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Harley sees sales grow 20 percent as it increases its units shipped forecast 2012

JUNE 2012
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HARLEY-DAVIDSON has reported strong gains in earnings and dealer new motorcycle sales for the first quarter of 2012.

The company is reporting that retail sales of new Harley-Davidson motorcycles grew 20.3 percent worldwide in the first quarter this year (compared to 2011), with domestic US growth of 25.5%.

On a worldwide basis, dealers sold 59,677 new Harley-Davidson motorcycles in the first quarter of 2012, compared to 49,595 motorcycles in Q.1 2011; 39,762 of them in the US. International dealers sold 19,915 new Harley-Davidson motorcycles during the first quarter, an increase of 11.2 percent.

Industry-wide domestic U.S. heavyweight new motorcycle (651cc-plus) retail unit sales increased 17.5 percent compared to last year's first quarter, so in brand terms Harley continues to grow ahead of market trend.

"We continue to be encouraged by the strong trend at retail and in

earnings over the past several quarters. Our first quarter performance reflects the outstanding appeal of our products, the ongoing results of our transformation strategy, the efforts of our dealers and employees, and improving macro-economic conditions in the U.S.," said Keith Wandell, Chairman, President and Chief Executive Officer of Harley-Davidson, Inc.

"While we are obviously pleased by our strong start to the year, we are more focused than ever on the ongoing implementation of our business strategy and tapping the many opportunities we see globally. Through Harley-Davidson's transformation to world-class manufacturing, product development and retail capabilities, we are positioning the Company to serve our customers even better and help ensure the strength of the business long term," Wandell said.

In 2011, for the fourth straight year, Harley-Davidson was the U.S. market share leader among young adults ages 18-34, women, African American and

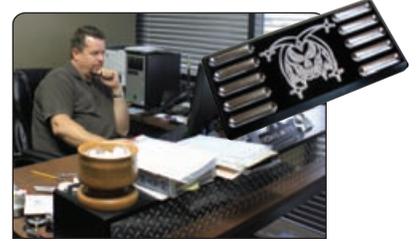
Hispanic riders, as well as among its core rider group, across all displacements of on-road motorcycles, according to recently available data. More than one-third of new Harley-Davidson motorcycle sales in the U.S. in 2011 were to riders new to the brand, and in the EMEA region, more than two-thirds were new to the brand.

"We believe that Harley-Davidson's market leadership among its demographic outreach targets demonstrates the powerful and growing appeal of the brand to new generations and diverse groups of riders," Wandell said. "We also continued to expand the reach of Harley-Davidson to customers around the world. Our employees and dealers are more dedicated than ever to making customers' dreams a reality through remarkable products and extraordinary experiences."

First quarter income from continuing operations was \$172.0 million, or \$0.74 per share, on

Continued on page 6 >>>

INDUSTRY EXTRA



PRODUCTS



BIKE FEATURE



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MOTORCYCLE ENTERTAINMENT



Computer simulation to test frame and suspension design and an interest in downhill mountain bike racing were combined when Philip Roquebrune, of Roquechop Design set about creating his World Championship entry Minotaure. See pages 62-63





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Company feature: Joker Machine 15-18

Since opening over 20 years ago Joker Machine has weathered the ups and downs of the economy, and here the company's General Manager, Geoff Arnold, tells AMD how the business continues to adapt to a changing market



Products: The new, the best and the must-haves 22-49



Baker Drivetrain p.22



K&N p.24



JayBrake p.28



ShowZone: Swiss Performance 2012 51

Horst Rösler travelled to Switzerland and discovered just how important Harley-Davidson is in the country's motorcycle market with a visit to the Swiss Performance show in Zurich



The Bradley Report: 57-58

AMD introduces a new feature, a semi-regular column by founder Robin Bradley based on news collected from his conversations with market contacts, show visits, and his inbox...



Custom Build: 'Minotaure' by Roquechop Design 61-63

One of a growing number of young builders who bring new ideas and influences to the custom bike scene, Philip Roquebrune of Canada created Minotaure with the emphasis firmly on streetable performance



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Harley successfully acting to defuse the so-called 'demographic time-bomb'?

PERSONALLY, while I have shared concerns about the apparent difficulties posed by the median age of new Harley-Davidson customers (indeed, motorcycle buyers as a whole), I have also seen advantages, a flip-side to the issue of an apparently aged customer base, stubbornly rooted in middle age.

It is a subject that I have discussed in these columns many times down the years.

The concerns focus on the 'what do we do when they all die' argument about the custom market (in particular) being apparently unable to dramatically shift the median age of its customer base to a younger group of consumers.

For me the 'flip-side' of those concerns has always been the financially better equipped nature of a market whose customer median age is in the mid-40s. Namely that with 80 percent of that customer base within 15 years either side of their mid-40s, a discretionary leisure-Dollar spend market whose sweet-spot is directly focused on to when wallets are at their fattest is one that I would take all day long - especially compared to a market dependent on the disposable income of younger customers.

However, and also as aired in this column previously (much to the disbelief of many), there has been a 'factoid' repeatedly buried in Harley-Davidson's quarterly and annual fiscal reports for some years now, that points to Harley as being either the fastest growing market share brand among young adults (ages 18 to 34) or even, as stated in their first quarter 2012 fiscals "the US market share leader among young adults".

Indeed, this latest release goes on to state that Harley-Davidson is also "the US market share leader among women, African-American and Hispanic riders, as well as among its core rider group across all displacements of on-road motorcycles".

With the company also reporting that "more than one-third of new Harley-Davidson motorcycle sales in the US in 2011 being to riders new to the brand" (and that jumps to more than two thirds internationally), there now appears to be conclusive evidence emerging that Chairman, President and CEO Keith Wandell's much vaunted challenge to Harley's marketing teams to 'outreach' as never before is paying dramatic dividends.

As part of the wide ranging "transformation strategy" that Wandell has committed the company to since becoming the first 'outsider' to take the helm, an ability to reduce the median age of the brand's appeal may be just one small step among many, but it is one that will lay the foundations for a giant leap of massive long term significance.

One of the primary arguments often quoted by those who have been sceptical about the Motor Company's ability to ever achieve such a paradigm shift has been alienation of the brand's historic core market.

However, as the latest available data appears to confirm, Harley is proving

adept at dancing with the guys who brought them to the prom, as well as pulling new talent!

There is logic at play here because those who feared that Harley would lose historic core riders have been guilty of underestimating the qualitative brand characteristics that have always been at play for boomers – in rejecting prior cultural and consumption values, their own emergence as a core market on which Harley sales were able to rebound from a mere 36,000 in the mid-1980s provided a foundation for a market in which bagger iPod docks have become as important a hot-button for the so-called Easyrider generation as wind in the hair and bugs in the teeth once were.

Once it was electric starters that represented the end of the world as it was known, then it was the oil-tight Evo that marked the start down the slippery slope towards eternal brand damnation. But the world didn't end. Far from killing sales, the so-called "core market" has responded by simply buying more bikes every time the Harley brand has moved forward.

Therefore, the history of boomer brand engagement with Harley itself proves that assumptions that a generation of 21st Century young consumers could not be reached by a Harley forged before the word "digital" had been coined, must also have been misplaced.

Sometimes it isn't only about what you offer for sale, but, just as importantly, about how you offer it for sale - and Harley appear now to have successfully started to speak to market sectors that were previously thought to be out of reach.

I have often said that while new media and new information and entertainment consumption patterns and habits differ greatly in technology terms from those of the 1960s to 1980s, the changes we have seen, and are still going to see, are all about "how" to deliver a message, and not necessarily always and automatically about "what" that message is. The history of sales and marketing, of "outreach", teaches us that far from shaping the message, the delivery technique is defined by it.

Harley-Davidson have clearly mastered the channels, but done so without having to abandon air-cooled big inches.

They are showing us that in a broad march of time characterized by the perpetual motion of change, some things can remain unchanged.

It would appear that there is hope. That there is a longer-term future for the custom style motorcycle ownership and riding experience; that there may after all be someone around to celebrate their 200th anniversary.

leader among young adults



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<<< Continued from cover

consolidated revenue of \$1.43 billion for the quarter, compared to income from continuing operations of \$119.3 million (\$0.51 per share) on \$1.22 billion in Q.1 2011.

First-quarter operating income from Motorcycles and Related Products grew 66.4 percent to \$208.1 million on higher shipment volume and operating margin improvement.

At \$995.9m, first quarter revenue from Motorcycles was up 19.5 percent. The Company shipped 64,263 motorcycles to dealers and distributors worldwide during the quarter, compared to 53,827 in the first quarter of 2011. This was higher than the Company's prior shipment guidance of 58,000 to 63,000 motorcycles for the quarter.

Harley-Davidson is increasing its full-year shipment guidance and expects to ship 245,000 to 250,000 motorcycles to dealers and distributors worldwide in 2012, compared to prior shipment guidance of 240,000 to 245,000 motorcycles. The new shipment guidance reflects consumer demand and the Company's limited ability to produce additional motorcycles in 2012. In the second quarter of 2012, the Company expects to ship 79,000 to 84,000 motorcycles.

Revenue from Motorcycle Parts and Accessories (P&A) was up 21.1 percent at \$199.1 million for the first quarter; General Merchandise (which includes MotorClothes Apparel and Accessories) revenue was \$74.6 million, up 19.2%.

Gross margin was 35.9 percent in the first quarter of 2012, up from 33.1 percent in the first quarter of 2011, with first-quarter operating margin from motorcycles and related products at 16.3 percent on operating income of \$208.1 million (compared to operating income of \$125.1 million and of 11.8 percent margin in last year's first quarter).

The Company continues to expect full-year gross margin to be between

34.75 percent and 35.75 percent. The Company also continues to expect capital expenditures of between \$190 million and \$210 million in 2012. While the Company is maintaining guidance for overall capital spending, it is increasing the portion of capital expenditures dedicated to support restructuring activities to approximately \$35 million for the full year, compared to the previous estimate of approximately \$25 million.

The Financial Services segment recorded operating income of \$67.4 million in the first quarter of 2012, compared to operating income of \$67.9 million in last year's first quarter. Segment results reflect continued improvement in loan portfolio credit performance and increased net interest margin at Harley-Davidson Financial Services in the first quarter of 2012. In the first quarter of 2011, Financial Services segment results had benefited from the release of significant credit loss reserves.

In the first quarter of 2012, the Company incurred restructuring charges of \$11.5 million. Upon completion, Harley-Davidson continues to expect restructuring activities initiated since 2009 to result in one-time overall costs of \$500 million to \$520 million through 2013, including costs of \$50 million to \$60 million in 2012. The Company continues to expect cumulative savings of \$275 million to \$295 million in 2012 from restructuring activities initiated since 2009, rising to cumulative annual ongoing savings of \$315 million to \$335 million beginning in 2014.

Cash and marketable securities totalled \$1.41 billion at the end of the first quarter, compared to \$1.05 billion at the end of last year's first quarter. During the first quarter of 2012, Harley-Davidson experienced a cash outflow from operating activities of continuing operations of \$73.6 million, compared to an outflow of \$104.9 million in the year-

Harley-Davidson sales revenue and production data 1st Quarter 2012

Income statements in \$1,000s (except share)	THREE MONTHS ENDED	
	APR 1, 2012	MAR 27, 2011
Net sales revenue	\$1,273,369	\$1,063,044
Gross profit	\$456,510	\$351,866
Total operating income	\$208,064	\$125,062
Net income	\$172,035	\$119,260
Diluted earnings per common share	\$0.74	\$0.51

NET SALES REVENUE		
Figures are shown in \$1,000s	THREE MONTHS ENDED	
	APR 1, 2012	MAR 27, 2011
H-D Motorcycles	\$995,902	\$833,501
Parts & Accessories	\$199,058	\$164,333
General Merchandise	\$74,606	\$62,566
Other	\$3,803	\$2,644
Total	\$1,273,369	\$1,063,044

MOTORCYCLE SHIPMENT DATA		
NOTE: H-D Motorcycle Shipment Data is not the same as Retail Registrations	THREE MONTHS ENDED	
	APR 1, 2012	MAR 27, 2011
United States	41,293	34,866
Exports	22,970	18,961
Total H-D	64,263	53,827

PRODUCT MIX	2012	2011
	Touring	27,158
Custom	24,572	20,670
Sportster	12,533	10,661
Total	64,263	53,827

RETAIL SALES OF H-D MOTORCYCLES	2012	2011
	North America	41,829
Europe	8,882	9,167
Asia Pacific	5,343	4,260
Latin America	2,211	1,194
Total	59,677	49,595

ago quarter. Cash flow was affected by a \$200 million company contribution to its pension plans in both the first quarter of 2012 and the year-ago period. •



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Drag creates specialist seat website

DRAG Specialties has now created and launched a website which specifically caters for the company's range of aftermarket seats for Harley-Davidsons. The URL for the new online presence is 'seats.dragspecialties.com'. The website has been created to help users find the right seat for their needs and includes an interactive year/model search and a keyword search. Alternatively users can simply browse the 'SEATS' section of the site to get detailed information on Drag Specialties seats, including applications,



specifications and suggested retail prices.

