

# AMD™

## AMERICAN MOTORCYCLE DEALER

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### Mr. Wandell went to Wall Street preaching sustainability, confidence and realism in equal measure

**H**ARLEY-DAVIDSON Chairman and CEO Keith Wandell and his corporate investment community team went to Wall Street in late June, and he was a man on a mission.

The occasion was to mark the 25th anniversary of the Motor Company's return to the stock market, but in doing so, the back story, the bigger picture mission, appears to have been as much about injecting realism about the company's recent performance as it was about celebrating Harley's emergence from the dark days of 2009.

Wandell and his team appear to have been doing the rounds to get over one simple message.

Namely that, while the brand's market share and balance sheet response since the credit crunch has been remarkable, there is still work to be done, and nobody in the investment community should get carried away on a tide of unrealistic expectations.

In the short-term the play appeared to work well, with the share price

immediately dipping by a couple of Dollars, but the real message was that there is underlying strength and stability in the recovery 'road-map' that goes beyond the current quarterly dividends.

With rumors swirling about the direction the model range will be taking in the next few years, Harley are able to celebrate the success of a dual pronged strategy that has seen the company renew the focus on its core market, whilst simultaneously reaping huge rewards from what has been termed its 'outreach' programs.

Designed to address demographic concerns, these programs have found new customers through the downturn – among 'young' riders, among women riders, and among minorities – and are seeing an ever increasing proportion of customers coming to the brand for the first time, especially internationally, where it is thought some two-thirds of 2011 buyers were first timers.

While 'outreach' will need to inform future platform thinking, so far it has been styling and positioning that has

driven the expansion of brand footprint, proving that it is possible to 'speak' to core and new customers with fundamentally the same and existing engineering.

Anybody who hasn't seen Wandell's studio performance at MSNMoney on June 26th should check it out – he certainly nailed it in terms of getting his message across, and put the turn-around so far squarely in the context of sustainability in the long-term rather than superficial quick fixes that lack durability.

Although the stock price was off initially following the executive blitz, and was trading in the region of 20 to 25 percent off of its 52 week high at the end of June, the mission was clearly accomplished and the right balance struck with analysts nonetheless forecasting Harley to deliver earnings up by around 14 percent in the next five years, against a forecast average for the S&P 500 of around 10 or 11 percent – meaning that the flow of investment capital that the company will need on a moving forward basis should be forthcoming.

AUG 2012

ISSUE #157

#### SHOWZONE



#### PRODUCTS



This deceptively simple looking Sportster pulled a second place win for Brooklyn, New York's Steven Iacona in the Modified Harley-Davidson Class at the AMD World Championship at Sturgis last year .... See pages 25-26



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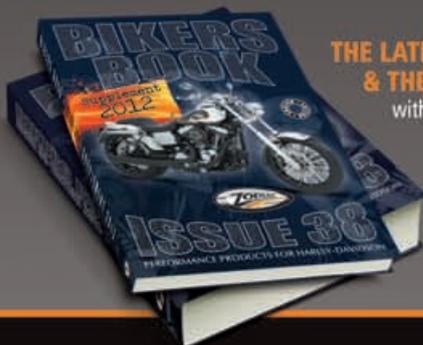
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# Wear the shirt with pride!

**T**HE response to our news, announced last month, that the AMD World Championship of Custom Bike Building is to move from the Sturgis Motorcycle Rally, has been interesting, to say the least.

At the time of writing the reactions are still coming in thick and fast, and they have two basic common denominators among them so far.

Firstly, and overwhelmingly, is that it is, in principle, an excellent idea. Regrettably, my misgivings about the long-term viability of the costs and time overhead of the rally scene for the parts and accessory industry is even more widely shared than I had realized.

I say regrettably because I really do wish it could be otherwise. It is being acknowledged that their fit with the primary mission of the custom industry is drifting in demographic terms; it is even more widely accepted that it will be many, many years before vendor budgets and staffing levels can cater for anything even approaching the level of engagement that peaked in 2005, 2006 and 2007.

I guess we were simply in the right place at the right time, made the right decision at the right time, and universally the reactions we have been getting suggest that we have made the right decision at the right time again.

The second common denominator is a sadness that the 'experience' has become unsustainable, and that is a regret that I share. Among the market's center ground we were providing a business based reason to be able to justify and enjoy the trip to Sturgis in a way that had been missing previously.

Among international visitors in particular we were providing a bucket-list check-box tick that, for many, became a high-point in their travelling life.

But the rationale for making the switch (to our own show in Germany in May next year - Big Bike Europe) is proving to be way better understood and appreciated that I had realized.

Indeed for many North Americans we have in fact now defined a new check-box for their bucket lists - a stimulus and reason to make a trip to a custom industry event in Europe that may otherwise have remained an itch with no scratch.

In particular the response to the 'TEAM USA' concept has been, well, lets just say "enthusiastic"! International exposure to the passion, patriotism and enthusiasm that Americans display at sporting events away from home soil has always been inspiring - it really is something to behold.

Well, the response to the prospect of the custom motorcycle industry now having such a platform has been extraordinary; and even as a 'Limey', nobody

will be more proud to see 'the shirts' among the crowds at the World Championship than me.

