses in the motorcycle industry as it celebrates its 75th anniversary in 2012**

NATIONAL Cycle was founded by Gordon Willey, the father of current President and CEO Barry Willey, in 1937 when he decided to leave his job at Railway Express Agency and start up a motorcycle accessories business. A significant lifestyle change to make even today, but Gordon took the move during the Great Depression. However, it has often been said that if a business can establish itself during a lean period in a nation's economy, then it will flourish once commerce re-establishes itself, was indeed the case for National Cycle.

Initial parts from the fledgling company, at that time known as The Nation's Cycle Center, included new designs and patents in rear view mirrors, fender tips, saddlebags and motorcycle windshields.

Now claimed to be the world's leading motorcycle windshield manufacturer, National Cycle is still family owned and run, with Barry Willey, the second generation of the family, taking care of business. Just like his father, Barry continues to push ahead with new ideas and concepts and among those that have become familiar to today's riders is the use of polycarbonate for the windshields, quick release systems and the aeroacoustic VStream windscreens.



**Current President of National Cycle Barry Willey had his daily ride fitted with the company's parts even as a youngster**



An advert from 1984 demonstrates an early quick release screen design from National Cycle



The patented 1940's designed 'Cone Back' mirrors still shape how motorcycle rear view mirrors are made

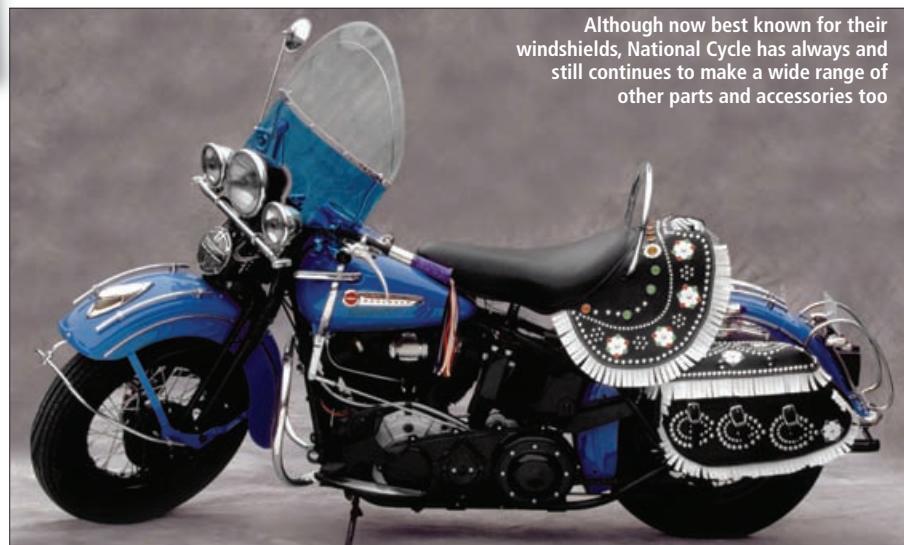
Going back to when Gordon was the head of the business, one of his innovations was a patented cone-back mirror, and the ideas used in it still shape how motorcycle rear view mirrors are made. The hardcoated polycarbonate windshields, that have long been a staple in the National Cycle product range, influenced every OEM manufacturer. Indeed, it has been suggested that National Cycle's early application of traditionally styled windshields to such bikes as the Yamaha Virago was the beginning of the modern metric cruiser accessory market.

The line of accessories that National Cycle continues to produce is very varied, as Barry Willey explains: "We make exhausts, luggage, fairings and many other accessory lines, but at the moment we're focused on expanding our VStream range of windshields. We feel there's a real opportunity to gain market share here – they're the right product at the right time."

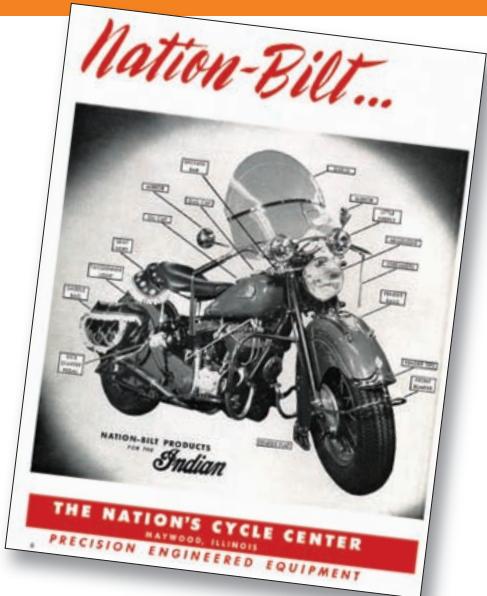
The main feature of the patented VStream is its aerodynamic shape. The typical airflow pattern of the wake from most windshields is called a 'von Karman vortex'. At speeds of 50-90mph, the vortex rolls off the windshield, hits the bottom of the rider's neck and curves off the shoulder at approximately 45 degrees. The VStream's V-shape pushes this vortex out and away more than 4in from the side of the rider's head. The rider's helmet then resides in still air, greatly reducing noise and buffeting, and the passenger's environment is greatly improved, according to Barry.

The VStream can fit directly into an OEM fairing body, but, as Barry explains, on many naked motorcycles a strong and stable mount point needs to be identified and the correct attachment bracket made. This is where the company's long history of processing metals complements its extensive experience in making plastic products.

National Cycle's in-house metalworking capabilities include tool and die making for press stampings, laser cutting and brake press processes,



Although now best known for their windshields, National Cycle has always and still continues to make a wide range of other parts and accessories too.



An advert from 1948 shows the diversity of parts and accessories that the business made for the other American V-twin

machining and polishing, all of which are used to create brackets specific to different models of motorcycle. For some models, the company has to incorporate ingenious configurations to the mount system, and although the brackets are lightweight, they also have to be rigid enough to withstand the stresses of the motorcycle environment.

Other factors are also important. "We will often try to reduce the vacuum created behind the screen, which is particularly important for big touring bikes with wide screens. Designing a version of the VStream for Honda's Goldwing, for example, was particularly difficult because of its huge size and the distance between rider and stock screen. Our final design was even wider than the stock item, but had a central air vent and was much closer to the rider, which neutralized the vacuum problem."