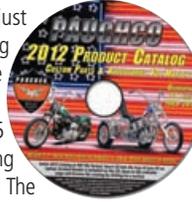


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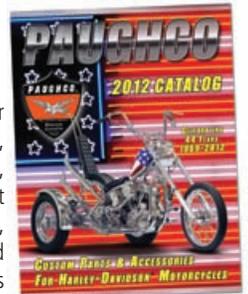
New Paughco catalog in two formats

PAUGHCO has released its 2012 catalog not only in traditional print format but also electronically on a CD.

The print version can be ordered for just \$12.00 including shipping, while the catalog on CD is just \$2.95 to cover shipping and handling. The CD version contains a PDF file of the entire 368 plus page print catalog, which covers the company's line of Chopper, Bobber and restoration parts, including the comprehensive



line of Springer front ends, tanks, fenders, primaries, replacement wheels, exhausts, handlebars and related accessories and unprecedented collection of custom and replacement frames.



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The Custom Motorcycle Show Beaulieu

THE Custom Motorcycle Show, one of two UK affiliate rounds of the World Championship of Custom Bike Building, which is being held at Beaulieu over the weekend of 16-17 June, 2012, has announced **Draggin Jeans** as the latest high-profile trade exhibitor.

Draggin pioneered the use of Kevlar as an abrasion resistant lining for denim jeans in the '90s and scientific tests consistently show that Draggin offers superior levels of protection to other similar-looking products. Founded in Australia, Draggin manufactures jeans with a unique protective lining, knitted using a combination of Kevlar and Dyneema and secured with reinforced seams to help keep the wearer's skin protected

during a slide.

In addition to Draggin Jeans and many other trade exhibitors, BLD has booked a stand in the Grand Marquee area of the Show. BLD, which is an industry leader in custom design and paintwork, is the parent company of Altamura Concepts. Along with being a key sponsor of The Custom Motorcycle Show, Altamura Concepts will be showing off its award-winning custom paint and also providing airbrush demonstrations throughout the show. BLD Group will also be on hand promoting their six nationwide motorcycle centers and offering the chance to win £1,000 travel vouchers.

Other companies who have signed up for the Show include Hogbitz Speed Shop, RACE Natural Leather Care,

Kiddimoto, Shaw Speed and Custom, Rivera Primo, JAP Industries, Shadow Motorcycles, Red Dog Motorcycles, Cafe Racer Kits, Vintage Cowboy Boots and over 40 other exhibitors showing custom motorcycles, parts, accessories and merchandise.

At the time of going to press, over 50 entries had been accepted for the affiliate round of the World Championship of Custom Bike Building. Custom and streetfighter builders who have recently entered their amazing machines into the Beaulieu Show include Attitude Customs, Taylormade Wheels, former World Championship competitors Destiny Cycles, Essex County Choppers, Rolling Art Motorcycles, Dirty Ernie Choppers, Conrad Boyd,

Wynn Engineering, Smokey Joes Bobbers, Paul Best, Scott Harwood, Ian Spencer-Woodbridge, Noble Customs Guildford, Martin Brookes, Brian Gaskin, Shaun Gemmell, Merry Michau, Shaun Wainford and John Lovell.

The organizers have also received show bike entries from all over Europe, including Spain and Germany.



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Knieval Cycles seeks European dealers

FOLLOWING on from the news that it has received European Communities Whole Vehicle Type Approval on two new motorcycle models, the Patriot Pro-Street and the Patriot Chopper, Knieval Custom Cycles is now seeking dealerships throughout Europe.

Greg Zappala, President of Knieval Cycles, says: "With the addition of our newly approved models, and soon to be released Cafe Racer, we believe we can offer European dealers the full spectrum of bikes needed to satisfy the demand of the American motorcycle enthusiast in Europe. Currently we provide product to Absolut Cycles in Paris, France, and we are actively seeking new partners throughout all of Europe to expand our product network. I would like to invite any European dealers who are serious

Patriot Chopper



about handling the highest quality American motorcycles to contact."

The addition of the Patriot Pro-Street and the Patriot Chopper

increases the Knieval Cycles European Approved line to five base models. To secure the certifications, Knieval Cycles had to meet or exceed

European Union 03 emission standards, as well as meet 26 separate vehicle quality, safety and emissions directives.

In late 2010 Knieval Cycles introduced its first three bikes with European Community Whole Vehicle Type Approval certification, the Evel One Springer Bobber, the Evel Commemorative Softail Bobber, and Evel Commemorative Rigid Bobber.



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Roadsmith celebrates 40 years of trikes

THE Trike Shop, which manufacturer the Roadsmith line of trikes, is celebrating 40 years in the business in 2012. What began as a garage based

business, based in a suburb north of the St. Paul /Minneapolis area, building Volkswagen powered trikes, is now a dedicated manufacturer

of motorcycle engine three-wheelers with a production and distribution facility in White Bear Lake, Minnesota. Over the intervening years, The Trike Shop has been at the forefront of trike development introducing such firsts as independent rear suspension, a longer wheelbase, auxiliary fuel tanks, electric reverse, standard parking brake and more. As the company developed, and other companies began to develop trikes, the business began to realize its generic sounding name, The Trike Shop, was becoming confusing for its customers and dealers, leading to the creation of the current name, Roadsmith Trikes. Although their factory retail stores still maintain The Trike Shop moniker, the parent



company has for the last few years done business under the banner of Roadsmith Trikes and is represented by over a hundred dealers in the U.S. and Canada, as well as its own retail locations, The Trike Shop at Destination Daytona and on Beach Street in Daytona Beach, Florida.

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Beaulieu, home of the UK's National Motor Museum, from 16-17 June 2012

The Custom Motorcycle Show is a 'World Class' event promoting engineering excellence: celebrating the wonderful world of custom & modified motorcycles & the fanatical culture that embraces it.

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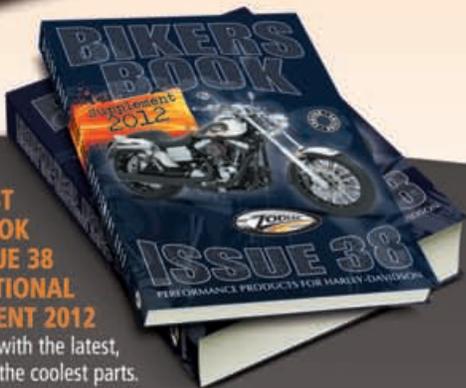
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He's the Joker



When aerospace engineer Richard Warren used his machine shop's facilities to make a license plate holder for his bike, he never realized he would go on to create a business specializing in billet parts for motorcycles. AMD visited Joker Machine to discover more

Words by Duncan Moore - duncan@dealer-world.com

In 1991 Richard Warren and his sister Diane Rawson were running an aerospace engineering business called C&W Engineering, and had been doing so for many years.

Both were, and still are, keen motorcyclists and Richard decided to use the shop's machines to make a one-off license plate holder for his bike. As is so often the case in the bike industry, one piece caught the attention of someone in the industry and soon C&W Engineering was being asked to produce billet aluminum motorcycle accessories

for other companies.

The opportunity to design and create parts for bikes appealed to Richard and his sister, and after four years of private label work the decision was made to make the move into producing parts under their own label and so, in '95, Joker Machine came into being. Joker Machine's General Manager Geoff Arnold takes up the story: "While aerospace engineering and defense work pays well, it can be very variable. As we were doing more and more bike parts, it made sense to concentrate on that and have the freedom of



The 'Solid Clamp Speedo Ring' relocates the stock speedo to the side of the fork leg and is available with a 39mm clamp for '93-up Sportster models and a 49mm clamp for 06-up Dyna models



The Sportster steering stem nut is a billet replacement for the stock crude hex bolt look on Sportsters and offered in a choice of black or clear anodized or chrome finishes



Richard Warren





The dual billet aluminum handlebar clamp assemblies replace the stock handlebar risers on Sportsters. CNC machined from 6061-T6 bar stock, and supplied with alloy 'Gold Zinc' mounting bolts, the risers are available in black or chrome and 2in or 4in heights to fit 1in diameter bars



Joker Machine has taken motocross styling and applied it to Harleys with its adjustable serrated footpegs and matching shifter pegs. The two-piece construction used, for 6061-T6 aluminum CNC machined footpegs, offers 360 degree rotation with a pitch adjustment screw to set the position. The footpegs are offered in short and long lengths and the footpegs and the shifter peg can be ordered in raw aluminum or black anodized

While being known for its line of Sportster parts, Joker Machine also caters for Big Twins, and its parts line includes a high performance air cleaner assembly for late model EFI Big Twins. The CNC machined billet aluminum assembly, in chrome or black anodized finishes, includes a 4in K&N filter and Joker's exclusive 'baffle plate' crankcase breathing system



Joker Machine's aluminum bodied bar end mirrors feature multiple adjustment options. The heads and mounting parts of the mirrors are CNC machined from billet aluminum and anodized after machining. To provide a superior rearward view, convex glass is used for the mirrors. Three styles are being offered, rectangular, 2 1/4in round and 3 1/4in round, all are foldable and a choice of mounting options are offered too. Allen bolts are used throughout the mirror assemblies, along with nylon spacers between the moving parts for ease of adjustment



The Astro range of bullet marker/turn signal lights from Joker Machine are available in a range of mounting options; including directly to the bike with the wires fed through the mount and bolting to a 3/8in or 8mm hole or to clamp on to 39mm or 41mm fork tubes. Each Astro, machined from billet aluminum, contains nine LEDs in either red or amber (amber is the only option on the fork mount version) and the finish choices are raw aluminum or black anodized

producing them under our own name."

One of the most distinctive features of Joker Machine is its distinctive logo, an idea which came about from an idea by co-owner Diane Rawson for the tank art on a custom build project being done at the shop after hours. A second point that Geoff is keen to point out is the cost and quality of the company's product line: "We sell a high-quality product at a fair price that you don't have to mess about with to fit. We make every part as if we were making it to go on our own bike. We have a lot of bikes here between us, and we can keep changing the look we're going for, it might be racing one month and something else the next.

"The current trend is a move away from chrome

and more towards a performance orientated type of look, more mechanical appearing. The motocross style pegs we do for use on Harleys are selling like crazy. In fact they are one of our best selling lines at the moment."

In order to meet the demand for its products Joker Machine has adopted a lean manufacturing process. The company has taken this idea to its natural conclusion and downsized from a 20,000 sq ft facility to a 8,400 sq ft one. As Geoff explains: "It was nice to have the space of the old factory, but there was just too much of it. We would end up wasting time walking from one end of the shop to the other just to take a phone call. It simply wasn't efficient."

While the shop may now be smaller, the equipment it houses is state-of-the-art computer controlled Haas machinery. The investment in the latest CNC and CAD technology means that Joker Machine can keep everything, with the exception of chroming and polishing, in-house. At one end of the production line raw aluminum stock is delivered, at the other finished products are ready for packaging. This complete control over the production process means that Joker Machine can produce a run of 10 parts or 100, the only governing factor being the demand from its dealers.

On the subject of lean manufacturing, Geoff says: "The lean manufacturing process we've

adopted is the way forward for companies that want to survive. The market is changing and things have slowed down for us, like many other businesses, but there is still a lot of business to be done out there, especially through the internet and overseas sales."

Overseas sales are an important part of Joker Machine's program, and according to Geoff those customers are extremely happy with the product: "We've never had a return on anything we've shipped overseas. In addition, we offer technical support to our overseas customers too." Carrying on with the subject of returns he says: "The returns we do get domestically are usually just small things like leaking master cylinders. However, because we're still a relatively small outfit, we can respond to it straight away."