So far four places on Team USA are confirmed and funded for 2013. The three highest placed US based customizers in the FreeStyle class at the 9th upcoming annual World Championship at Sturgis will be joined by the highest placed US based FreeStyle Class customizer at the new AMD affiliate event at the Harley-Davidson Museum (August 31st/September 1st - see page 64).

However, as Big Bike Europe's expo and sponsorship revenues develop, and as the evolving domestic US World Championship affiliate event matures, watch this space. It is our plan to increase the number of 'Team USA' qualification places that we'll be able to fund in the years ahead, from the FreeStyle custom market and from the other classes - not least in terms of Harley-Davidson modification.

In which connection, the Class Rules for the World and European Championship for Modified Harleys will change for 2013 and beyond. Having narrowed them once already to make sure that the frame and at least the cases are providing a genuine Harley platform from which class entrants work, we will be implementing a 1984 and up year stipulation for the frame and cases, with Shovels and prior builds going into the FreeStyle Class, or an old-style or 'Retro-Mod' Class, if there is one at the show concerned.

We will also be seeking to propagate this thinking among our affiliate events - the idea behind the Modified Harley-Davidson Class being to promote late-model customizing.

Behind the scenes there is much work underway at this time in terms of affiliate events on both sides of the Atlantic and elsewhere in the world, and much planning in-play in terms of the 2013 10th annual AMD World Championship of Custom bike Building, so watch out for a stream of news between now and the end of the year - news which will add further context to the decision to take the World Championship to Europe, and enable it to 'forward-face' its mission to serve the

interests of competitors and the v-twin parts, accessory and performance industry in the years ahead.



So far four 'Team USA' qualification places are confirmed and funded for the 2013 10th annual AMD World Championship of Custom Bike Building at the new Big Bike Europe parts and accessories industry expo in Germany in May next year



Robin Bradley  
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# Canadian H-D XR1200 Cup Series returns



THE Canadian Harley-Davidson XR1200 Cup Series is taking place once again in 2012 as part of the Mopar CSBK National Championship. Darren James, Manager, Racing Programs, for Deeley Harley-Davidson Canada, brought the Harley-Davidson XR1200 Cup Series to Canada in 2011, and after spending the spring

gaining more racing experience by competing in the equivalent American AMA Series, he says: "It's awesome to see the excitement of the racers wanting to compete in the Canadian series. I know the 2011 Series champ Steve Crevier is back, strongly supported once again by the team at MotoSport Plus in Kingston, but I can't wait to see the competition that all the racers on the grid this season have in store for Steve. This class is so much fun; it really boils down to the individual racers' know-how and experience." The Canadian Harley-Davidson XR1200 Cup Series is a series of

races featuring specially modified Harley-Davidson XR1200 and XR1200X bikes. Vance & Hines will once again be the official kit supplier for the class, and similarly to the American AMA XR1200 Series, and Canadian XR1200 Cup competitors will be using racing fuel. Six races will make up the 2012 Cup Series championship with them taking place at Shannonville Motorsport Park,



Autodrome St-Eustache, Atlantic Motorsport Park, Circuit Mont-Tremblant and Mosport International Raceway.  
[www.csbk.ca](http://www.csbk.ca)

## MAG Europe takes on distribution of Translogic Systems products



MAG Europe has taken on the distribution of the product range from Translogic Systems. Translogic has been involved in aftermarket race performance accessories for 17 years and has enjoyed success both on and off the race track with its Quickshifter systems. The Quickshifter products



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have featured in virtually every championship in the world and are used in Moto GP, Moto2, WSB and many more. Also within the Translogic range of products is the Powershifter, claimed to be the world's smallest and lightest push button gear shifter system. The Digital LCD Micro Dash and the Micro Display for Harley-Davidson models, with the latter a small multi-function digital LCD that displays rpm, engine temperature, battery voltage and integral clock.



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## Sturgis Motorcycle Museum expansion begins

THE Sturgis Motorcycle Museum & Hall of Fame has signed a purchase agreement to buy land directly to the East of the current museum location.

"The Board of the Sturgis Motorcycle Museum has been working and planning for a long time to try and find the right way to expand the museum and offer visitors a better experience," says Dave Davis, Board President. "We had the opportunity to purchase this property, which will allow us to plan for expansion in our current location – right on the corner of Main Street and Junction Avenue – the absolute center of the Sturgis Motorcycle Rally."

The purchase of this land is only the first step towards expanding the Sturgis Motorcycle Museum & Hall of Fame. "There's still a long way to go

before we can even break ground on an addition," says Davis. "We will need to embark on a major fundraising campaign and spend some time considering what would be the best option for our future expansion."

The museum has been located in its current home at the old Post Office building in Sturgis since 2002. Davis said: "Part of the museum's charter is to preserve the history of the Sturgis Motorcycle Rally, and being right in the center of the rally action will help us to continue to meet that goal."