V Stream windshields are constructed from 4.5 to 6.0mm thick Lexan polycarbonate, which has four times greater crack resistance than high impact aircraft acrylic, and ten times more impact resistance. Windshields generally have good optical clarity when brand new, but typically lose this over time through fine scratches, abrasions and hazing. VStreams are specially treated with FMR hardcoating (with three times more abrasion resistance than acrylic) or exclusive Quantum hardcoating (with thirty times more abrasion resistance than acrylic) to reduce this problem. The latest applications also have the company's exclusive RainZip water-repellent surface.

"We are also concentrating on our 'Rider-Centrik' concept," says Barry. "This involves approaching product research and development from the point of view of the rider. We are trying to make the rider's experience as comfortable as possible. Motorcycles are fun, but they can also have a lot of negatives. They can be cold, wet and noisy, and after a long ride your butt and arms can really hurt! We want to enhance the rider's experience, and a major way of achieving this is to decrease turbulence and noise, and improve visibility."

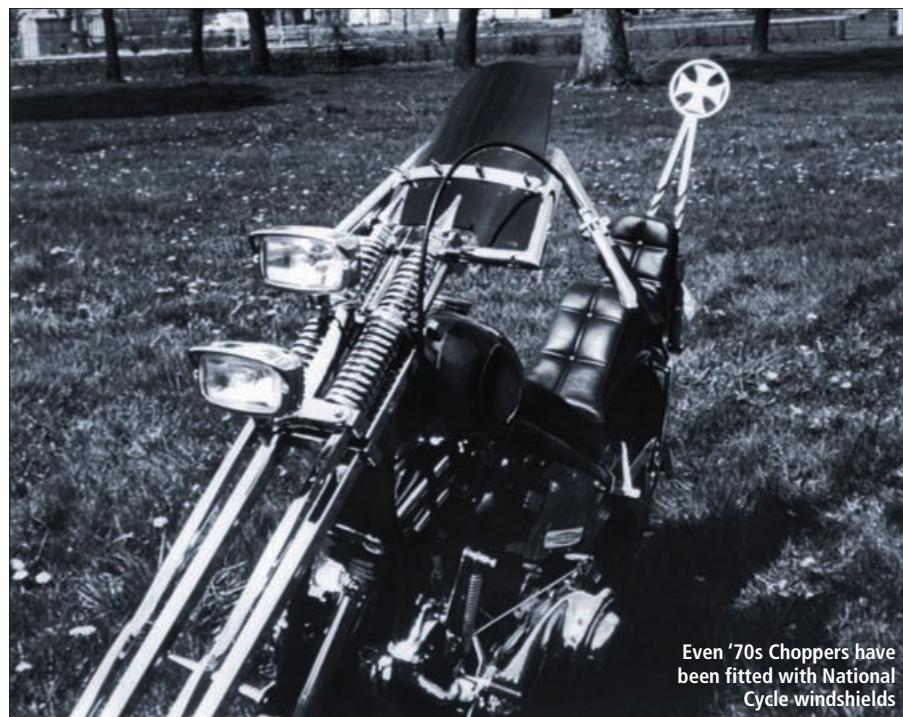
Barry personally undertakes many long-distance tours to test new products.

"We ride Harleys in middle America, Triumphs in Britain, Ducatis in Italy and BMWs in the Alps, and when you do that you realize that these bikes are designed for local riding conditions, roads and terrain. You see motorcycling from lots of different



From the company's earliest days it has catered for all makes of motorbikes and not just Harleys

VStream windshield



Even '70s Choppers have been fitted with National Cycle windshields

perspectives, and that really helps with new designs.

"In Europe it's a different market because no one is used to the really large screens we have in the USA. We looked at this for over a year and came up with a solution for a smaller screen acceptable in Europe that reduces air pressure on the torso, much reducing the tiredness and tension that can build up when riding for hours down the Autobahn or on a tour."

The company is taking advantage of the increase in Adventure bike sales across many markets. The ZTechnik offshoot has a comprehensive range of VStreams for BMW GS series bikes, and National Cycle itself provides windshields for models such as the Triumph Tiger.

His considered view is that the industry should see an improvement in the not too distant future. "My crystal ball's as murky as everyone else's, but I feel that the motorcycling sector will continue to be affected by lack of confidence in the economy for the next year or two in North America and Europe. But there is plenty of money out there, and we could see

a rapid turnaround in the sector once some level of confidence is restored.

"Some manufacturers have cut back investment, waiting for the good times to return, while others have put their foot down hard on the gas pedal. Triumph is a good example of an OEM that is moving into new categories and investing heavily in new models to gain market share at the moment," Barry says. "We also believe that now is a good time to invest, and we're moving ahead on many fronts, both internally and in terms of new products."



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# Medallion instrumentation systems

MEDALLION Instrumentation Systems has released a line of officially licensed United States Marine Corps motorcycle gauges which fit '96 – '12 Touring models.



The Marine Corp dress uniform and 'Eagle, Globe and Anchor' trademark are the inspiration for the design. The gauges feature backlighting at night.

#### MEDALLION INSTRUMENTATION SYSTEMS

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[ron.peel@medallionis.com](mailto:ron.peel@medallionis.com)  
[www.medallionis.com](http://www.medallionis.com)



# Signature Series floorboards

SUPREME Legends USA has worked with wheel company Pickard USA to produce the Pickard USA Signature Series floorboards.

Made from American-sourced billet, the boards feature lateral adjustability and are available in chrome or black anodized finishes.



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# New wheels from Renegade

RENEGADE Wheels has introduced new wheels for 2012 including the Whistler Phantom-Cut. The Whistler Phantom-Cut is described by the company as 'a new twist to an old twist'. The original Whistler design has been popular with Renegade's customers and now the company has taken the twisted spoke design and added a black anodized finish and then machined accent highlights to the ridges. The machined accents are hand-polished to complete the Renegade Wheels Phantom-Cut look.



A second new design launched by Renegade Wheels for 2012 is the Winslow, a minimalist 10-spoke wheel. It is a light and airy design that features hard lines which contrast with the smooth rim.

Both of the new wheels are manufactured in the USA and available in all popular sizes, including 30in.

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# New Victory conversion from Motor Trike

MOTOR Trike has added a new model to its range of trike conversions, which features an independent rear suspension systems. The latest conversion – the Vortex – has been designed for use on the Victory touring line, including the Cross Country, Cross Country Tour, Cross Roads, Cross Roads Classic LE, and the Hard-Ball models.