The attitude the company takes to dealing with returns is an unusual one, and yet one that shows its commitment to its customers. While it sells direct, it also supplies dealers through Drag Specialties, and if a customer has a return which was purchased through Drag, Joker Machine are happy to deal direct. As Geoff explains: "We'll tell them to return it directly to us; it cuts down on the

paperwork involved for everyone."

It is not just returns where Joker Machine takes an unusual approach. In order to keep the machines working, the company has explored other avenues of production, including manufacturing bike parts for other companies, producing parts for goKarts and even European speedway bikes. The influence of these alternatives has even seen the company take a speedway bike to Bonneville for the BUB Speed Trials.

While there has been a diversity of production from the core American V-twin product line, there has also been a cross-over. Due to the family run nature of the business, with the children of co-owners Richard and Diane joining the business, younger ideas are being brought in, with the speedway bike being just one example. A further example is the wide range of Sportster parts produced at Joker Machine. While many other companies are moving to producing parts for Baggers as riders get older and move to such bikes, the youthful element at Joker Machine, who ride sportsbikes and Sportsters, have had an influence on future product design and development, and



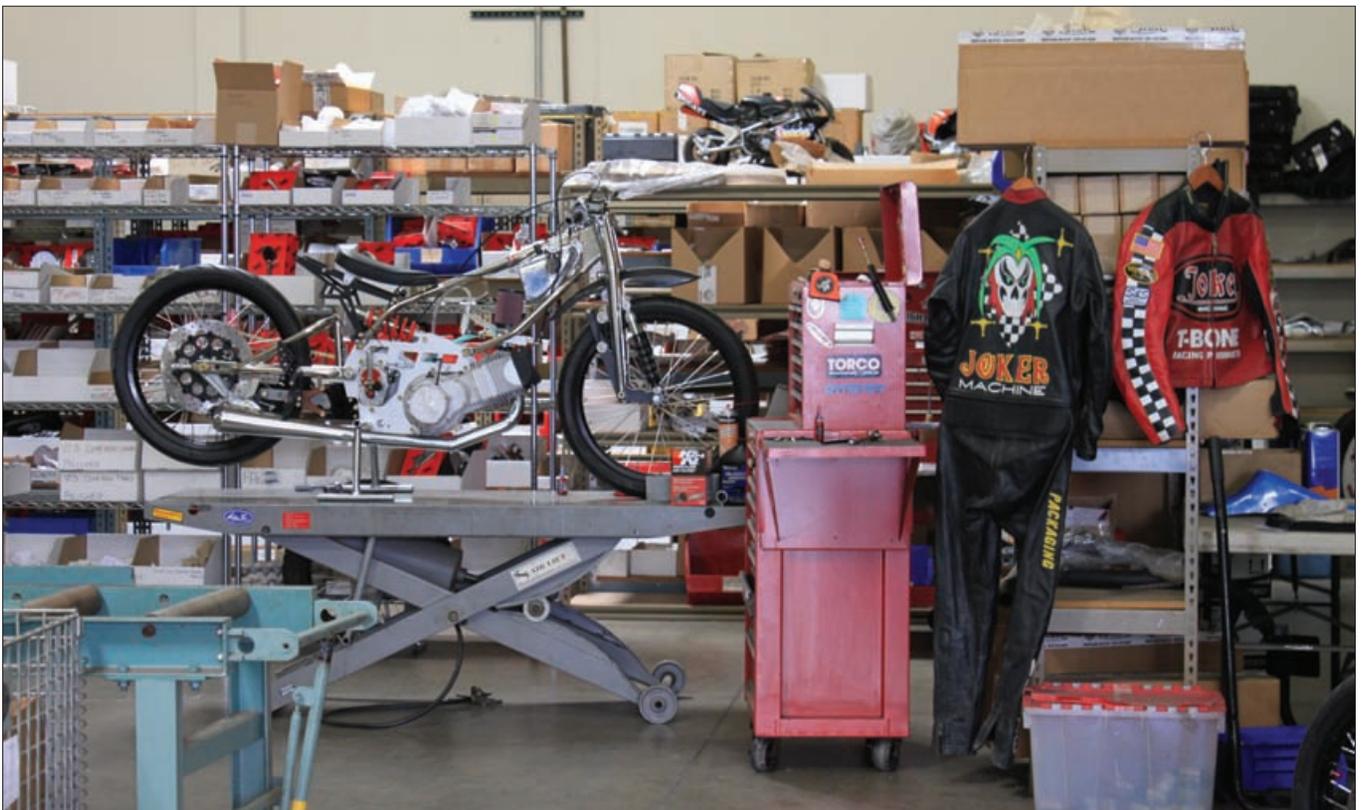
The Sportster derby cover by Joker Machine is available in finned and techno (shown) finishes to fit '04 and later XL and XR models. The CNC machined 6061-T6 billet aluminum covers can be ordered in black anodized, clear anodized, and chrome finishes



Created to provide Sportsters with a high-tech racing look, Joker Machine's Sportster sprocket cover is machined from 6061-T6 billet aluminum and is lighter than the stock cast piece it replaces. CNC machined stand-offs and mounting hardware are included with the cover, which can be ordered in black or clear anodized finishes



When Joker Machine's handlebar risers are fitted to a Sportster the blank recessed area in the headlight bracket can be covered with a machined billet plate. Three designs are made by Joker; the Joker (shown), finned and flamer





this is reflected in the fact that there are 70 part numbers for Sportsters. Along with the wide range of Sportster-specific parts, the pricing of them is kept low, making them appealing to a younger market with less disposable income. Yet a market that will later in life move up to Big Twins and higher priced parts.

Joker Machine's keeping the cost of parts down has other benefits for dealers, beyond just attracting younger customers. By doing so the amount of money dealers have tied up in stock is reduced too.

Due to the nature of the parts made by Joker Machine, and the quick fill rates offered on orders, Geoff believes that dealers do not need to carry a great deal of stock either. He explains his thinking: "Dealers tend not to carry a lot of our parts in stock. There is no need for them to do so. It's not like, say, helmets, where they have to have a wide range of sizes available for the customer to try. But once a customer buys one of our parts and realizes how high the quality is and that they are true bolt-on parts, they will go back and buy more."

It is this belief in the quality of the product that Geoff believes is the reason for the success of Joker Machine, saying: "We sell a high quality product at a fair price that you don't have to mess around with to fit. It's made in-house, by Americans."

The patriotism expressed above has served Geoff well in the past, but like many others in the motorcycle industry, he has seen the effect of the economic downturn and has found ways to deal with it, saying: "We have evolved into taking on many endeavours in the motorcycle world and various two-wheeled machines." When asked what he meant by this, he explained: "We have

ventured out into some different avenues of motorcycles, other than what was just our mainstay of Harley Davidson Big Twin parts only.

"In the past we have had success with various off-road product lines and racing sponsorships, but we are always keeping our eyes open to trends as they happen. We are currently involved extensively in Speedway Racing in Europe and in American venues, as its popularity grows. We are continually developing vintage Cafe Racer parts, with a billet aluminum styling twist, for many '60s-on era bikes, and current model Sportsters and also for Triumphs. In addition, we have an extensive line of parts for Honda CB750s and other CB models, along with parts for Yamaha, Kawasaki, Ducati, etc., which is growing due to customer demand. The experiment continues for us into the future by responding to the needs and demands of the motorcycle enthusiasts as time goes on."

It is this willingness to explore other markets outside of the traditional domestic manufactured motorcycle industry that has allowed Joker Machine to not only continue in business, but also to show steady increase in sales.



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www.jokermachine.com



Joker Machine's LED indicator handlebar clamp, which is machined from 6061-T6 bar stock, replaces the stock H-D Sportster and Dyna top clamp and houses the stock LEDs



Designed to replace the stock die-cast adjustable license frame bracket found on stock H-D Sportsters and Nightsters. When fitted, the CNC machined 6061-T6 aluminum bracket necessitates the removal of the stock turn signal / brake lights, which can be replaced with Joker's Astro lights. The light included in the bracket uses high-intensity LEDs

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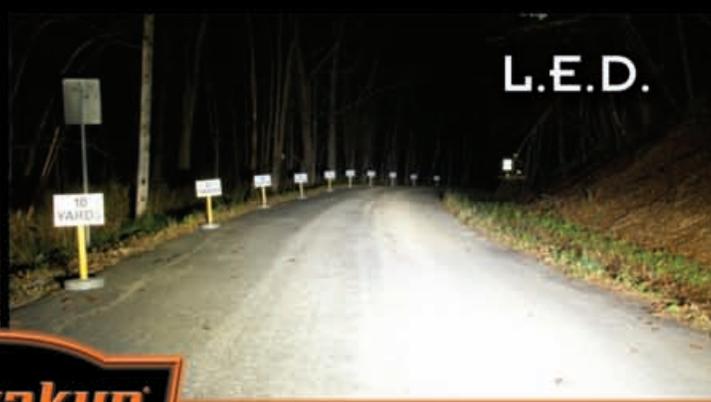


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Baker Bully primary cover

BAKER Drivetrain has released details of its new Bully primary cover, which has been designed to work with '07 and later Touring models.

The launch of the '07 Touring models saw the introduction of a six-speed transmission and in turn a new primary drive. The engineers at Baker felt that the new cover lacked style and so have taken the company's Function Formed ideology and created the Bully cover.

The Bully cover includes a motor sprocket cover, inspection cover, and what Baker refers to as the bellhousing around the clutch to break up the large plain surface area of the stock unit. Machined from 6061-T6 billet aluminum, the cover is a



direct bolt-on in place of the stock outer primary cover. Included with the cover are an outer primary gasket, inspection cover gasket and derby cover rubber O-ring and the package is covered by a two-year limited warranty.

BAKER DRIVETRAIN
 Haslett, Michigan, USA
 Tel: 517 339 3835
info@bakerdrivetrain.com
www.bakerdrivetrain.com



XR1200 clip-ons

FREE SPIRITS is continuing to develop race parts for Harley's XR1200 and the latest addition to its parts range is a set of clip-on bars.

The 1in diameter bars are designed to mount directly to the fork legs and feature machined aluminum 55mm diameter clamps. The bars are angled eight degrees and are dimpled to allow the stock controls to be used.

FREE SPIRITS
 Carrè (VI), ITALY
 Tel: +39 0445 390437
info@freespirits.it
www.freespirits.it



New cover and mount from Headwinds

HEADWINDS has introduced a new 7in grill to replace the beauty ring on all stock FLST headlights. The 2 1/4in long grill is said to blend with the headlight profile and easy to fit. It is machined from billet aluminum, features thick vertical bars and is available in chrome or black.

The other new product from Headwinds is a headlight mount assembly for the Harley-Davidson V-Rod Muscle. It



The machined aluminum billet light grill fits all stock FLST headlights



Headwinds light mount for the V-Rod Muscle allows different headlights to be easily fitted

mounts directly to the lower tree slots and fits with stock brake line. Once the billet aluminum mount is in place many of Headwinds' custom lights can then be installed. The mount is available in chrome, black, polished aluminum or custom finishes (available on request).

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K&N air filters for Cross Bones and Blackline

K&N Engineering has released a replacement high-flow filter for H-D's '11 – '12 Blackline and '08 – '11 Cross Bones air cleaner systems.

The K&N HD-1611 high-flow air filter is said to provide low restriction, resulting in increased throttle-response, horsepower and torque. The K&N pleated media provides a large filtration

area offering high-flow, long service intervals and excellent filtration.

The filter is designed to slide directly into the OE filter assembly without any fitting or cutting required. The top plates are zinc coated and the filter itself is washable, reusable, pre-oiled and ready for installation.

A gasket is included for OEM fit.



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Paughco direct fit 80-spoke wheels, dished and axed tanks

PAUGHCO now has direct fit 80-spoke wheels available for a wide variety of applications. Front wheel packages, which fit with pre-fitted Timken bearings ready to install, are available in 21 x 2.15in for use with '89-'99 single disc brakes and forks.