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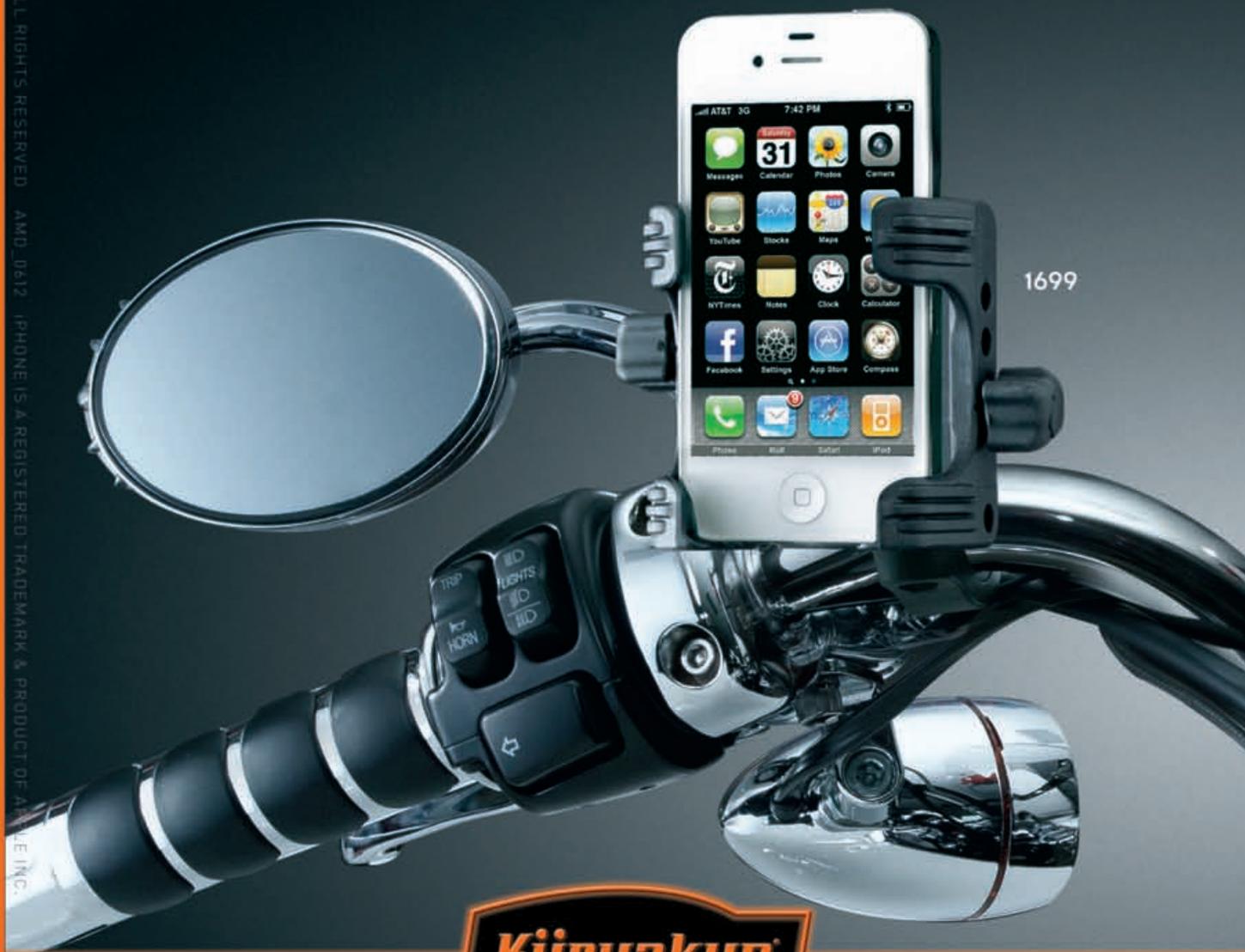
In the future the Sturgis Motorcycle Museum & Hall of Fame could look like this rendering of a proposed new building to house the exhibitions and collections

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# Norrtälje, Sweden, June 2nd, 2012

Written by Neil Blaber - [neil@dealer-world.com](mailto:neil@dealer-world.com)

**D**ESPITE what was agreed to be the worst weather experienced in the event's 38-year history, over 90 bikes rode into Norrtälje's Societetsparken to compete across 8 classes at the Custom Bike Show, organized by Twin Club. Winner of the Custom class and selected by the jury as Scandinavian Champion, privateer Claes Wärefors will travel to Sturgis to compete in the this year's 9th annual AMD World Championship of Custom Bike Building. The winning bike, "Gryphon", was built by Claes in conjunction with Kegny Karlsson of KDK Performance, Kungsör, Sweden, who built

the one-off frame, front end, swingarm, seat pan, gas and oil tanks. The engine is a modified 88cui Harley-Davidson 1967 early Shovelhead and features Truett & Osborn flywheels with 4¾ stroke and S&S heavy duty rods, JIMS Power Glide hydraulic lifters, lifter blocks modified by Mectec, Sifton Avenger camshaft and S&S billet oil pump and gearcase cover. The top end features STD heads with double plugs modified by Swedish specialists Mectec, S&S forged stroker pistons, S&S valve springs and collars, and aluminum covers by Robbans Speedshop in Sweden. The Scandinavian Championship runners-up were also privateers, Samuli Kaiuola from Finland and Per-Olof Josefsson from Sweden winning expenses to travel to Germany for the 2013 10th annual AMD World Championship to be held on May 10-12.