Talking about the choice of Victory as a base for the new conversion, Jeff Vey, Owner of Motor Trike, said: "We chose to focus on the Victory because the level of refinement that the motorcycle possesses made it a natural fit for our trike conversion line. The power is exceptional and the styling is fresh. It also gave us an opportunity to push the envelope with the body design to go along with our world class independent rear suspension. Particular attention was paid to retain the hard chiseled look of the Victory while providing additional storage capacity for the touring customer that our trike conversions attract."

The conversion kit features independent rear suspension that offers 4in of wheel travel. Disc brakes and Torque Thrust aluminum wheels are supplied as standard, and the body work at the rear has a trunk door with hidden external hinges that do not occupy any interior space, eliminate helmet scratches and luggage tangling with trunk hinge hardware. In addition the trunk also has a light mounted on, door to shine onto cargo and a 12V power source for charging cell phones and other accessories.



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# Rozone PCS100 benchtop parts cleaner

ROZONE has launched the PCS100 benchtop parts cleaner, which uses bioremediating technology to provide water-based cleaning.

The PCS100 Benchtop parts cleaner uses



water based cleaning fluid heated to just 40 degrees, which has microbes in it, to break down oil and grease. The cleaning solution can then be recycled to maximize its efficiency.

Rozone's Beth Jones said: "Water based bioremediating technologies, such as those used in our PCS100 Benchtop parts cleaner, have improved significantly over the last 10 years, which has prompted a move away from solvent based parts cleaning - across Europe it is estimated that there are already more than 30,000 bioremediating systems in use. As this technology becomes increasingly commonplace we have found that there is a need for a smaller benchtop system for use where floor space is at a premium, and that many of our existing customers want a mobile cleaning solution."

"Our PCS100 benchtop parts cleaner will bring to the workshop a small portable solution that will deliver an exceptional clean, with minimal environmental impact. As the benchtop parts cleaner solution is non-toxic and vapor free, it's also safe for the user."



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# Knight Prowler TW 777 cam

WOOD Performance Carburetors has created its Knight Prowler TW 777 cam to create maximum power and torque in '07 – '12 Twin Cam motors with stock cylinder heads.



The cam, which is a direct bolt-in replacement in 96ci, 103ci, 106ci, 107ci and 110ci Screamin' Eagle engines, is now available from stock at Wood Performance Carburetors.

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**I**T barely seems credible that a year has gone by since the last time we staged our annual Industry Photo on our booth at the V-Twin Expo, and as the years go by the more valuable this now established annual tradition becomes.

This year some 90 plus people came along to smile for the lens of Michael Lichter (a new record high number), with Barry and Ann Willey taking center stage as they celebrate the 75th anniversary of National Cycle.

In a market where community is as important as competition, where our pasts and shared experiences tell us more about our future than any army of business analysts ever could, this picture

and the people in it represent zillions of years of knowledge and a shared passion for motorcycles that links them directly to the riders who buy and use their products.

After the difficult times that most v-twin industry businesses - vendors and dealers alike - have had to endure in recent years, this picture is testament to another bond that unites all involved in motorcycling - from riders right the way through to vendors ... namely friendship!

Our thanks to all of those who took part this year, and here's to a successful 12 months for the class of 2012 and let's see if we can break the 'ton' in 2013!

1. Per Lindby (Lindby Custom Inc)
2. Joe Mielke (Klock Werks)
3. Steve Iggens (S&S Cycle)
4. Martin Arteaga (Freedom Performance)
5. Russ Wernimont (Russ Wernimont Designs)
6. Bill McCahill (Spyke)
7. Dave Gordon (Hardbagger)
8. Jim Preisler (Khrome Werks)
9. Lou Pringle (Rush Racing Products)
10. Don Hannon (Kustomwerks)
12. Joe Phillipson (Adjure Inc)
13. Cheryl Preisler (Khrome Werks)
14. Bob Le Pera Jr (Le Pera Enterprises)
15. Jim Theissen (JIMS USA)
16. Christine Le Pera (Le Pera Enterprises)
17. Arlen Ness (Arlen Ness Enterprises)
18. Rick Botting (Cobra Engineering)
20. Lee Wimmer (Wimmer Custom Cycle)
21. Cory Ness (Arlen Ness Enterprises)
22. Mike Tomas (Kiwi Indian)
23. Dan Berkas (Dynojet)
24. Jill Parham (J&P Cycles)
25. Tom Seymour (Saddlemen)
26. Martin Tesh (Compu-Fire)
27. Gere Clark (James Gaskets)
28. Hector Melendez (H&M Marketing)
29. Frank Farrer (Tech Cycle)
30. Terry Daniel (Rush Racing)
31. Joe Distefano (Pro Riders Marketing)
32. John Parham (J&P Cycles)
33. Rollin Karoll (Spectro Oils of America)
34. Carolyn Tomas (Kiwi Indian)
35. Doc Robinson (Bonza Media)
36. Bruno Mijat (Standard Motor Products)
37. Skeeter Todd (OCC Motorcycles)
38. Bernie Thompson (Powersport Institute)
39. Ron Radeke (Powersport Institute)
40. Ann Willey (National Cycle)
41. Keith Terry (Components)
42. Scott Hakins (S&S)
43. Barry Willey (National Cycle)
44. Bob Cashwell (Drag Specialties)
45. Lenny Sinnet (Gardner Westcott)
46. Ron Paugh (Paughco)
47. Steve Fisk (Zynthrum Inc)
48. Scott Sjovall (S&S Cycle)
49. Paul Gomez (National Cycle)
50. Alex Marquez (DNA Speciality)

51. Ken Ciocci (Spectro Oils)
52. Joel Felty (Headwinds)
53. Dave Miller (Spectro Oils of America)
54. Mike Taylor (Barnett Performance Products)
56. Elaine Mixon (Helmet City)
57. Mike Pederson (Andrews Products)
58. Jeff Wells (Supertrapp)
59. Neal Bolam (Bolam Family Motorsports)
60. Gary Wallace (Andrews Products)
61. Larry Coleman (LC Sales & Marketing)
62. Paul Kittrell (Lyndall Racing Brakes)
63. Arianna Orner (Lyndall Racing Brakes)
64. Jeff Zielinski (NAMZ)
65. Donnie Smith (Donnie Smith Custom Cycles)
66. Jean Charles Mourrut (MAG Connection)
67. Delores Sobel (Helmet City)
68. Allen Alvarez (Daytona Twin Tec)
69. Lee Chapin (Inside Line Sales)
70. Will Kibblewhite (Kibblewhite)
71. Ken Mendelson (CV Performance)
72. Gerald Rinehart (Rinehart Racing)