Rears are offered in 8.5in and 10in and carry three late model sealed bearings – one on the brake side and two on the pulley side (3/4in ID and 1in ID bearings included). They are also supplied with larger 2.20in diameter spigots for '00 onward brake rotors and belt pulleys. The rear wheels are sealed in the spoke wells for tubeless tire applications. The company has taken a selection of its range of gas tanks and reworked them for a more 'Old School' look. To achieve the change in look the tanks have been 'axed and dished'. The compact size tanks are supplied with integrated mounts and are fitted with bung for cam-style caps and late model 22mm petcocks. They are available in four capacities; 3.0, 3.5, 4.5 and 5.

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Corbin saddles for Softail Blackline

CORBIN has announced two additional new saddles to the range it offers for Harley's Softail Blackline. The latest additions are the **Gunfighter Solo** saddle and the **Classic Solo** saddle with pillion.

The Gunfighter is a variation on the classic design from the company, which has been adapted for use on the Blackline and as such it features an ergonomically contoured shape to provide a large area of body contact for best weight dispersion. While the Corbin fastback tail section is padded and upholstered to provide for short trip passengers while providing the rider with additional lower back support.

The Gunfighter mounts to stock locations with a single bolt and features leather seating which breaks in with the foam shape for a personalized fit. In the side panels and tail, Corbin uses coordinating vinyl material to keep the foam shape tight.

The Classic Solo's seating platform is said to conform to the shape of the rider's body for maximum support and more square inches of body contact. For added back support, Corbin's Classic Solo saddle accepts an optional rider's backrest that provides an additional 9in of vertical support. Corbin's backrests come covered to match the saddle and also offer the option of custom finishing plates on the rear.

For maximum versatility Corbin has designed a matching passenger pillion seat. The pillion pad is built with Corbin's exclusive high-density 'Comfort Cell' foam to provide firm support. It comes decorated in a choice of leather styles to coordinate with the Classic Solo.

The Classic Solo saddle also has the option of electric heated seating. The system wires directly to the Blackline's battery and provides heat at the flip of a switch. Heater unit and controller are built into the saddle and come pre-installed. Switch is conveniently located on the left side of the seat.

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Classic Solo saddle



Gunfighter Solo saddle



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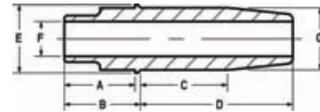
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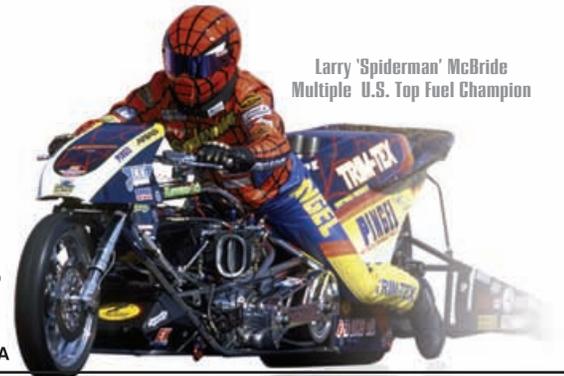
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Samson Powerflow III for Dressers and Road Kings

SAMSON Exhaust has extended its line of Powerflow III exhaust systems with the introduction of a 2-into-1 pipe for use on all '10 - '12 Harley-Davidson Dressers and Road Kings.

Samson claims that extra power is generated through a series of chambers, which the manufacturer refers to as the 'Power Chamber', which helps condense and intensify exhaust flow, resulting in extremely high horsepower and torque. Independent dyno testing has shown that the Powerflow III can produce a 20 percent increase in both horsepower and torque.

Available in either chrome or 'Sinister Black' ceramic (special request), the Powerflow III features removable baffles, full coverage heat shields and accepts OEM or aftermarket o2 sensors.



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New additions to W&W range

AMONG the reproduction period accessories now being made available by W&W are 'Cabbage Cutters'. The chrome trims were often fitted to the tips of fenders on full-dress bikes in the '40s and '50s, and now the German distributor has a range of them to fit classic bikes as well as updated versions to fit modern Touring and Heritage Softail models. Options are available for front or rear use and with or without a cutter grill.



'Cabbage Cutter' fender trims are being offered for classic models as well as modern Touring and Heritage Softail models

A second reproduction piece is a copy of the stock 2-into-1 exhaust systems for use on '25 - '28 F and J models. The system includes 1 1/2 in front and rear



A reproduction exhaust for F and J models can now be purchased through W&W



The cast aluminum bird deflector for Linkert carbs is made by Landströms Foundry



The W&W teardrop gas tanks have both a 1/2 in NPT and 1/4 in NPT petcock thread

header pipes and mufflers with cut-out door and clamp.

For riders using Linkert carbs on their bikes, W&W now has the Rocket design bird deflector from Landströms Foundry. The cast aluminum deflector fits four-bolt Linkert carbs.

For use on more modern intake systems the S&S Cycle Air Stream air cleaner cover is an update of the classic S&S Teardrop air cleaner, which has been designed for use on the company's Stealth air cleaner kits. The new cover can be ordered in a choice of chrome or black wrinkle finishes.



The latest S&S Cycle Air Stream air cleaner cover is available in chrome or black wrinkle finishes

The teardrop theme continues at W&W with the small teardrop gas tanks being made available. Supplied with front and aft mounting tabs, the tanks have a 1/2 in NPT petcock thread on the right side and a 1/4 in NPT thread on the left.



The Roland Sands Design mini ape hanger handlebars feature Heim joints on the cross brace

The final new piece to be offered by W&W is the Roland Sands Design mini ape handlebar. Carrying the company's Black Ops finish, the 'bars feature a billet crossbar with Heim joints on both ends. The 1 in diameter bars are 23cm high.

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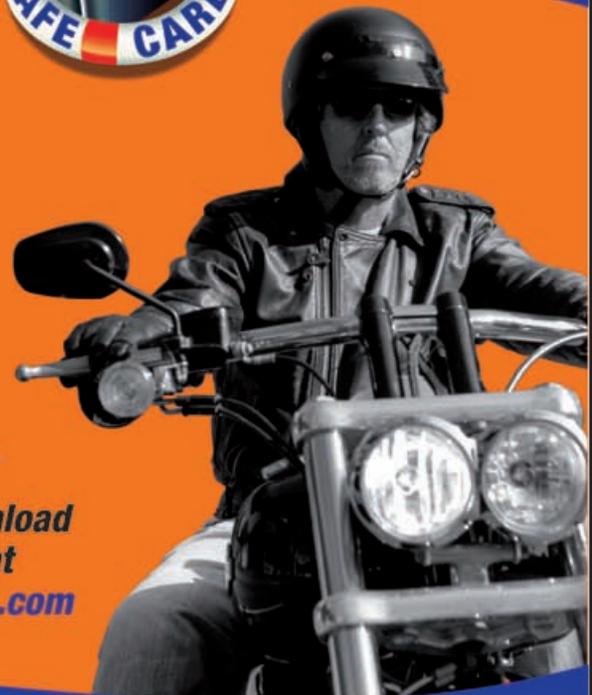


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JayBrake Classic forward controls

JAYBRAKE, now under the ownership and control of SuperTrapp, is continuing to produce a wide range of controls for Harley-Davidsons, and the line includes the Classic forward controls.

JayBrake's Classic forward controls are available for most Harley models including Sportsters. The controls are made from billet aluminum with stainless steel hardware and utilize the stock mounts and master cylinder. The forward controls feature fully adjustable pegs and pedals, allowing riders to adjust the fit and position.

JayBrake Classic forward controls can be ordered with JayBrake pegs or with clevis adaptors for Harley-Davidson pegs and in a choice of polished, chrome

or black finishes.

Matching JayBrake grips and passenger pegs are available.

JAYBRAKE

JAYBRAKE
Cleveland, Ohio, USA
Tel: 216 265 8400
jaybrake@supertrapp.com
www.jbrake.com



Iron Aces Speed Shop gets Wireframe

IRON Aces Speed Shop has announced that it has become one of the first shops in the industry to be stocking the new Wireframe Series of parts and accessories from Battistini.

Rikki Battistini used his experience of building plastic model kits as a youngster as the design cue for the new range of parts, basing the look of the parts on the plastic spars that held the model components prior to assembly.

"When we first began talking with Rikki about the Wireframe Series we were simply amazed," said Lindsey Trausch, co-owner

and Marketing Director of Iron Aces Speed Shop. "The innovative design coupled with the meticulous level of detail that Rikki puts into each of his products is second to none, and he has hit yet another home run with the Wireframe Series."

Available in black anodized or chrome finish and a variety of combinations, the T6-661 billet aluminum Wireframe Series includes brake levers, floorboards, footpegs, shifter levers, shifter linkages, shifter linkage rods and shifter pegs.



IRON ACES SPEED SHOP
Charlotte, North Carolina, USA
Tel: 704 255 1780
lindsey@ironacespeedshop.com
www.IronAcesSpeedShop.com

Campagna Motors V13R

CAMPAGNA Motors, which previously manufactured its reverse layout trikes with metric motorcycle engine power, has now begun production of the V13R, which uses the Harley-Davidson Revolution motor from the V-Rod range.

The original trike from Campagna – the T-REX – was first launched in 1988, and now after five years of research and development the company has released the V13R. This latest version of the company's trike utilizes the front end geometry and steering from the T-REX, but combines it with a new design of frame and cockpit to create a side-by-side reverse layout trike. Campagna claims to be the first manufacturer to offer a side-by-side trike to be street legal, and it is compliant with the NSVAC regulations in Canada and the FMVSS in the US.

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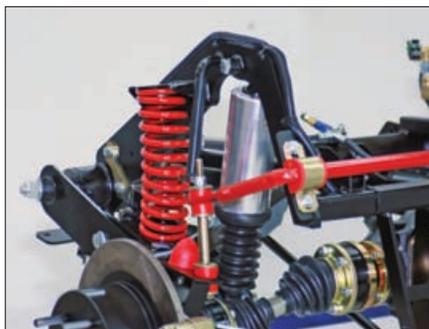
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Roadsmith 'AccuRide' trike suspension

THE Trike Shop's in-house brand Roadsmith has launched its 'AccuRide' automatic leveling suspension system. Claimed to be the first of its kind in the industry, the AccuRide is now available on all Roadsmith Trikes. The rider no longer needs to manually add or delete air from the suspension each time the load changes. Using Progressive air shocks, a small



compressor and a magnetic sensor, the AccuRide system automatically knows exactly how much air to add or release to the shocks, guaranteeing the perfect ride height every time.



THE TRIKE SHOP
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Petroleum and synthetic v-twin oils

THE oil that LAT has available for use in American V-Twin motorcycle engines has been specifically formulated for that purpose by the company's in-house development team. The V-twin oil is blended specifically to meet and exceed the unique requirements of the engine's configuration. Available in synthetic and petroleum based blends, LAT's oil is claimed to provide superior levels of wear protection, high stability and exceptional resistance to thermal breakdown. Consisting of the group IV and V base oils treated with LAT extreme pressure additive, LFR, the new lubricant is said to provide superior sustained high rpm protection, high flash point and extreme wear protection for maximum horsepower and torque.

To complement its engine oil, LAT is now producing blended gear oil for use in American V-twin

transmissions. The 75w140w gear lubricant, developed for use in extreme load and high temperature applications, such as high performance street machines and Baggers, is said to provide superior shock load and wear protection while enhancing shifting. The lubricant is formulated from synthetic base oils fortified with VI improvers, rust inhibitors, foam suppressants and LAT's exclusive LFR extreme pressure additive.

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Precision Billet expands 3D parts line-up

PRECISION Billet Products has extended its range of 3D billet motorcycle accessories with the introduction of the Grand Prix, Exotic and Afterlife series of parts and new pieces in the Aces Wild series. Each of the new designs is limited to a production run of just 2,500 pieces.

The Exotic series features accessories that are handcrafted to blend natural materials with 6061 billet. Tank badges and bag latches feature CNC milled aluminum, inlaid with paua shell in ming red, green, light, royal, or dark blue; white or black mother of pearl; or black stingray leather. The same 6061 billet aluminum is used for



the Grand Prix edition of parts. However, in this case the CNC machining is combined with carbon fiber and the range of parts includes the Turbine air cleaner cover, carbon fiber bag latches in black or red, tank badge, and upper master cylinder cover.