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Claes Wärefors' winning bike "Gryphon" featured a heavily modified Shovelhead engine and many one-off parts



Runner-up Samuli Kaiuola won expenses to travel to Essen for the World Championship in May 2013



3rd place winner Per-Olof Josefsson also finished runner-up in the H-D Chopper class





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# AMD World Championship affiliate custom bike show in UK

Beaulieu, England  
June 16th & 17th, 2012

**T**HE first UK custom show to be staged at the Beaulieu Estate, home to the National Motor Museum in southern England, defied the weather and produced larger crowds and more bikes in the custom show than had been expected.

Indeed, those who saw the 90 plus competition entries say that it was the best standard of custom motorcycle design and engineering seen at a show in the UK for several years.

The event, which was a follow-up to the "California Dreamin'" show held at the Bournemouth International Centre in 2011, saw a new venue, in a



The Best In Show prize was taken by Abnormal Cycles from near Milan with 'Speed Demon'

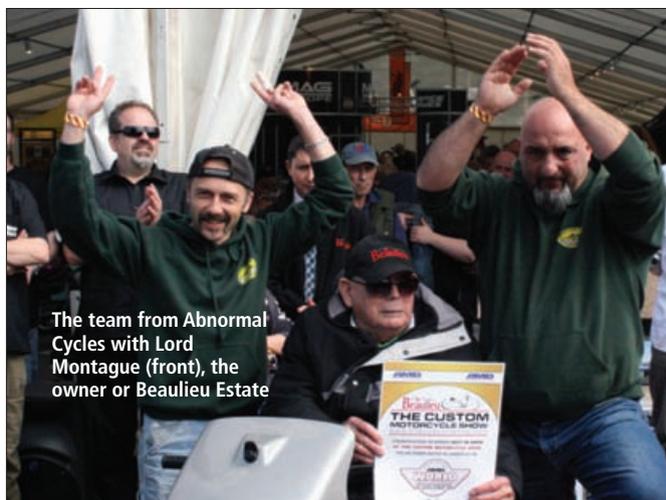
historic country house parkland setting, draw an estimated crowd of around 5,000 visitors for a weekend that also featured Hot Rods and the draw of one of the finest collections of cars and automotive history in the UK.

This was the last AMD World Championship affiliate event to see the award of a 'Sturgis prize' before the final switches to AMD's Big Bike Europe expo in Germany in May next year.

In fact, thanks to generous Modified Harley-Davidson class sponsorship support from Harley-Davidson UK, the event saw two Sturgis prizes, both being scooped by noted Italian customizers.

The Best In Show prize was taken by Milan's Abnormal Cycles (**Sam Reali** - [www.abnormalcycles.com](http://www.abnormalcycles.com)), the reigning Modified Harley-Davidson World Champion, with 'Speed Demon', a universally admired Harley 1930 VL framed 1919 JD 74 inch engined racer.

The Modified Harley-Davidson class prize was taken by Boccin Custom Cycles



The team from Abnormal Cycles with Lord Montague (front), the owner of Beaulieu Estate

([www.boccincustomcycles.com](http://www.boccincustomcycles.com)) from near Venice, Italy – having made a 2,000 mile, four country round trip to try and scoop at least one of the 'Sturgis' prizes. That will have been one very happy van as they headed back across the English Channel!

Their 1946 chain final drive Knucklehead beat off strong competition from Nick Gale Custom

Cycles from London (second with a 1942 WLC) and 2010 Modified Harley-Davidson World Champion Shaw Speed & Custom (the noted custom design studio operated in East Sussex, England, by Shaw Harley-Davidson), whose 2012 1200cc VRSCF subsequently took pride of place at London's prestigious 'Masterpiece – The Best of The Best' summer design

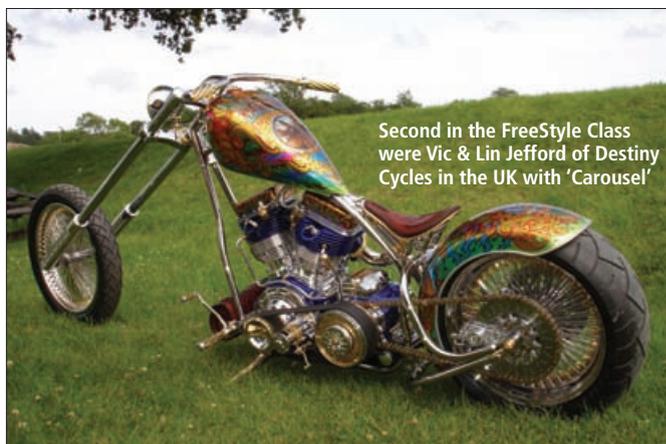
Modified H-D winner Boccin Custom Cycles



Pic: Chris Goehard: ESN



The FreeStyle Class winner was Larry Houghton from Lamb Engineering with 'Spirit of Endeavour'



Second in the FreeStyle Class were Vic & Lin Jefford of Destiny Cycles in the UK with 'Carousel'

and craftsmanship exhibition ([www.masterpiecefair.com](http://www.masterpiecefair.com)), an event that is definitely not for the financially fainthearted!