## The late-comers

1. Neil Blaber (AMD Magazine)
2. Ton Pels (Zodiac)
3. Marilyn Stemp (IronWorks Magazine)
4. Sukoshi Fahey (Avon Tyres)
5. Christine Page Diers (Sturgis Motorcycle Museum)
6. Paul Holdsworth (IronWorks Magazine)
7. Joe Knezevic (American Iron Magazine)
8. John Demaulen
9. Robin Bradley (AMD Magazine)
10. Vincent Pels (Zodiac)
11. Dain Gingerelli (Cycle Guide)
12. Terry Rymer (Black Hills H-D)
13. Jeff Ulvestad (Black Hills H-D)
14. Duncan Moore (AMD Magazine)
15. Vincent Stemp (IronWorks Magazine)
16. Tim Wallingford (Custom Cycle Engineering)
17. Rick Whitehead (Custom Cycle Engineering)
18. Don Emde (Don Emde Productions)
19. Ron Peel (Medallion Instrumentation Systems)
20. Rob DeSotell (J&P Cycles)



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# Vance & Hines Big Shots Long

VANCE & HINES' 2012 range of exhaust systems includes the Big Shots Long, a 2-into-2 system created for use on Softails. The company describes the pipes as having 'a nostalgic look especially suited for the Heritage Softail Classic, where the length of the exhaust system runs beneath the saddlebag to the edge of the rear wheel'. Features on the pipes include the Vance & Hines 'Power Chamber' hidden crossover, one-piece full length heat shields and straight-cut CNC machined end caps. The pipes are supplied as standard with louvered-core baffles, and can also be fitted with optional quiet baffles. Finished in chrome, the pipes also use Vance & Hines' new flat plane mounting panel for 12mm oxygen sensors, which are said to position the sensor deeper into the exhaust stream, providing enhanced data feedback to the ECM.



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# Storz Performance SP1200RR Café Racer

STORZ Performance has long been known for its flat track conversions and parts for Sportsters, and now the company has responded to the rising interest in café racers by releasing a range of new parts.

The company has built a café racer from a '07 model 883 Sportster to showcase how its new parts line can be used on 2004 to current model Harley-Davidson Sportsters.

Dubbed the Storz SP1200RR, the new build features a hand-formed aluminum gas tank and road race style fiberglass tail section with custom Saddlemen seat pads. Specially modified clip-on handlebars by Driven are mounted to the Storz/Ceriani 55mm inverted fork tubes above the top triple clamp. At the rear of the bike Öhlins shocks with adjustments for compression and rebound damping, spring preload, and overall length are used.

The SP1200RR has 18in wheels, front and rear, with Metzeler tires, Galfer floating Wave brake rotors, and Performance Machine brake calipers.

A Storz billet rear set footpeg kit, Barnett custom cables, PM hand controls, and a Storz/Ceriani steering damper complete the front end work.

Engine work includes a Wiseco big bore conversion to take the capacity out to 1200cc and the addition of a BUB/Storz 2-into-2 high pipe exhaust and a Performance Machine air cleaner.

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• Cast iron guides

KPMI R&D has produced a proprietary cast iron blend that thrives in the tough operating conditions of today's engine. KPMI's certified cast iron provides excellent wear resistance and a superior guide bore finish that is easy on valve stems.



Ian King, 2009 European Top Fuel Champion

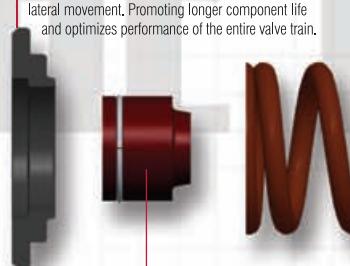


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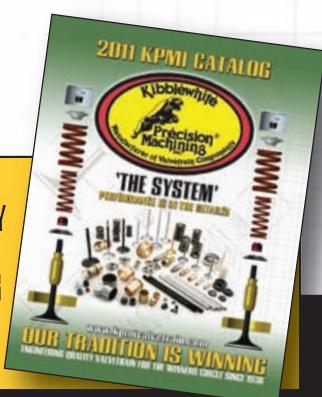


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Larry 'Spiderman' McBride  
2009 U.S. Top Fuel Champion



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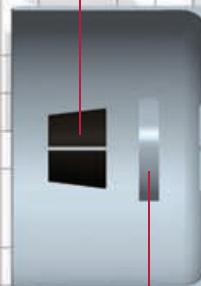
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# Samson removable 'Fishtail' tips

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SAMSON has created a new option for its exhaust systems with the introduction of removable fishtail tips. The tips are the result of extensive R&D and give riders the option to change baffles at a moment's notice or run wide open when permissible without baffles at all.

The company plans to incorporate the new patent pending product into its entire product line-up, and is starting with its True Dual Crossover systems. True Dual Crossover systems with removable fishtail tips are available for '95-'12 Dressers/Road Kings and '86-'12 Softails in lengths from 23½in to 42in for Softails and 33in to 42in for Dressers/Road Kings.

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## Corbin Gunfighter saddle for Dyna

CORBIN has introduced a version of its Gunfighter saddle, originally designed by Mike Corbin in 1982, for '06 – '12 Harley-Davidson FDX Dyna Glide, Switchback and '06 – '08 Dyna Wide Glide models.



The Gunfighter saddle moves the seating platform closer to the bars to provide an easier reach. It also has a slightly lower seat height, and a narrow nose to allow the rider's legs to reach the pavement more easily.

The Corbin saddle mounts to stock locations with a single bolt and a wide variety of custom materials are available by special order at no extra charge.

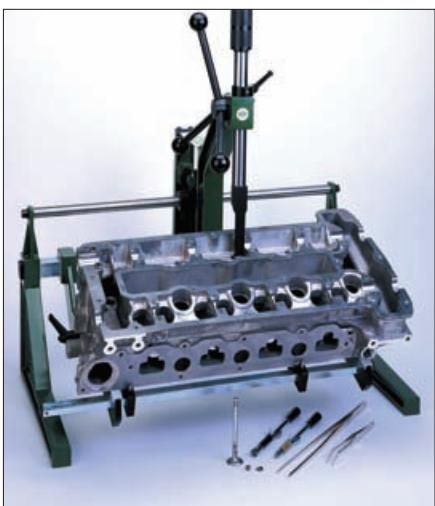
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**Corbin**

# Goodson valve spring compressors

GOODSON offers a wide range of valve spring compressors including two valve spring benches; pneumatic and manual models.