The new range continues with the Afterlife series, which features a stylized 3D skull. The line has been introduced with a 6061 T6 aluminum billet air cleaner, available in chrome or black hard anodized contrast-cut finishes. The kit includes a filter, backing plate, front plate and all mounting hardware, and fits stock single throat EFI throttle bodies used on '01 Softails and all '02 and newer EFI models. The existing Aces Wild series is expanded with new CNC machined 6061-T6

aluminum floor boards, which are available in two-tone chrome or hard black anodized finishes. The direct bolt-on replacements fit all Harley-Davidson models equipped with OEM floorboards, and measure 16.75 x 6 x 0.75in.

PRECISION BILLET PRODUCTS
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The bag latches are an example of the finishes available from Precision Billet

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Comfort Max gel pads

COMFORT Max's latest gel pads are now available with a sheepskin covering for increased comfort.

The Australian sheepskin cover is said to provide increased comfort and allows air to circulate, helping to eliminate perspiration. The gel pad line features five different sizes designed to fit virtually any motorcycle seating configuration. At the core of the Comfort Max gel pad is a viscoelastic molded gel more commonly used in medical and sports applications. In addition, a ½ in. layer of memory foam is added to the top of the gel. The memory foam/gel package is said to combine to eliminate pressure points or 'hot spots', which can cause rider discomfort. In addition to absorbing vibration, small bumps and road irregularities the gel pads also carry a



lifetime guarantee against hardening, cracking, leaking or melting. Comfort Max gel pads feature a maximum grip bottom, which has a rubberized surface to prevent the pad from sliding off the seat and does not require the use of permanent straps. Available through Biker's Choice.



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ams.jmcneill@verizon.net
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SuperTrapp and Kerker Stout slip-ons

SUPERTRAPP has announced the availability of both its and Kerker's Stout 4in slip-ons in a black ceramic finish.

Available for '95 - '12 FLH and FLT models, the non disc-based, 4in slip-ons are internally tapered, black ceramic-coated, and have a contrast-cut end cap with recessed fasteners pre-installed. Optional replacement end caps are available and the newly shaped inlets are said to flow better into the OEM head pipe as well as SuperTrapp True Dual head pipes.

SuperTrapp's version of the Stout slip-ons have a tapered core that is minimally louder than stock for '10 - '12 FLH models and are said to provide a bolt-on,

broad spread power curve from idle with a 9.3hp and 14 percent torque gain over stock. SuperTrapp Stouts are SAE-J2825 sound compliant.

The Kerker Stout 4in slip-ons utilize a more traditional core for a higher spread of power providing more mid range rpm up through redline. They are claimed to provide a bolt-on, strong power curve from mid-range on up with a 9.6hp and 12 percent torque gain over stock. Louder than the SuperTrapp version, Kerker Stouts are 97dB (per SAE-J2825) or 5dB over stock.

SuperTrapp and Kerker Stout 4in slip-ons are also available in chrome.



SUPERTRAPP INDUSTRIES, INC
 Cleveland, Ohio, USA
 Tel: 216 265 8400
sales@supertrapp.com
www.supertrapp.com



PRODUCTS

Brembo expands V-twin product line

BREMBO, a company best known for its sport bike braking systems, is continuing to expand its brake options for the V-twin market with the introduction of its LED-body radial master cylinder and two new .484 brake calipers.

The Brembo LED-body radial master cylinder has been created to combine a high-performance radial brake master cylinder with an LED blinker. The company claims it is a world first and two patent applications are in process on the design: a 'direction-indicator' version already on the market and a 'beacon' version to go into production for police motorcycles.

The Brembo line of .484 calipers has been expanded with the introduction of the .484 custom and a .484 caliper with 108mm centers. The new .484 custom caliper is made from CNC machined billet aluminum and finished with charcoal grey anodizing. The second option is for those riders who want to improve a bike's braking while retaining the standard 108mm center distance mounting.



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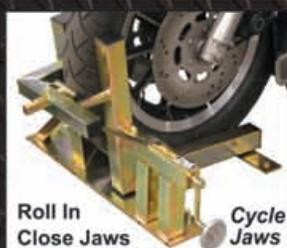
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Black Chrome

NAMZ audio installation accessories

NAMZ Custom Cycle Products has announced the launch of its AMP Power Line of audio installation accessories. Designed for use on audio installations on Bagger models, the NAMZ amp install kit is supplied with two sets of RCA cables, power and ground wire, split loom, fuse and fuse holder and all the terminals needed to install. The company

also offers noise filters, line level converters, spare fuses, fuse holders and RCA cables.

NAMZ
Oreland, Pennsylvania, USA
Tel: 610 265 7100
info@namzccp.com
www.namzccp.com



Latest additions to Zodiac range

ZODIAC now has available an exclusive line of 'The Factory' cast brass parts. The parts, which are hand-cast, are left raw with polished details and the range includes derby covers for all models that have five screw fittings and the cast hand-grip sets that fit all '73 to present models with a single or dual cable operated throttle. To fit '99 to present Twin Cam models the 'points' covers are actually outer cam covers. To change the appearance of the bike's carb, there is an intake cover available. It fits all Sportster, Evolution Big Twin and Twin Cam models with stock Keihin CV carburetor or Delphi fuel injection, except 2008 to present Touring models. The cover can also be used on Mikuni HSR carburetors when installed in conjunction with Zodiac's ZPN 236958 air cleaner adapter. The cast parts range continues with the inclusion of a kicker pedal and floorboards inserts in 'Moon' style or 'Late' style. Moon style are a replacement for the stock rubber inserts on '41 - '65 Big Twins, as well as most aftermarket Moon style floorboards. 'Late' style are a replacement for the stock rubber inserts on most '80 to present Touring and FLST Softail models.

All cast brass parts from 'The Factory' are supplied packed in exclusive wooden boxes and are available with or without cast-in 'The Factory' logo.



The fiberglass extended Bagger Bags available through Zodiac can be paired with an extended fender cover

Zodiac continues to increase the range of parts it is able to offer Bagger riders with the addition of extended bags to its parts range. Designed to fit '63 to present Touring models, the new 'Bagger Bags' are said to be stronger than stock and have increased capacity. The bags have a 1/8in recess for frenched-in running lights, turn signals, brake lights and/or tail lights and take the stock bag lids and hardware. Lids are also sold separately.

A **matching rear fender cover** is available to complement the Bagger Bags that fits '97 - '08 FLH and FLT Touring models. The fender cover has a license plate area with built-in LED lighting that will fit most European license plates.

The **Stealth air cleaner** is a new offering from S&S Cycle, which is now available through Zodiac. It can be installed on all '93 - '99 Evolution Big Twins and '91 to present Sportster models using their stock air cleaner cover to give increased performance with no visual clue as to why. However, Zodiac is also able to offer a line of S&S covers to go with the Stealth air cleaners. The Airstream cover was designed as an update of the same classic S&S teardrop with the advantage of offering increased air flow. S&S is also offering several billet covers in a choice of black or chrome that leave the air filter element and back



The Stealth performance air cleaner from S&S Cycle can be used with the bike's stock air cleaner cover or one of the covers made by S&S



Performance Machine's latest new wheel design – the Icon – is now on sale at Zodiac

plate exposed.

The Stealth air cleaner is designed with the back plate as a bolt-on part with minimal fasteners and assembly required and internal hardware that is locked in place so that it can't come loose.

The final new addition to the stock lines now being offered by Zodiac is the range of new **Icon wheels** from Performance Machine. The Icon features five split spokes that extend to the edge of the wheel and is highlighted by machined-out details running lengthwise along the rim between each spoke. The Icon wheels are available in chrome or high luster polished finishes, or there is also the option of a distinctive style with Contrast Cut or Platinum Cut. Contrast Cut means the wheels are anodized, usually in black, but other colors are also available, and then partially cut again to raw aluminum. Platinum Cut is basically the same finish but with an additional polished finish of the raw aluminum. PM wheels are available in 16in, 17in, 18in, 19in, 21in and 23in diameter and various widths for almost any Harley-Davidson from '84 to present, including Sportsters and V-Rods, as well as for custom builds. Matching design and finish disc brake rotors, pulleys and air cleaners are also available.



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Latest new releases at Drag Specialties

DRAG Specialties continues to offer a wide range of parts and accessories under its own brand label, and one of the latest additions to the line are the company's **diamond-head mirrors**. Made from chrome-plated, die-cast aluminum, the head size of the mirrors measures 5in wide x 2½in high and there are different size stems; 5¾in Slayer style or 3½in and 4½in Radius style. The mirrors include all necessary chrome hardware for installation and are sold in pairs.

A second new line is a collaboration with the company's long-term design partner Don Hotop, who has created a **license plate mount**. The mounts are available in a small radius (for fenders up to 8in wide) and large radius (for fenders 8in and wider). The three-bolt style fits most OEM fenders (not bobbed fenders) that have a three-hole bolt pattern. All the mounts come with the frame, backing plate and hardware and accept most 4in x 7in license plates.

Alongside the dress-up parts Drag Specialties lists its own range of service parts and these include its own **primary chain**. The company claims it has

improved fatigued resistance and is also supplied pre-loaded to reduce stretching.

Completing the range of new pieces from Drag Specialties are the **Python 4in slip-on mufflers**. They have billet tips and use baffle technology that features 2in baffles to provide a free-flowing exhaust. The mufflers also feature the Python logo laser-engraved on them. The billet tips are available in chrome or black finishes with a straight or angle cut. The angle cut billet tips feature a 30-degree angled radius end that can be rotated on the muffler's body for rider's preference of slash-up or slash-down. The Python mufflers fit '95 - '12 FLT, FLHT, FLHX, FLTR and FLHR models.



DRAG SPECIALTIES
 Janesville, Wisconsin, USA
 Tel: 608 758 1111
drag@dragspecialties.com
www.dragspecialties.com



Chrome plated, die-cast aluminum is used for the construction of Drag Specialties' diamond-head mirrors



The 4in diameter Python slip-on mufflers feature 2in baffles

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Improved fatigued resistance is said to be a benefit offered by Drag Specialties own brand primary drive chain



Don Hotop worked with Drag Specialties on the design of a new fender mounted license plate holder

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Xtreme Machine Challenger wheel

XTREME Machine's Challenger wheel is said by the company to be one of its best sellers.

The Challenger features five racing blades and ball-milled accents. The wheels are engineered, manufactured and tested by Performance Machine.

Finish options on the wheel are chrome, Black Cut, or black anodized.



XTREME MACHINE
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Vance & Hines V-Rod exhausts

MAG Europe is now carrying the latest Vance & Hines exhaust for V-Rods. The Competition Series 2-into-1 is available to fit '02 - '12 V-Rods, or Night Rods.

The exhaust is described as a high performance drag race exhaust system, which has been developed by the R&D team at the Vance & Hines race shop in Indianapolis. Constructed from stainless steel, the system features tapered head pipes, standard 12mm and quick access 18mm oxygen sensor ports

for wideband tuning capability and slip-fit merge collectors. Finish options are ceramic matt black or brushed aluminum.

MAG EUROPE
 Denton, Manchester, UK
 Tel: +44 (0)161 337 4390
sales@magurope.eu
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Wilwood GP310 MPR brake kits

WILWOOD has introduced a version of its GP310 four piston calipers with BP-10 'Smart Pads' and new MPR mirror polished stainless steel rotors for use on Softail, Dyna and Touring model Harley-Davidsons from '84 onwards.

The GP310 front calipers are a direct replacement for the factory item, while the rear calipers require a mount bracket kit for each model series. All the calipers feature stainless steel pistons, high temperature seals, anti-rattle pad clips, and are available in chrome, polished, black, red and other custom Wilwood colors.

The Smart Pads used in the calipers are claimed by Wilwood to offer increased stopping performance



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Wilwood's MPR rotors replace the OEM 11.50in diameter discs, and like the GP310 calipers can be used independently in conjunction with the original factory components.

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Sinister Industries Bad Ass Wrap fenders

SINISTER Industries continues to develop new products for use on Bagger models and its latest parts introduction is a range of 12-gauge steel front fenders.

The hand spun, TIG welded, 'Bad Ass Wrap' fenders are supplied cut, but still have enough material for trimming to meet individual needs. Available in 21in, 23in, 26in and 30in wheels sizes, they can be mounted using the Sinister Industries 'Slim Line' fender mounting blocks.