The FreeStyle class winner was Larry Houghton ([www.lamb-engineering.com](http://www.lamb-engineering.com)) with 'Spirit of Endeavour', a stunning hand-made follow-up to last year's AMD World Championship runner-up BSA 500 'Son Of A Gun'.

Taking JAP engine castings as a start-point, the 1320cc 50 degree all alloy 85 bhp v-twin that Lamb Engineering have developed and manufactured will be offered for customer bikes, with a further first five such engines ready now. The engine features many new components developed by Lamb Engineering, including the two twin vane gerotor oil pumps, with all machining done in-house.

A 1 3/4 inch belt drives a 5-speed RevTech gearbox through Lamb's own design primary, and his own-made 26 degree rake, zero stretch rigid frame delivers a 56 inch wheelbase and 120mm of trail via a Zodiac International springer front-end, with a detachable hardtail subframe at the rear.

Larry says the plan is to build around six bikes a year, either in a bobber style or as café racers using a Metisse frame, and use as many British made components as possible – hence front and rear Harrison Billet 4-piston callipers and Talon 17 inch rims.

Second in the FreeStyle class were Vic & Lin Jefford of Destiny Cycles in the UK ([www.destinycycles.co.uk](http://www.destinycycles.co.uk)), with another stylish master class in classic 70s Swedish chopper styling featuring stunning paint by Ty Lawer of Pageant, and hand-tooled engraving by legendary British craftsman Don Blocsidge.

No strangers to European and World Championship competitions (Vic and Lin even got married in Las Vegas when there for the 2006 AMD World Championship!), 'Carousel' features a custom engineered Pan/Shovel engine in a 48 degree rake rigid frame with one inch of stretch, a modified Tolle front end, and more trail than the state of Wyoming!

Winner of the popular 'Customized Daily Ride' class was Calvin Evans with an utterly convincing interpretation of stock sans extraneous equals 'bobber' styling that started out in life as a 1989 80 ci FLTC.

The Traditional Period Chopper class win was taken by Clive Ransome of So-Low Choppers in the UK ([www.so-lowchoppers.co.uk](http://www.so-lowchoppers.co.uk)) with a 1962 BSA A65; the Performance Class win went to Krazy Horse of Suffolk ([www.krazyhorse.co.uk](http://www.krazyhorse.co.uk)) with a 1200cc Sportster engined Cafe Racer built by Paul Beamish and John Gibson. In addition to being one of the UK's leading custom shops, Krazy Horse is also European importer of the respected Samurai Choppers program, built in Japan by Zero Engineering.

The UK market has continued to be a tricky one where custom motorcycle competitions are concerned, with several show projects stalling at various stages of gestation – having either achieved, at best, uncertain results in terms of their ability to convincingly 'speak' to the custom market, or simply not surviving the economic environment.

AMD continues to back those organizers in the UK who are prepared to 'put-out' for the market, who share our desire to see a convincing showcase solution for Britain's custom motorcycle design and engineering prowess emerge.

We are happy therefore to congratulate Lorne Cheetham of Ocean Events, Chris Gothard of ESN, and the always hospitable staff of the Beaulieu Estate for giving this event a promising start.

Above all we'd like to thank and congratulate all the exhibitors in making the investment to help move the story forward, and all the custom show competitors whose investment in their bikes, and in choosing 'Beaulieu' to show them at, have made the critical contribution to giving all concerned something to build on.



Daily Ride winner



Performance Custom winner



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# THE BRADLEY REPORT™

By AMD founder Robin Bradley

robin@dealer-world.com

**W**ell known Australian v-twin industry veteran Neal Bolam has been appointed to represent S&S Cycle in Australia. Initially focussing on the East Coast of Australia, and based in the Brisbane, Queensland area, Bolam will represent S&S at industry events and shows, and provide dealers and the distributors that S&S sells through with local technical and product line support. A former drag racer, Bolam's industry experience has included spells at Harley-Davidson in Australia, authorized Harley dealerships, independent custom shops, aftermarket parts and accessory distribution, and zillions of miles in the saddle. For S&S, Gary Wenzel, Director of Sales & Marketing, says "it is always great to find a sales representative who has years of high performance v-twin experience using S&S products, so we are delighted to have



Neal join the S&S family". Inducted into Australia's National Motorcycling Hall of Fame and named "Most influential Motorcycling Identity for 2006" at the Gold Coast Rally that year, Neal combines his technical prowess with

an extensive knowledge of the Australian V-twin market – and he'll be bringing that to bear with the first of a new occasional 'Letter from Australia' news feature that he'll be writing for AMD Magazine from next month.

## DID YOU KNOW?

Usually the best quarter of the year for tire sales in the USA, first quarter motorcycle and scooter tire sales were down by some 8 percent compared to the first quarter of 2011 at 880,000 tires; Scooter tire sales were actually up by over 30 percent, but are only some 3 or 4 percent of the market. Off-road tire sales were level with the first quarter of 2011 and are worth some 15 percent of the total US motorcycle tire market. Total US motorcycle and tire sales in 2011 were some 3.1m.