The pneumatic model (PSB-5000) is designed to work on virtually any multiple valve head and is said to be ideal for heads with recessed springs. A key feature is the pneumatic valve support that holds the valve closed as you the spring is compressed.



Dave Monyhan, Goodson's Sales Manager, says of the compressor: "This model has all of the features you'd expect in a quality valve spring press, including a head that adjusts in either direction, a table that adjusts to the front and to the rear and a foot pedal for hands-free operation."

The manual valve spring bench (CF-500) is also designed to work on heads with recessed springs. As with the pneumatic model, the head can be adjusted to the left or right for canted valves.

Monyhan added: "The biggest difference between the two models is that one is pneumatic and one is manual. They will both do the job for the shop, it's just a matter of how many heads they do daily, and how much time and money they want to invest."

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# Motorcycle Storehouse's latest new lines

MOTORCYCLE Storehouse (MCS) is now carrying the latest extra narrow triple trees being produced by Kustom Tech. Machined from billet aluminum, the trees are designed to carry 39mm fork legs as close together as possible. The trees are supplied with a 1in fork stem, 1in bearings and an external fork stop. The lower tree is pre-drilled for an internal fork stop, while the upper can be ordered with or without riser holes. Finish options are satin or polished. A second new product to be offered by MCS



The full range of Phantom Pad pillion pads are now being stocked by Motorcycle Storehouse

that follows the latest trends is the Lowbrow P-Nut gas tank. The two-gallon capacity tank is manufactured from heavy gauge steel and measures 14½in long (excluding mount tabs) and 16¾in from tab to tab overall. Maximum width is 8½in and height 7½in and the tunnel depth is 2½in rear and 5¾in front.



Kustom Tech's extra narrow triple trees are now available through Motorcycle Storehouse



The Lowbrow P-Nut gas tank has a two-gallon capacity



The S&S Cycle 508 cam is a bolt-in option for '84 – '99 Big Twin Evo engines with stock capacity

MCS is now also stocking the Phantom Pad product line. Phantom Pads are pillion seats that can be quickly fitted to a bike's rear fender using the attached suction cups. Standard features on the pads include a Neoprene fender liner, an injection mold ABS base plate and shock absorbing memory foam padding. Either crack resistant vinyl or UV barrier coated leather is used as cover material on the three sizes available, small, medium and large. As well as providing options for the way a bike looks, Motorcycle Storehouse can also offer performance upgrades and these include the S&S Cycle 508 bolt-in cam. This latest cam from the tuning and engine specialist is a new offering for the '84 – '99 Big Twin Evo engine. The 508 is said to be similar to the OEM camshaft and suitable for all engines with stock 1340cc capacity and less than 1:10 compression ratio. Installation is said to require no clearance checks or special valve springs.



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# New billet and lighting options from Ness

ARLEN Ness debuted a number of new products at the Cincinnati V-Twin Expo in February including billet brake caliper housings for '08 – '12 FLT models. The new housings have been created to allow riders to get custom look brakes at a fraction of the cost of complete new bikes. This is achieved as the new custom billet housings re-use the stock brake internals, pistons, pads, seals, etc. The new caliper housings can be ordered in a choice of chrome or black anodized.



A second new billet aluminum option from Arlen Ness is a new line of shifter rods. A unique feature of the Ness shifter rods is the exclusive spherical bearing specifically designed for the application. Designed to work on all H-D models (except FXD, FXR and XL), the rods are CNC machined from 6061-T6 aluminum and each style matches other accessories in the Ness range such as floorboards, grips, etc.



On the lighting front, Ness has 'Fire Ring' LED headlight bezels available for 7in factory headlights. The bezels are offered with a choice of white or amber LEDs; amber LED applications work as turn signals by having the sides flash independently. They are available in chrome or black anodized finishes. Ness also offers 'Fire Ring' LED kits for stock turn signals, with each one containing 17 LEDs. The dual function LED design features



a billet aluminum ring integrated into the lens. Each billet ring contains seven exposed white, red or amber LEDs that work as running lights. Behind the lens features a cluster of LEDs for turn signal and brake light functions. Single function also available.

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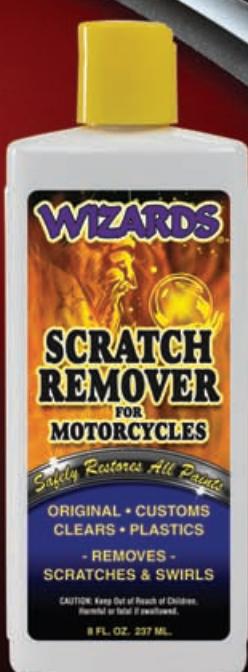
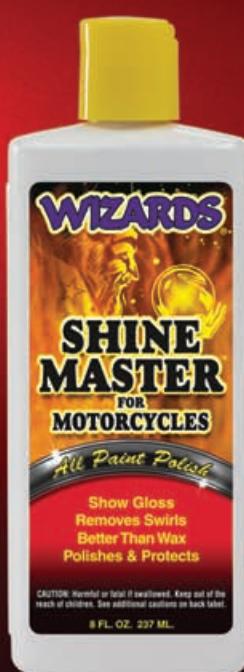


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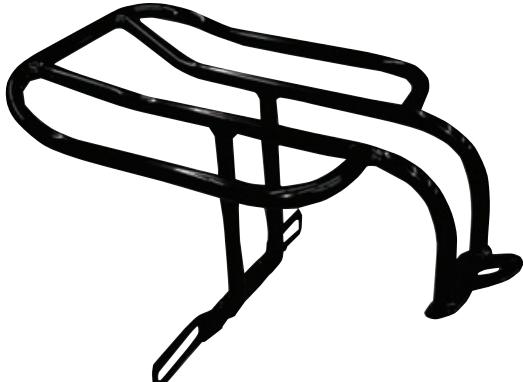
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# Latest offerings from Drag Specialties

DRAG Specialties continues to add to their product lines with its own branded parts and those from many well known vendors. One of Drag Specialties own product lines is the Predator range of seats, which includes a 2-up seat for use on H-D FXR models. The Predator seat features solar-reflective leather in the seating area and automotive-grade vinyl on the sides to help reduce surface temperature by as much as 25 degrees Fahrenheit.

With a lower profile than the stock seat the new design is created with a molded polyurethane foam filling over a 3/16in ABS thermoformed seat base. It has been created to fit all '84-'94 and '99-'00 FXR models. The seat will also fit with all Drag and most H-D sissybars.