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WanaRyd Atomic Stark-Line wheel

WANARYD Motorcycle's latest addition to its Stark-Line range of wheels is the Atomic. The Atomic is a forged, one-piece billet, seven-spoke, non-directional 3D wheel. The Stark-line series features a new finish that is unique and proprietary to WanaRyd Motorcycle. Stark-line wheels have to be 3D machined, then polished, black powder coated and then re-machined a final time. The Stark-line offers six different wheel designs as well as matching rotors in three different styles and sizes and matching pulleys.



Size options for the Atomic are front: 30 x 4in (custom cut), 26 x 4in, 24 x 4in (custom cut), 23 x 3.5in, 21 x 3.5in, 21 x 2.15in, 19 x 3.0in, 19 x 2.15in, 18 x 3.5in, 17 x 3.5in and 16 x 3.5in. Rear wheel sizes are: 20 x 10in, 20 x 7in, 18 x 13in, 18 x 10.5in, 18 x 10in, 18 x 8.5in, 18 x 5.5in, 18 x 4.25in, 18 x 3.5in, 17 x 12in, 17 x 6.25in, 17 x 3.5in, 16 x 5.5in and 16 x 3.5in. Brake rotor options are: 13in floating, 11.8in floating and 11.5 two-piece.

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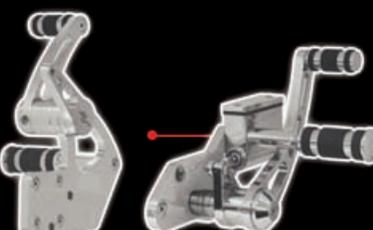
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Mustang Wide Tripper



MUSTANG has expanded its Tripper line of seats with the introduction of the 'Wide Tripper' solo.

The new seat, which features a detailed diamond stitch design, is 14in wide and fits '08 and up FL models. The seat is shipped complete with a matching mini bib plus chrome mounting hardware to give a finished look for one-up riding. A matching 11.5in wide passenger seat is available.

Mustang solo seats are also sold with a removable, fully adjustable driver backrest and will be available soon in a distressed brown too.

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Motorcycle Armor

MOTORCYCLE Armor's latest release is a kit designed specifically to protect the front of factory hard bags.

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New product releases from JIMS

JIMS not only produces engine performance parts, it also manufactures a wide range of specialist tools too, and it has released new parts for each of these lines. The JIMS' Forceflow cylinder head cooler has been created to force heat away from a bike's engine by pushing high velocity air through the cylinder fin pack in a wide flow pattern, directed at the head gasket surface. Powered by a cooling fan that was

designed to cool the brakes in NASCAR applications, the JIMS ForceFlow is said to be able to lower head temperatures up to 100 degrees. The ForceFlow can be activated by either a thermostat (included), or wired for a manual on/off switch. Once installed, the ForceFlow relocates the horn inside its streamlined housing, and gives the left side of the bike a new look.



The ForceFlow is supplied with all necessary hardware and wiring, and is available in black, silver or polished finishes. On the tool front, JIMS has now created a steering head lock nut wrench for Touring models. The new wrench has been created to allow easy tightening and torquing of the stem nut without removal of the radio unit, which normally needs to be removed for access. JIMS' steering head lock nut wrench features a 1/2" square drive and is for use on all FLH models '94 to present.

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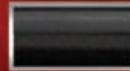
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No-Mar reusable spoke-mounted wheel weight kit

NO-Mar reusable spoke-mounted wheel weights are made from carbon steel, then coated with copper, nickel and chrome-plating. Installation is simply a matter of sliding the appropriate weight into position on a spoke and cinching down its stainless-steel set screw, which is pre-treated with thread-lock compound.

For perfect balance on all types of spoked wheels, the weights' design allows them to be stacked on a single spoke or positioned along a spoke's length.

No Mar's 14-piece chrome reusable spoke weight



set comes complete with two each of seven weights in 1/4oz increments: 1/4oz, 1/2oz, 3/4oz, 1oz, 1 1/4oz, 1 1/2oz and 1 3/4oz. They are also available in single-weight, 10-piece bulk packages and a Master Mechanic set, which contains 25 weights of each size.

NO-MAR

Fenton, Missouri, USA

Tel: 636 326 5999

customerservice@nomartirechanger.com

www.nomartirechanger.com

HCI Carbon helmet

HELMET City's (HCI) extensive range of helmets includes a carbon fiber full face option – the HCI-75. Featuring a fiberglass/carbon fiber air-ball, lightweight shell with adjustable top and chin vents, the helmet meets or exceeds DOT standards and is available in sizes XS to XXL. It is claimed to be the lowest priced carbon full face helmet available in the domestic market.

Additional face shields are offered in clear



HCI-77 Open face carbon fiber with retractable tinted visor

and smoke and mirror tints.

A second version of the helmet, the HCI-77 shares the same features as the HCI-75 but has the addition of a retractable tinted visor built into it. The tinted visor sits behind the clear main visor when lowered.



HCI-75 Open face carbon fiber



HELMET CITY

Delray Beach, Florida, USA

Tel: 561 330 3700

E-mail: info@helmetcity.com

www.helmetcity.com

MOTORCYCLE STOREHOUSE



Switchback Monster Duals

VANCE & Hines now has a version of its Monster Dual pipes available, designed specifically for the H-D Switchback. The complete system has been created to offer the look of a true dual exhaust to Dyna Switchback owners and is paired with Monster Round slip-on mufflers.

Features on the new system include chrome plated mounting brackets for the mufflers, which provide good looks when the bike is being used without the saddlebags, full-coverage heat shields over the head pipes and slip-on mufflers with CNC-machined billet end caps.



As on all 2012 exhaust systems from Vance & Hines, the Monster Dual pipes feature the company's new flat plane mounting panel for the 12mm oxygen sensors, which positions the sensor deeper into the exhaust stream, and is said to provide enhanced data feedback to the ECM.



VANCE & HINES
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Ness modular handlebars



ARLEN Ness Enterprises now encompasses three generations of the Ness family in the business and the younger two generations, namely Cory and Zach, have worked together to create the company's modular handlebars.



The newly designed 'bars, which were launched at the V-Twin Expo in Cincinnati, feature billet junctions that give the rider the ability to rotate the bar towards or away from themselves to achieve a personal riding position.

The junctions also allow for almost endless custom color combinations and cut the time it takes to internally wire the bike's hand controls.

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Swiss Performance 2012

Words & Photos by:
Horst Rösler - motographer@t-online.de

WHILE neighboring Germany is one of the main markets for Harley-Davidson and custom build motorcycles outside the USA, it is Switzerland that holds a record for any market. With a market share in excess of 20 percent, every 5th motorcycle in Switzerland is a Harley-Davidson. Thus Harley-Davidson beats every other motorcycle brand in market share, and motorcycles are not a cheap matter of transport in Switzerland. Swiss Performance was the showcase for the Swiss scene when it took place over 16th-19th February in Zürich.

Trend-setting customs were, as every year, to be seen at the 2012 edition of Swiss Performance. Since 2005, the show has become a permanent and popular part of Swiss Moto – Switzerland’s general motorcycle event attracting some 65,615 visitors in four days.

The team of Baechli Harley-Heaven – top-selling Harley-Davidson dealer in Switzerland – not only had an ‘authorized’ display next to the official Harley-Davidson booth but also ran the first Baechli-Bagger Build-Off at

Swiss Performance. The team customized a Bagger-style custom in less than four days, along with presenting several unique customized Harleys of all types.

The list of other exhibitors read like a who-is-who of the Swiss market and included Classic Cycles, Good Drive, W&W Cycles Dübendorf, ABS-Zodiac, Bad Boys, Speed Department, Seven Stars Choppers, Bobber Motorcycles and also Boss Hoss. Bertl’s Harley-Davidson traveled all the way from Bamberg in Germany to present its street-legal 120ci engines.

With the superb sales in 2011 and the first months of 2012, the Swiss custom scene is looking optimistic. Any Harley-Davidson sold becomes a potential long-term customer for service, clothes and customizing. And that’s good news for the custom-scene worldwide.



www.swissperformance.ch

Best Harley-Davidson and Best of Show went to White Snake by Bündnerbike, an authorized Harley-Dealer of Graubünden. The bike features sheet metalwork hand-hammered by Bündnerbike, the wide tail end is a full Rick’s 300 Fat End swingarm kit with jackshaft-offset belt drive and the wheels are also by Rick’s, but the design is exclusively produced for the Swiss Harley dealer



Baechli Harley-Heaven is Switzerland’s top-selling Harley-Davidson dealer and had two displays, one each at the Swiss Moto with authorized Harley-Dealers, the other a workshop at Swiss Performance where members of the Harley-Heaven workshop staff created a state-of-the-art Bagger custom bike





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Rick's 48

Rick's Motorcycles, Baden-Baden, Germany, began as a custom shop before making the move to becoming an authorized H-D dealer. However, the custom work remains alongside the factory bikes and the majority of Rick's motorcycle projects retain the stock frame and engine, meaning they can be serviced and maintained by the local authorized Harley-Davidson dealers across Europe

THE latest Harley-Davidson custom to be built around a stock motor and frame by Rick's Motorcycles in Germany is a '48' Sportster that was launched during European Bike Week in Faak towards the end of 2011.

Even before Rick's Motorcycles became Rick's Harley-Davidson Baden-Baden in Spring 2011, business owner Patrick Knörzer had moved his booth into the Harley-Davidson Village – a huge display at the entrance to the Harley-Village which no Harley-rider can afford to miss at European Bike Week in Faak. With plenty of new Rick's customs on display, it was a tough choice to select a bike, but H-D's newest addition to the Sportster model line immediately caught the eye. With very few modifications, the Rick's team has hopped-up

Words & Pics by:
Horst Rösler - motographer@t-online.de

Harley's Bobber style stock ride into a compact, clean and cool ride.

Rick's Rodder design wheels, 3.5 x 16in front and rear, are equipped with Rodder front disc and drive pulley. At the rear, the stock disc is retained, as are both brake calipers.

Front and rear fender are bobbed and play an important part in the black and silver design, which is underlined by Harley-Davidson's Dark Custom engine covers.

The Old School appeal is further underlined by cut-outs in the stock air filter and Harley-Davidson rubber grips used on the Biltwell Z-style handlebar.

The stock indicators were swapped for Kellermann's design parts as Rick's Motorcycles offer compact brackets to mount them, and the two rear indicators also work as tail and brake light.

A Rick's side mount license plate has been used and it is because of the huge German license plates, that the stock brake disc wasn't swapped for a Rodder design disc too.

The Sportster engine has been left untouched – the goal of this custom was to keep the costs low while nevertheless offering a cool look. The only addition is a set of Vance & Hines staggered Shortshots. The short cut pipes offer a great view on the rear wheel and the „Rodder“ drive pulley.

It is pretty obvious that the addition of the authorized Harley-Davidson dealership has only fueled the motivation of the Rick's team for superb custom built motorcycles.

RICK'S HARLEY-DAVIDSON BADEN-BADEN
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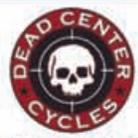
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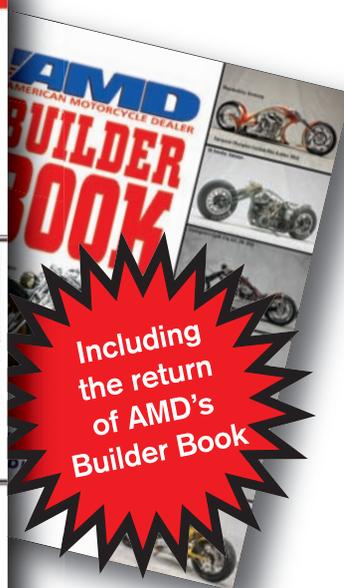
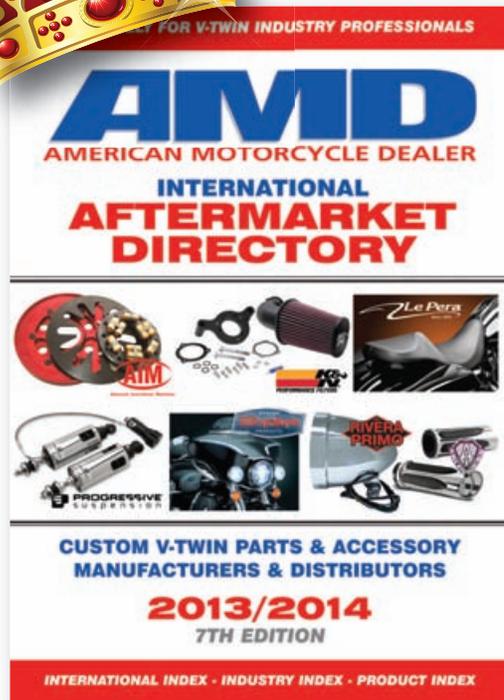
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THE BRADLEY REPORT

By AMD founder Robin Bradley

robin@dealer-world.com

Based on an idea often suggested by AMD readers, this month we present the first of a new semi-regular industry news feature based on the conversations and show visits that AMD Magazine founder Robin Bradley has throughout the cycle of compiling each monthly edition.