Moto Guzzi USA is celebrating the passion, loyalty and enthusiasm generated by its often turbulent but always entertaining heritage through a new website - [www.motoguzzioriginals.com](http://www.motoguzzioriginals.com)

Noted Dutch suspension and steering damper specialist HyperPro has named EPM Performance of Englishtown, New Jersey, as their exclusive US distributor. Established in 1997 and headed-up by Klaus Huenecke, EPM is also the exclusive US distributor for YSS suspension components; [www.hyperpro.com](http://www.hyperpro.com)

Good news for Ducati in the United States –sales in North America, Ducati's largest global market, increased 49 percent in May, compared to 2011, reaching 1,782 motorcycles sold, making it the company's record best ever monthly performance. For the first five months of the year sales are up 19 percent at 4,884 units. The May increase was fuelled by the introduction of the 1199 Panigale and the Streetfighter 848, along with the ongoing popularity in America of the Multistrada and the Diavel families.



**P**OWERSPORTSU, the interactive on-line training community from Motorsport Aftermarket Group, has launched its new 'Patch' program for all graduates. Any PSU graduate is entitled to wear the high-quality embroidered badges on their shop shirts. "Think of them as a badge of honor," said PowersportsU's Eric Anderson. "Since you can't hang a 'sheepskin' on your shirt or display a diploma on the showroom floor, wearing your stripes demonstrates to the customer that you are an expert in the brand anywhere you happen to be in the dealership. Plus it serves as a subtle reminder to your boss that you are actively engaged in expanding your expertise!" PowersportsU was created for industry sales representatives and dealership employees to become better and more competitive in the areas of aftermarket suspension, exhausts, wheels, controls, custom accessories, UTV components and more, and covers all of the brands under the Motorsport Aftermarket Group banner.

[www.powersportsu.com](http://www.powersportsu.com)

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**DID YOU KNOW?**

**Bad news for Ducati in the United States – having only just gone on sale, Ducati is recalling some 375 2012 Panigale models. They have uncovered the little matter of an incorrect screw used to retain the swingarm to the rear suspension linkage!**

Polaris has reported that first quarter 2012 North American retail sales rose 17 percent. CEO Scott Wine says "retail sales in the North American off-road vehicle and motorcycle industries are off to their best start in years, and we are continuing to gain market share."

**Arctic Cat has reported a 130 percent increase in profits for its financial year ended March 31st. Net sales increased 26 percent to \$585.3m.**

KYMCO is on the expansion trail in the United States – in the year ahead it is to add some 500 new dealers to its already 600 strong US network.

**A new MIC highway test procedure for electric motorcycles sees the addition of a "Highway Commuting" standardized range test procedure and two constant speed tests to supplement the previously announced "City" Riding Range test procedures for stop-and-go operation.**

Zero Motorcycles has announced a 240 percent growth in first quarter 2012 revenue in the United States, with the number of motorcycles built and shipped up 178 percent on a year-over-year basis.

It hardly feels like we're past the V-Twin Expo, and already the market in Europe is gearing up for the next show season – the custom shows and the large broad based shows such as the Milan Show (EICMA in November) and INTERMOT at Cologne in Germany in October.

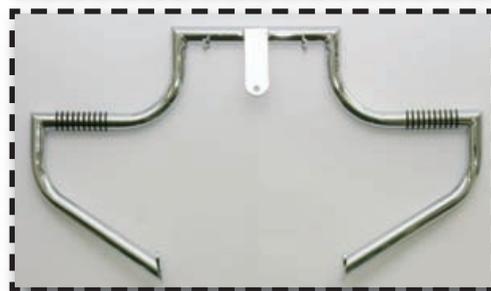
Among the exhibitors who will be looking to make a splash at both is Drag Specialties' European operation Parts Europe, and news comes of a US company that is looking to represent itself at INTERMOT for the first time, with the backing of Parts Europe, their principal distributor in Europe.

Lindby Custom are well known for their highway bars and accessories, and their LinBar, MultiBar, UniBar and TwinBar are some of the industry's best-selling motorcycle highway bars.

Triple chrome plated, precision-formed and welded from high strength 1 ¼ inch alloy steel for comfort and durability, the LinBar features Lindby's characteristic integral Neoprene O-ring highway pegs – one of those 'simplest ideas are the best' designs that makes you wonder why all highway bars haven't always been made this way!

Available in a number of styles and finishes, and with flip-down pegs on the TwinBar, Lindby have fitments for most popular Sportster, Softail and Tourer models and selected Indian and Victory applications, as well as the best selling Japanese brand cruisers.

[www.lindbycustom.com](http://www.lindbycustom.com)



**H**ARLEY-Davidson has expanded its online virtual bike building tool, the 'H-D1 Bike Builder', to include all its current models, and has added further new features too. The H-D1 Bike Builder lets visitors to the company's website virtually customize their choice of Harley-Davidson motorcycle with select Harley-Davidson Genuine Motor Accessories. Users can view the changes each piece makes on screen in an eight-frame, 360-degree view that's in a large screen format.