Drag Specialties latest 2-up Predator seat fits all '84-'94 and '99-'00 FXR models



Drag Specialties now has its rear fender luggage rack available in black powdercoat



Klock Werks windshield mounting kits are available for a wide variety of early- and late-model Harleys



The Predator 2-up seats are available with smooth or flame stitch design, and include all mounting hardware.

Staying at the rear of the bike, Drag Specialties now has black fender luggage racks available. Made to fit '91-'12 FXD and '94-'12 XL models, the racks are finished in gloss black powdercoat.

Constructed from 3/8in steel tubing, the racks can carry up to 10lb of cargo, and mount to the stock seat mounting screw and license plate bracket, using the included mounting hardware.

One of the vendors that Drag Specialties has a long working relationship with is Klock Werks, and now the distributor is carrying stocks of the company's windshield mounting kits. The Klock Werks kits are finished in chrome and include all brackets, cross bracing and hardware to mount the Klock Werks Flare plastic or most OEM accessory windshields and are available for a wide variety of early- and late-model Harleys.

Lindby Custom is a second vendor with a long history of working with Drag Specialties, and its Multibar for the 2012 FLD is now available through the distributor. The latest version of the 'bar features unique rounded corners and built-in bonded rubber footrests that allow riders to adjust their position for the most comfortable ride.

The US patented Multibar, which doubles as an engine bar, is made from a single-piece of 1 1/8in steel tubing and is supplied with all necessary mounting hardware.

The Multibar is offered in a choice of chrome or gloss black powdercoat finishes.



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# Ultimate Builder Series 2011-12

THE second annual Ultimate Builder Custom Show series concluded its regional program on February 26 in Charlotte, NC, covering eleven events held in conjunction with the Progressive International Motorcycle Show in cities around the USA. In addition to winning cash prizes, the builders of the winning bike in the Freestyle, Modified Harley-Davidson and Performance Custom classes at each event are invited to the 9th annual World Championship of Custom

Building, to be held on August 5-8 in Sturgis, SD.

The finale of the series is the United States Championship, which was held at the Ocean Center, Daytona Beach, FL, over March 14-17. The competition is open entry, with class winners of the regional shows gaining automatic entry. Full results to follow in the next issue of AMD.

[www.motorcycleshows.com/customs](http://www.motorcycleshows.com/customs)



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Roger Vaughn (Modified Harley winner)  
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Three Two Choppers (Modified Harley winner); [www.threetwochoppers.com](http://www.threetwochoppers.com)  
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## Long Beach, CA

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## Seattle, WA

Speed Shop Design (Freestyle winner); [www.speedshopdesign.com](http://www.speedshopdesign.com)  
Cooper Smithing Co (Modified Harley winner); [www.coopersmithingco.com](http://www.coopersmithingco.com)

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## Llunática Rally, Spain, 2-5 February 2012



Best in Show winner Germán Cornaglia (center) receives 5,000 euros towards the cost of participating at this year's World Championship in Sturgis

THIS year's Llunática rally was held at a new location, the holiday resort of Marina d'Or in Oropesa del Mar, southern Spain, and attracted 45 builders who entered bikes in the AMD World Championship programme affiliated custom competition. This is the fifth year that the event has been affiliated, and in the past it has produced two World Champions – Ferry Clot of Hot Dreams was Modified Harley-Davidson World Champion in 2007 and 2009, and Sergio Bayarri of Sbay Motor Co was Production Manufacturer World Champion in 2010. This year's representative in Sturgis will be Germán Cornaglia of Spanish custom shop Derbidson, who won the Freestyle class and Best in Show with his bike "The Diavolo". Based around a Kawasaki ZZR 600cc engine, the rest of the

bike is almost entirely handcrafted and features front and rear mono swingarms, with camshaft steering to transmit movement to the front wheel through an oscillating lever double handlebar setup. Runner-up and winner of the Modified Harley-Davidson class was Manuel Ramón with his bagger "Dark Jokester" and in third place was Metric class winner Dogma Motorcycles with "Sound Kiss".

*Llunática*  
  
*Spain*

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"The Diavolo" is based around a Kawasaki ZZR 600cc engine, with the rest of the bike almost entirely handcrafted

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# MAY THE FORCE BE WITH YOU

Fitil Metal Works - 'Skywalker's Caddy'



**A**LEXANDER Fetisov may not be a familiar name in custom bike circles, but he is known in his native Russia. Indeed, well enough known to be able to partner with Moscow Harley-Davidson to create a custom V-Rod that break new ground in the world of modified bikes.

Working under the name Fitil Metal Works, Alexander was responsible for the majority of the build of Skywalker's Caddy, the V-Rod powered machine he took to Sturgis with Moscow Harley-Davidson for the 2011 World Championship of Custom Bike Building. The name of the bike gives a strong hint as to where the inspiration for the outrageous design came from, as Alexander explains: "The idea was to use space age engineering on a motorbike."

The most obvious example of Alexander's space age thinking is the frame of Skywalker's Caddy. To

begin with, rather than use regular steel tubing, it has been made from stainless steel. At the front of the bike there is what appears to be a second downtube. However, attached to the bottom of that tube is an electrical actuator that pushes and pulls it. When it moves it, it pivots at the top and changes the rake of the bike's headstock. The bike's trail can also be altered, and the rear of the bike raises and lowers to match the changes at the front.

**T**he suspension at the front is taken care of by an air shock mounted behind the minimalist aluminum fairing at the top of the Springer inspired fork. The unusual set-up continues with the way in which the steering is operated. At first glance the 'bars look to be conventional, but on closer inspection it can be seen that each side of the handlebars is separate, not only that, but each half moves vertically, rather than horizontally, creating a push me/pull me style steering arrangement.