Different in character to what has become known in online terms as the dreaded 'blog', the 'Bradley Report' resurrects an old-school tradition of print journalism that has largely died out now. Entirely factual and based on the shared mission of doing-business in the parts and accessory industry, it will be about the market we are all a part of, and not about the author ...

As a first piece of news, I'd like to pay tribute to and congratulate Jeremy Cupp of LC Fabrications of Grottoes in Virginia, USA.

Jeremy first came to our attention in 2009 when he entered two stunning bikes in the AMD World Championship.

That year he pulled two top fifteen finishes - sixth with 'TT deluxe', a superb retro re-work of an 865cc 2006 Triumph Bonneville, and fourteenth with 'Birmingham Bee Liner', a 1967 BSA A65T.

This year Jeremy took the win in the United States Championship of Custom Bike Building, at the Ultimate Builder series finale at Daytona in March.

Based on a 1976 Harley-Davidson XL engine with reversed heads, 'Old Black' is built on a hillclimber chassis and features dual Amal carbs, a custom open rocker valve train, jackshaft dual drive chains and dual rear drum brakes.

With Steve Broyles second (Stevenson's Cycle) and Steve Galvin (Wicked Steel) third in the FreeStyle Class, the win in the Modified Harley-Davidson Class at Daytona was taken by Steve Iacona (Iacona Custom Cycles) with 'Challenger', the 1996 Harley with which he scooped second in the Modified Harley-Davidson class at the AMD World Championship at Sturgis in 2011.

In addition to great bikes, Jeremy also offers a growing line of own



design parts and accessories for XS 650s, vintage British bikes, modern Triumphs and Harley/universal fit applications in a range of materials and finishes - Harley parts such as exhaust tips, Amal carb 'choke delete' tops, CV and Mikuni VM series carb caps, remote master cylinder reservoirs, 'porthole' style timing covers, battery boxes, axle plates and 'tri-bar' styled gas/oil caps with breather vent and weld-in bung for custom applications on 'Moon' tanks.

Congratulations to Jeremy Cupp of LC Fabrications, Grottoes, Virginia, USA, for his United States Championship win at the Ultimate Builder series finale at Daytona. See Jeremy's growing range of own design Harley parts and accessories at www.lcfabrications.com

From one of the market's new generation of design and engineering talent, to one of the founders of our industry - Ness Enterprises. Who says that experience stifles innovation? Proof positive that 'old dogs' can show everyone else some new tricks came with the slew of new 2012 product that they unveiled on their booth at the V-Twin Expo earlier this year.

Proof too that sometimes the simplest of ideas are the best of ideas, have I just missed it or has anyone else ever offered custom brake callipers that accept the stock Harley brake internals? As shown in



www.arlenness.com

AMD Magazine last month, these are not OE replacements, but genuine, bona fide Ness original caliper designs, with all the fitment convenience, Brembo internal implications, and cost savings that this offers - a classic piece of bolt-on era custom part and accessory thinking.

Equally as eye catching and, as it happens featured elsewhere in this edition of AMD, are their new adjustable bars. This is something that many before have tried, with varying degrees of success, but it looks like those clever chaps at the 'House of Arlen' have nailed it!

Also as reported elsewhere in this edition, Polaris are seeing Victory motorcycle sales continue to prosper. As one-time suitor of KTM, a business that Harley-Davidson themselves came oh-so-close to "acquiring" in 1998 (KTM's Austrian management insisted it needed to be announced as a "merger"!), and successful developer of the Victory brand of cruisers, it is well known that Harley-Davidson always pays close attention to what Polaris is up to.

The Victory engine facility at Osceola, Wisconsin, where engines for the new Indian motorcycles will be assembled at Spirit Lake, Iowa. Parent company Polaris are making a considerable investment in new machinery, testing equipment and jobs at Osceola, with tax credit assistance through the Wisconsin Economic Development Corporation



THE BRADLEY REPORT

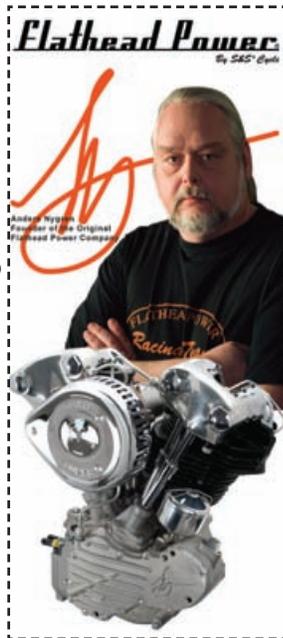
← A sharp intake of breath must therefore have greeted news of the Polaris acquisition of Indian Motorcycle, especially since it came following a period in which, having failed in its bid to buy Ducati (finally bought in April this year by the Volkswagen Audi Group), CEO Keith Wandell took Harley in the opposite direction by divesting the company of its expansion brands (Buell and MV Agusta) as part of his recession triggered corporate turn-around strategy. It is amusing therefore to read that having reversed a 2010 decision to close its Wisconsin manufacturing facility (at Osceola), Polaris is to add Indian Motorcycle engine manufacturing at its Wisconsin facility, alongside the Freedom engine program that powers its Victory branded cruisers. Amusing since it is doing so with over \$500,000 of Wisconsin tax credit aid in return for hiring some of its citizens to build engines to power machines that may end up taking sales away from Bar & Shield output on the other side of the state!

www.victorymotorcycles.com

While on the subject of Wisconsin, if the custom motorcycle industry owes much of its existence to Harley-Davidson, then of course it was another Wisconsin business, S&S Cycle, that did much to birth the aftermarket.

Following news of an enhanced cooling and strengthened redesign to its stock-style 97 and 106 inch big bore kit 'Big Fin' cylinders for late-model Big Twins, the latest news from S&S includes the release of a limited edition series of 25 KN ('Knucklehead style) engines in a tribute to Flathead Power founder Anders Lygren.

Anders founded Flathead Power in Sweden in the early 1990's and S&S bought the name and assets in 2007. S&S has subsequently scored much market kudos since, with a strategic



This month AMD is pleased to welcome another new advertiser to its pages – Czech manufacturer Actia Atal. I first encountered them a year ago at a motorcycle industry expo in Prague, the Czech capital, where one of AMD's World Championship affiliate custom shows was being staged. The company was giving a global debut there to a new product it had developed, the DIAG 4 Bike "professional" grade diagnostic tool. Allowing dealers who don't have access to OE equipment, the tool allows engine tuners and service departments to read OE ECU information and download performance and tune-state indicators. A year on and CEO Josef Horejsi has seen his product picked up by Zodiac International and



CEO Josef Horejsi

Custom Chrome and is now looking to expand sales into the United States www.diag4bike.com - www.diag4bike.eu

move whose timing can be seen as unfortunate and inspired in equal measure.

Coming as it did the year before the onset of full-blown recession, demand for complete engines had already peaked from the market's high water mark in May 2005. However, it rounded out the S&S product line and gave the company ownership of one of the few market sectors that were to prove resilient (if not actually proof) to the effects that the downturn was to have on the continuing decline in engine demand.

Available in 93 inch displacement only, in a choice of generator style crankcases (for stock style chassis) or alternator/generator style for custom applications, they feature an engraved Anders Lygren signature on the gear cover, the chrome knuckle tin covers, and the S&S 'Slasher' air cleaner cover on the Super E carb. www.sscycle.com

With good news about motorcycle sales emerging from Harley-Davidson, Victory and most of the major European manufacturers (especially Ducati and BMW), it appears that recovery is continuing in the wider motorcycle industry as well - especially in the United States. JAMA, the motorcycle manufacturers association in Japan, has released export data for Honda, Yamaha, Suzuki and Kawasaki factories in Japan that shows ...

- March exports to the United States up by 12 percent (16,021 machines), with Europe up by 20.1 percent (22,056) and showing as the largest worldwide market for Japanese made motorcycles.

- On a worldwide basis Honda exports led the way in percentage gain terms, up a thumping 182 percent over March 2011 at 18,038 units, but Yamaha, who themselves were up by a not so shabby 31.5 percent, were the largest exporter in March at 20, 053 units.

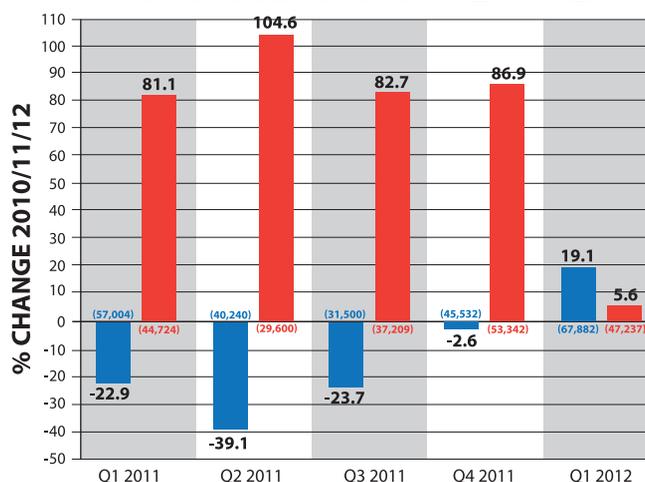
- Suzuki and Kawasaki both posted declines in exports for March 2012 over March 2011.

- For the 12 months from April 2011 to March 2012 Japanese motorcycle exports were up by 5.5 percent on a worldwide basis (at 520,368 units). Strongest growth is the United States (up 54.8 percent to 167,388 machines), but although improving this year so far, recovery in Europe is lagging behind with 185,154 units for a 12.3 percent decline year-on-year.

- Total worldwide Japanese manufacturer exports of 250 cc plus machines in March were up 16.2 percent over March 2011 at 42,442 units.

- For the 12 months to March 2012 worldwide exports of 250 cc plus machines from Japan were up 5.9 percent over the 12 months from April 2010 to March 2011 at 368,822 units.

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Avon Tyres have announced that they have been selected by Pennsylvania based Knievel Motorcycle Manufacturing as exclusive tyre supplier for the company's custom production motorcycles. Knievel GM Rob Myers says that the company can produce 1,200 motorcycles a year and that in addition to all models meeting or exceeding EPA and DOT requirements the company is "one of only three United States motorcycle manufacturers" that has achieved 27 country EU approval for distribution (of all except one limited edition model) in Europe. See news elsewhere in this edition of AMD about their search for dealers in Europe; www.knievelcycles.com www.avonmoto.com



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In the next 12 months the AMD World Championship program will involve motorcycle events at which the total consumer and enthusiast attendance will include between 1.5 and 2 million motorcycle riders.

That will be in countries with over 100 million road registered motorcycles, and total consumer populations of nearly 1 billion people.

As an industry showcase and promotion opportunity, the AMD World Championship boosts and excites the attendance at the events involved, it increases brand awareness and sales for the Official Partners who are involved, and develops the popularity of custom motorcycling as a leisure spend option of choice in which everybody can become involved.