Navigation on the H-D1 Bike Builder is organized into four categories: Fit, Function, Style and Performance.

Accessories can be added and deleted from the bike, with the screen image changing accordingly. The MSRP of each item added to the base motorcycle is calculated on a summary chart screen with an updated 'as built' total.

H-D1 Bike Builder also offers social sharing of a saved virtual customization on Facebook and Twitter, a printable view of the finished bike, and also downloadable custom wallpaper. Visitors can also use H-D1Bike



Builder to locate an authorized Harley-Davidson dealer, schedule a test ride, estimate payments, and download a credit application.

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

Take a walk around almost any of the major custom bike shows, and a quick scan of the tech sheets will usually reveal several names as key suppliers of parts, and among them is DNA. The company's profile is somewhat 'insider trade' knowledge as far as the public is concerned and AMD spoke to company Vice President Alex Marquez to discover more about the business

# DNA – the story of organic growth

**D**NA Specialty is a company that many people have heard of and, indeed, used parts from, but not many know much about its background or how it has become such a major player in the V-twin parts and accessory market. This may simply be down to the fact that it lets the quality, price and range of its products speak for themselves, rather than spending large sums on advertising. However, during the V-Twin Expo in Cincinnati, AMD had the opportunity to sit down with DNA's Vice President Alex Marquez to talk about the company's background.

DNA was established in 1984, having its first warehouse in Rancho Dominguez, California, and was started by President James Choi primarily as an importer of automotive inner tubes and wheel accessories. In 1990, Alex joined the company as a

sales representative and shortly after was promoted to sales manager. It was around this time when DNA had begun its growth and expanded, as Alex explains: "Shortly after I was promoted, DNA began producing the brand of "Spectrum custom composite wheels" for passenger and SUV vehicles. We did very well with that, and between '92 and '99 we had a strong business manufacturing wheels and accessories, and moved away from the wheels and tires that started the business. We concentrated on aluminum wheels with steel rims; composite wheels."

It was a concentration on wheel designs that began to lead DNA towards the motorcycle market. In 1994, the brand "Luxor wire wheels" was introduced, which were 80 and 100 spoke wheels. DNA wheel brands came into demand for custom wheel enthusiasts from all over the world.



Smooth spoke wheel



80 spoke wheel





In fact by 1996, DNA was producing over 27,000 Luxor wire wheels per month and became the single largest spoke wheel manufacturer in the country. It was Luxor wire wheel's several achievements that encouraged them to enter the V-twin market.

In 2000, DNA introduced its first V-Twin product, DNA's 40 and 60 stainless steel spoke wheels. A year later 80 and 120 spoke wheels were added. Again, the DNA brand was well accepted in the V-twin industry and started to expand by producing a Springer front end.

One point that has often been leveled at DNA is that it uses foreign factories to produce its parts. This however, is not completely true as Alex is quick to point out. "DNA owns and operates three manufacturing facilities. There is our new home in Compton, California, where we produce all of our wheels, and we welcome anyone who wants to see our production lines of wheels made right here in the USA. Our other plants in Asia produce most of our hard parts, and these are subjected to the same three-stage quality control processes used to screen our Californian made products before being shipped to our customers."

The new 'home' mentioned by Alex is a 110,000 sq ft facility that the company relocated to in January 2012, which has allowed them company to add more CNC machinery to bolster its billet wheel production and expand its spoke wheel production lines to increase capacity. The other area of expansion for DNA Specialty is its off-road motorcycle spoke wheel brand "DNA X Wheels." DNA has been the official wheel sponsor of the Monster Energy AMA Supercross series and has traveled with AMA to promote its off-road wheel brand. The sponsorship is an indication of how seriously the company is taking the production of its off-road wheels.

On the domestic bike wheel front the Fat Mammoth, which is a 52-spoke wheel, is proving

to be a best seller due, Alex believes, to the variety of sizes and color combinations it is available in, and the favorable pricing structure for dealers.

After the initial introduction of the motorcycle wheel line and Springer front ends at the beginning of the century, the move into motorcycle parts has been a steady progression, based upon what the market demands. "We depend on our dealers and our sales team to identify the market needs," says Alex, "They are constantly both on the phone with buyers and consumers day in and day out, listening to what they are looking or wishing for. When DNA starts the development of a new product, the planning is crucial and on needs to be time. From beginning to end we can deliver within 45 days."

In 2007, DNA once again expanded its spoke wheel line introducing, the Mammoth FAT 52-spoke radial laced wheel, which is also proving to be a best seller due to the variety of sizes, color combinations and the new designer spoke styles, not to mention the favorable pricing structure for distributors and dealers.

The list of parts developed includes forward controls, headlights, brakes, billet and inverted front ends, suspension, and in 2004 a move into frame manufacturing and sheet metal work. Another big development, and the one which is proving to be another bestseller for DNA, is its trike rear ends, first put into production in 2009. "The trike rear axle is now one of our best sold products. Older riders, who can't hold a bike up anymore but have invested a lot of time and money into their bikes, are now doing trike conversions," is how Alex explains the success of the rear ends. That success is set to be expanded with the news that the company now has a universal trike body kit in development. The ultimate aim for it is to be able to use it on Softails, Touring models, and Sportsters.