Due to stainless steel being used for the frame Alexander was also able to use the frame's tubes to

Words by Duncan Moore - [duncan@dealer-world.com](mailto:duncan@dealer-world.com)

Photos by: Onno Wieringa - [onno@madnessphotography.nl](mailto:onno@madnessphotography.nl)

The Revolution engine from Harley-Davidson's V-Rod is an unusual choice when it comes to custom builds. However, the choice of engine is not the only unusual thing about Skywalker's Caddy. Built by Alexander Fetisov in Moscow, this bike not only features a Revolution motor, but also a frame that allows for changes in ride height, rake and trail



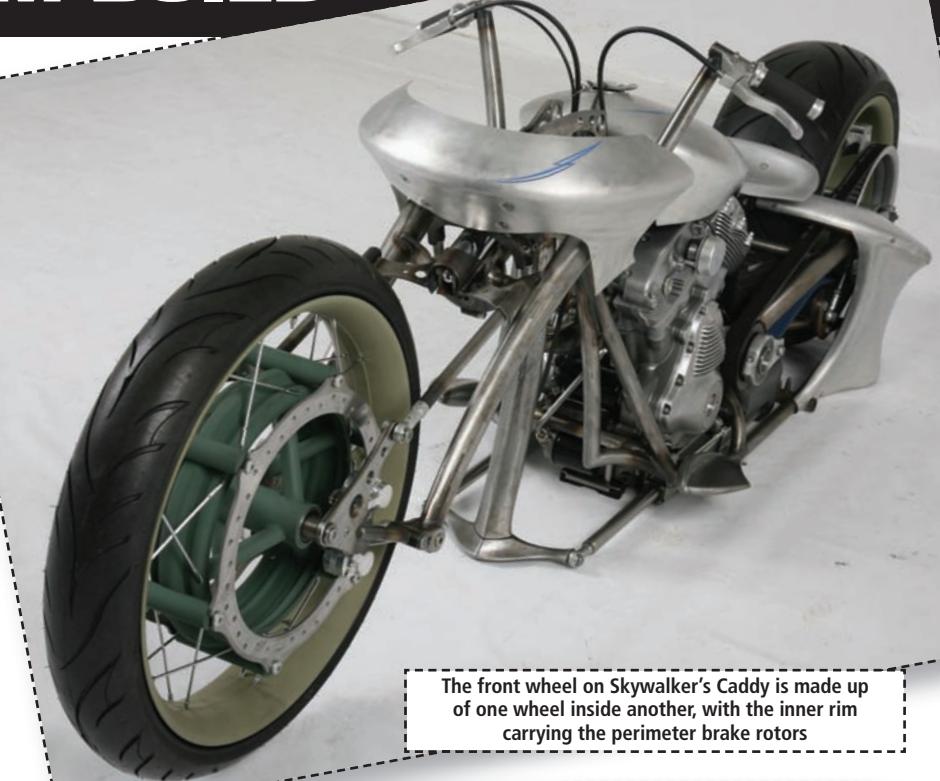
Alexander Fetisov, of Fitil Metal Works, worked with Moscow H-D to build a radical V-Rod to compete in the World Championship of Custom Bike Building

The handlebars on Skywalker's Caddy are a split and operate a push/pull system, rather than pivoting around a center point like conventional 'bars'





The hand-formed aluminum bodywork that flows around both sides of the rear wheel hides the bike's radiator



The front wheel on Skywalker's Caddy is made up of one wheel inside another, with the inner rim carrying the perimeter brake rotors

carry the engine's coolant without any danger of causing corrosion inside the tubes, which would be the case with a regular mild steel tube frame. The radiator itself is hidden in the right-side of the aluminum cowls that sit either side of the rear wheel.

Returning to the front of the bike, and the wheel that Alexander created continues to break away from conventional custom bike thinking, effectively being a wheel inside a wheel. There is a conventional 23 x 3.5in rim laced to an inner six-spoke wheel, with that inner rim carrying a pair of perimeter brakes. On each of these discs is a pair of single piston brake calipers.

**A**t the rear the 20 x 10in wheel's design is based on that of the front inner wheel, and the brake rotor sits inboard of the drive pulley, with all of the construction being the work of Alexander.

The operation of both front and rear brakes begins with a lever pulling a mechanical cable, the cables then act on remote master cylinders under the gas tank, which in turn operate the hydraulic calipers.

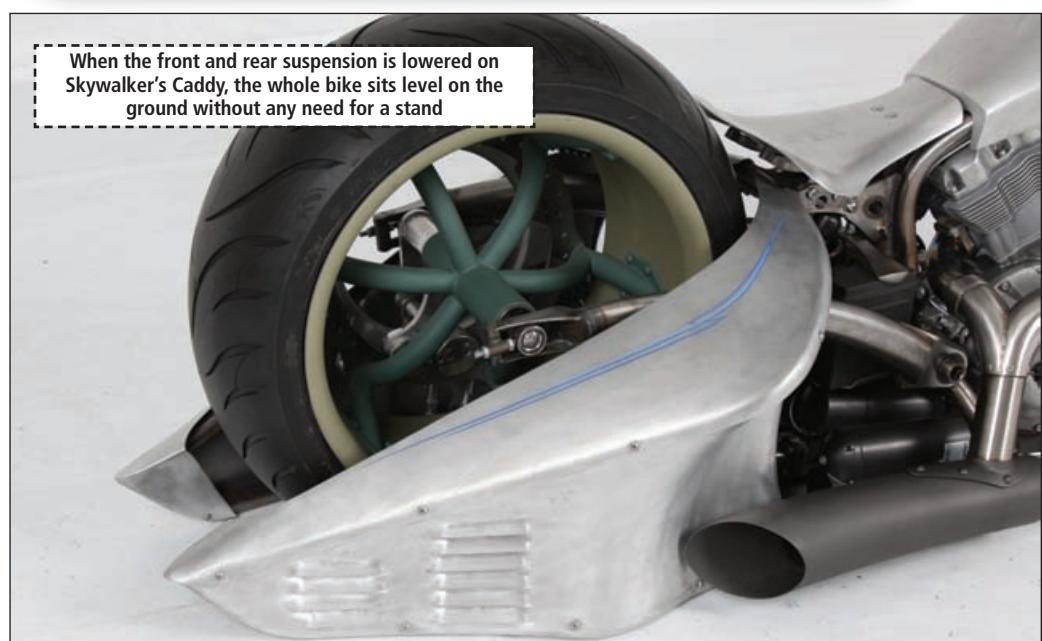
While Alexander may have taken a space age influence to the build of Skywalker's Caddy, he has made some distinctly old school changes to the 1250cc Revolution motor, sourced from a V-Rod. In order to simplify the looks of the bike, and the amount of electrics needed to operate it, he removed the fuel injection and replaced it with a Zenith carb. The other change to the engine is the one-off exhaust system, again the work of Alexander.

As might be expected from a shop called Filil Metal Works, the bodywork was all done in-house. Hand-beaten aluminum has been used for the front fairing, effectively a cut down Batwing, the gas tank, seat pan and what would on a normal bike be the saddle bags, but on Skywalker's Caddy act as the housing for the radiator.