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AMD WORLD CHAMPIONSHIP OF CUSTOM BIKE BUILDING

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* This event awards two 'Sturgis' prizes... one for the winning competitor in their own country, and one for the winning 'international' guest competitor



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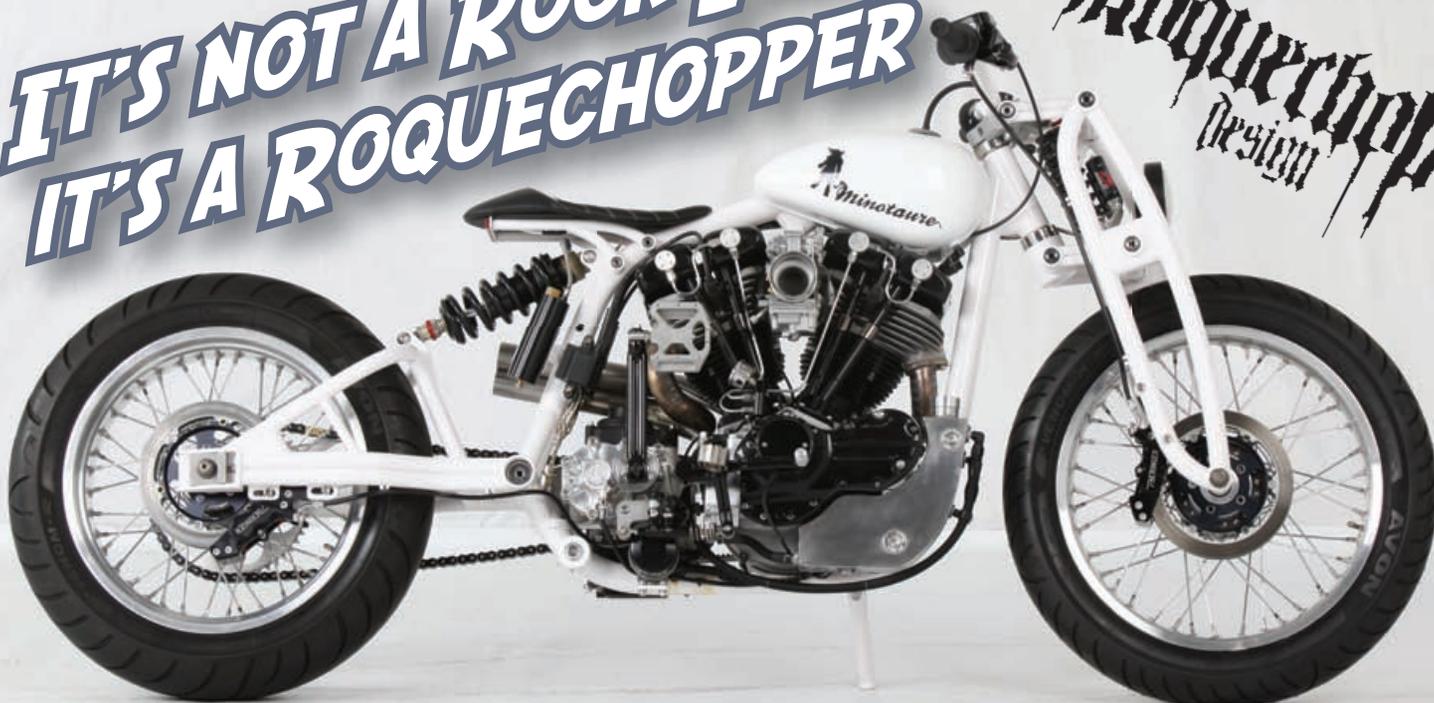
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IT'S NOT A ROCK LOBSTER, IT'S A ROQUECHOPPER

Roquechop
Design



One of the standout features of the World Championship of Custom Bike Building is the event's ability to showcase new builders. The 2011 Championship was no exception, and one of the many new builders to be brought to the attention of a wide audience was Philip Roquebrune with Minotaure, the bike he built at his shop, Roquechop Design

OVER the last decade, and thanks to the influx of TV shows and internet sites, there has been a whole new range of influences exposed to builders of custom bikes, and one of the more obvious one is the BMX/skateboard scene, as evidenced by the formation of Limpnickie Lot.

And now the cross-over between cycling and motorcycling is increasing as a generation of riders who have grown up racing mountain bikes move to powered two-wheel rides. One such rider is Philip Roquebrune out of Canadian custom shop Roquechop Design.

Like other new generation customizers, like Roland Sands and Jesse Rooke, who have brought influences from previous sporting lives to bear on the bikes they build, Philip has been heavily influenced by downhill mountain bike racing, and it shows in the choice of many of the components on Minotaure,

the bike he entered in the 2011 World Championship of Custom Bike Building.

As Philip is one of a new generation of custom builders, when he began the build of Minotaure the first thing he did was turn to his computer. His reason for doing this was to establish that his ideas for the bike's suspension design would work. With his calculations checked, Philip bent up the necessary tubes to build his own single-loop frame and matching swingarm with a single Penske Racing shock between the two pieces.

At the front of the bike computer programming was once again used to check the geometry and suspension action before Philip built his own one-off Girder fork, and it is here that his cycling background begins to appear with the use of a pair of Fifth Element shocks, which had originally been designed to be used singularly on his Intense mountain bike.

The complete chassis package runs 28 degrees of rake and 3.75in of trail while wrapping around a special Panhead motor. The engine has been rebuilt using the 1965 Pan bottom end but with S&S stroker flywheels, a new cam and Shovelhead heads. This package was then mated to a Baker four-speed transmission with a BDL open primary. The drivetrain package has been finished off with a pair of stainless steel pipes that Philip constructed to exit along the left side of the engine.

Another nod towards Philip's mountain biking background can be seen in the choice of pedal on



The shocks used on the one-off girder fork on Minotaure were originally destined to be used by Philip on his downhill racing mountain bike



An adjustable Penske shock complete with remote reservoir hints at the performance capabilities of the frame and suspension, which was designed on computer to check its function before construction began



The quick action racing throttle shows that Minotaure was built to be ridden fast as well as compete in custom shows at the highest level

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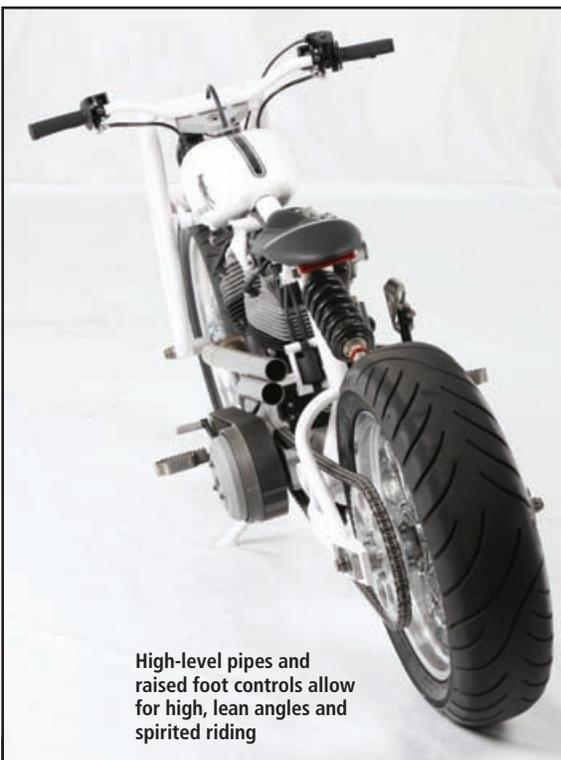


the bike's kicker – a modified bicycle pedal.

To complete the rolling package, Philip then bolted in a set of spoked wheels; a 19in front and 18in rear. While the wheels themselves are conventional, the brakes are rather special. Each of the bike's two rotors features two discs mounted to the carrier. The rotors are spaced apart to allow a pad to fit between them alongside the conventionally placed pads on the outsides of the rotors, in effect each brake is made up of two discs and four brake pads despite having the appearance of a regular brake. The whole package, including matching master cylinder and hydraulic clutch lever, was supplied by Beringer and is called the '4D'.

Finishing off the build is a minimal gas tank and a one-off oil bag, crafted by Philip to fit around the front right corner of the crank case. By positioning it there, Philip has given himself the space he needed to get his suspension to work correctly and lowered the bike's center of gravity for improved handling.

Philip Roquebrune with Minotaure, which placed 10th in the Freestyle class



High-level pipes and raised foot controls allow for high, lean angles and spirited riding

The only work not done by Philip on Minotaure was the paint, powdercoating and the seat. These jobs were handled by Kid, Mr Powdercoating and Stephane Jean respectively.

The innovative thinking which Philip used to incorporate his background in downhill mountain bike racing obviously appealed to his fellow competitors at the World Championship as they voted Minotaure into tenth place in the Freestyle class.

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Beringer's new braking system employs a pair of discs separated by spacers but with additional brake pads between them, all housed in a single caliper



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Polaris reports continued sales growth

POLARIS Industries, the parent company of both Victory and Indian Motorcycles, has reported record first quarter net income of \$60.1 million for the quarter ended March 31, 2012. By comparison, 2011 first quarter net income was \$47.3 million. Net sales for the first quarter 2012 totaled \$673.8 million, an increase of 25 percent from last year's first quarter sales of \$537.2 million.

"Our record first quarter results reflect not only the continued strength of our business and solid execution of our strategy, but also a healthy start to the year for our end markets," said Scott Wine, Polaris' CEO. "Retail sales in the North American off-road vehicle and motorcycle industries are off to their best start in years, and through our innovative products and motivated dealers, Polaris continued to gain market share.

"Our international sales, which include the recent acquisition of Goupil, grew 20 percent for the quarter in spite of the continuing EU economic uncertainty. We are well positioned to meet this higher demand, as we have increased production at our Minnesota, Iowa and Wisconsin plants, while our Monterrey, Mexico, plant continues to raise production levels.

"Looking ahead, strong retail demand in the first quarter and our expectations for the remainder of the year underscores our confidence in raising our full year 2012 guidance for sales and earnings," continued Wine. "Cash flow is expected to remain strong and our balance sheet remains solid with \$286 million of cash on hand and minimal debt. Additionally, we are realizing the expected savings from our manufacturing realignment project, which provides support to our ongoing margin expansion efforts.

Given our excellent start, and despite continued caution about the economy in the second half of the year and particularly the fourth quarter, we believe 2012 is shaping up to be another record year for Polaris."

On-road vehicle sales, comprised primarily of Victory motorcycles, but also including Indian motorcycles and GEM and Goupil electric vehicles, increased 44 percent over Q1 2011 to \$64.7 million. The 2011 acquisitions of Indian, GEM and Goupil contributed about half of on-road vehicles first quarter revenue growth. North American industry heavyweight cruiser and touring motorcycle retail sales increased mid-teens percent during the 2012 first quarter compared to the prior year's first quarter. Over the same period, Victory North American unit retail sales increased approximately 40 percent, while North American Victory dealer inventory increased slightly versus 2011 levels to support these sales and market share gains. During the 2012 first quarter the Company began shipments of two new Victory models, the Victory Hard-Ball and the new Victory Judge. Polaris sales of on-road vehicles to customers outside of North America, now including Goupil, increased over 100 percent during the 2012 first quarter compared to the prior year's first quarter.

Gross profit was 28.9 percent of sales for the first quarter of 2012, an increase of 60 basis points from the first quarter of 2011; while over the same period gross profit dollars increased 28 percent to \$195.0 million. The first quarter 2012 increase in gross profit dollars and margin percentage was driven by volume, cost

First Quarter Performance Summary (in thousands except per share data)			
Product line Sales	Three Months ended March 31		
	2012	2011	Change
Off-Road Vehicles	\$504,567	\$388,019	30%
Snowmobiles	4,647	8,935	-48%
On-Road Vehicles/Victory Motorcycles	64,656	44,908	44%
Parts, Garments & Accessories	99,880	95,336	5%
Total Sales	\$673,750	\$537,198	25%
Gross profit	\$194,963	\$151,835	28%
Operating Income	\$91,547	\$69,583	32%
Net income	\$60,078	\$47,310	27%
Diluted net income per share	\$0.85	\$0.67	27%

The latest Victory motorcycle, the Judge, began shipping to dealers during the first quarter of 2012, a period which has seen Polaris' on-road vehicle sales increase 44 percent



savings from the manufacturing realignment project, continued product cost reduction efforts, lower warranty costs, and higher selling prices, partially offset by commodity cost increases and negative product mix.

Operating expenses for the first quarter 2012 grew 26 percent to \$110.6 million or 16.4 percent of sales, compared to \$87.5 million or 16.3 percent of sales for the first

quarter of 2011. Operating expenses in absolute dollars for the first quarter of 2012 rose primarily due to planned strategic investments and increased research and development activities related to new products under development.



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