**D**uring the duration of the World Championship there may have been a slight issue with language, Alexander not speaking English, only Russian, but his demonstrating how the bike's ride-height and rake could be changed overcame many of those problems, and also got Alexander enough votes from his fellow competitors to place 8th in the World Championship of Custom Bike Building in 2011.



To simplify the bike, the Revolution motor was converted from fuel injection to run a Zenith carb



When the front and rear suspension is lowered on Skywalker's Caddy, the whole bike sits level on the ground without any need for a stand



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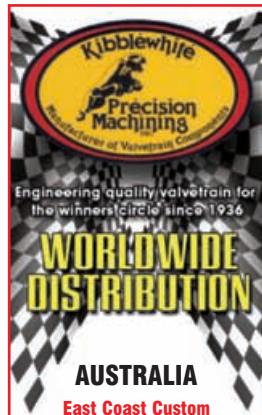
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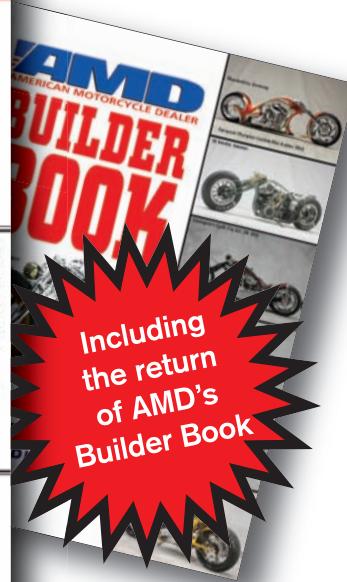
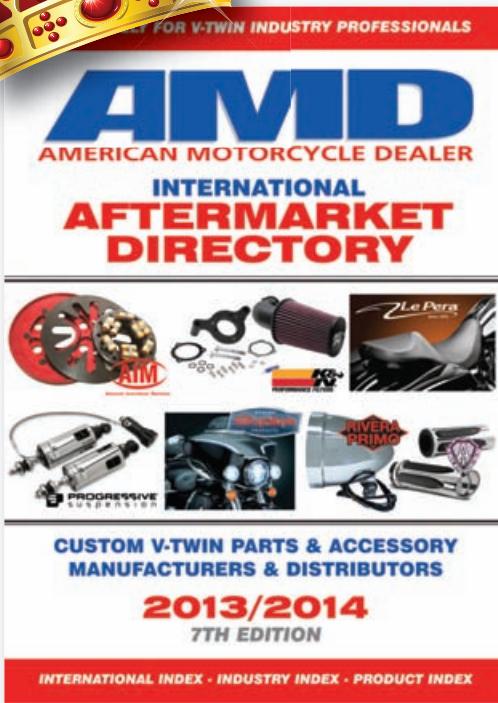
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# Keith Wandell named Board Chairman at H-D

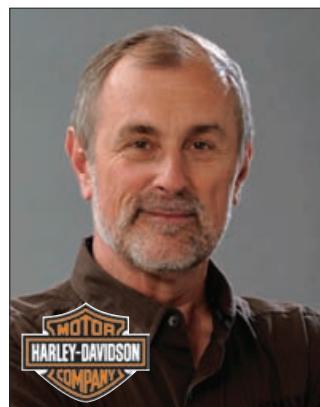
HARLEY-Davidson President and CEO Keith E. Wandell has now taken on the additional role of Chairman of the Company's Board of Directors.

"Keith is a transcendent leader who has done an outstanding job of guiding Harley-Davidson in a period of extraordinary challenge and transformation," said Barry K. Allen, who previously held the position of non-executive Chairman.

"When Keith joined Harley-Davidson as CEO in 2009, the Board believed it essential for him to be able to devote his full energy to strategies

to move the business forward, without the distraction of Board leadership responsibilities," said Allen. "With the Company's tremendous progress under Keith's leadership over the last three years, the Board believes the time is right to recombine the roles of Chairman and CEO."

Additionally, the Board named Richard I. Beattie as Lead Director. Beattie has been an outside director of H-D since 1996. As Lead Director, Beattie will head the oversight and monitoring activities of the Board that would otherwise be performed by a



non-executive Chairman.

"I am grateful for the confidence the Board has placed in me since I first came to Harley-Davidson, to work with everyone in this great organization and to build a bright future for our company," Wandell said. "On behalf of the directors and all our stakeholders, we express our deep gratitude to Barry for his Board leadership and we look forward to his continued guidance and contributions as a director."

[www.harley-davidson.com](http://www.harley-davidson.com)

## Wizards now available through Biker's Choice

WIZARDS, which celebrated its 25th anniversary in 2011, has begun the start of its next quarter century in business with the announcement of the news that its product line is now available through Biker's Choice.

Talking about Biker's Choice taking on the range of detailing and finishing products, Wizards' President Amy Antonsen said: "I am excited about this new



partnership. Feedback from dealers nationwide has been super positive and we are thrilled to be able to continue to offer superior customer support, face-to-face sales and



prompt delivery of product through our new relationship." Biker's Choice Vice President of Marketing, Hank Desjardins, said: "We are stoked to be taking on the complete line of

Wizards products. We have been using the products and are completely satisfied that they are some of the finest cleaners on the market. We are proud to have them onboard."

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## Harley adds second Sturgis prize to UK Custom show

LORNE Cheetham, of Ocean Events, the organizers of The Custom Motorcycle Show taking place at Beaulieu, UK, over the weekend of June 16-17th, has announced the addition of a second £5,000 prize. The show at Beaulieu is a UK affiliate event to the AMD World Championship of Custom Bike Building.

Along with the £5,000 prize in the Freestyle class towards bike freight and travel expenses to compete in the

World Championship of Custom Bike Building in Sturgis, there is now a second £5,000 freight and travel prize for the winner of the Modified Harley class. The prize fund for the Modified Harley class is being provided by Harley-Davidson UK Ltd.

In addition, UK-based custom bike magazines Back Street Heroes and Streetfighters are sponsoring the Freestyle class by supplying the winning trophies, and Italian billet

accessories specialist Rizoma is sponsoring the Streetfighter category and will be presenting a trophy and a prize worth 500 Euros to the winning builder.

The full class list for the show is Freestyle, Modified Harley, Daily Ride, Period Chopper (in the) Traditional Style and Streetfighter styled Performance Custom.

The Custom Motorcycle Show is a part of the Custom and Hotrod

weekend hosted by the National Motor Museum at Beaulieu in the New Forest, Hampshire.



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