The success that DNA Specialty has achieved is not simply down to consistently putting out new



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products, but also due to the way the company has looked to the broadest market possible. The output of the business is split between 72 percent of its total sales in the US, with the remainder being export sales to more than 27 countries, and counting. Those strong sales have been built over the last 26 years as DNA has concentrated on solely distributor and dealer sales. There are no plans to change this either, as Alex says. "DNA does not sell retail, and does not plan on doing so. We respect our valued distributors and dealers as they are the reason for our success."

That success looks set to continue too as DNA Specialty currently has three divisions; the original automotive division, the V-twin division, which began in 2000, and the 2009 off road division, and it has plans to move into the metric cruiser market offering wheels and accessories in 2013. When pushed on the expansion of the business, Alex was guarded, but did admit: "Other market plans include ATV and Watercraft in 2014." He went on to say: "DNA will always strive to be a leader in any market we decide to enter. I want to thank AMD for allowing DNA to share its vision and supporting the DNA brand throughout the world inside the pages of the AMD magazine."



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# Accepting the challenge



Each year the World Championship of Custom Bike Building brings new builders to the attention of a world-wide audience, and the 2011 event was no different. One of those new builders to shine at that year's Championship was Steven Iacona, the owner of Iacona Custom Cycles and the builder of Challenger, the second-placed bike in the Modified Harley class

**A**t the World Championship of Custom Bike Building the Modified Harley class is one of the most closely contested due to the limitations imposed on the bike builders by the class rules. The key criteria are that the bikes must retain the factory geometry and the engine cases must be from H-D. These points obviously rule out radical front ends, but it does mean that the builders have to use their imagination and ingenuity to be in with a chance of winning. One such builder was Steven Iacona, whose deceptively simple looking Sportster took second place in the class.

When Steven began planning the build of his bike, known as Challenger, he decided he wanted to build a 21st century interpretation of a board track racer. Naturally, this meant that the profile of the bike would need to be radically changed, but within the constraints of the class rules. Therefore, in order to get the look he wanted, Steven converted the frame to a hardtail. In order to do this he invested in a kit from Led Sled and modified the stock frame's backbone to improve the looks once he had the hardtail welded in place.

Moving to the front of the bike, the stock telescopic front end just didn't work styling-wise, so the decision was made to discard it and replace it with a Springer. The new fork supplied by EC Customs was shortened by 2in, and then Steven made up new rockers to provide the correct trail. To ensure sport handling he then added a steering damper, from a Suzuki GSX-R, mounted on custom brackets atop the fork. Due to the light weight of the bike Steven used just one

single-piston brake caliper at the front, supplied by ISR. The Swedish brake specialist was also responsible for the hand controls, foot controls and rear brake. To complete the front end assembly, Steven then fabricated a number board that holds the headlamp and also acts as a cover for an oil cooler.

The oil that is flowing through the hidden oil cooler then travels to the custom oil tank that, due to the hardtail conversion, is a one-off that has been fabricated to fill the space between the rear wheel and the back of the gearbox.

Above the rear wheel the one-off seat unit was hand-beaten using the same wooden bucks as those used to shape the split gas tanks sitting either side of the frame's backbone. To further enhance the matching look the seat hump carries through the aluminum edging used on the inside edges of the two tanks. The seat itself is then suspended on a small shock that operates via a linkage from the frame.





To turn the frame package into a rolling chassis a set of Invader style wheels were employed; a 21 x3.5in at the front and a 18 x 5.5in at the rear, with both being wrapped in Metzeler tires.

**W**ith Challenger effectively a roller, Steven turned his attention to the motor. Originally an 883 it was quickly converted to a 1200 by using Buell heads and cylinders and then set up to run twin 30mm Mikuni carbs, with exhaust gases exiting via a custom exhaust. The detailing on the engine was finished off with stainless steel pipework being used to carry all the fluids.

Despite the majority of the work on Challenger being undertaken by Steven in his Brooklyn workshop, the one thing he did not do was the paint and graphics, which were entrusted to Nub Grafix.

The quality of Steven's work is clearly evident on Challenger as his fellow competitors voted the bike into second place in the Modified Harley class at the 2011 World Championship of Custom Bike Building. A very commendable achievement given that it was Steven's first entry into the event.

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## Performance Machine headlights

KNOWN for its line of wheels and brakes, Performance Machine has now expanded its product range to include headlights.

The new lights, available in five styles and three finishes, feature a diamond reflector lens over the latest in halogen technology for the bulb. The styles available are the Crossbar, Merc, Grill, Apex and Clean, with the finish options being chrome black or Contrast Cut.

**PERFORMANCE MACHINE**  
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[sales@performancemachine.com](mailto:sales@performancemachine.com)  
[www.performancemachine.com](http://www.performancemachine.com)



## JIMS black 'Welded' covers

THE success of JIMS Welded covers has been such that the company is now offering the 'RawCut & Welded' designs in a black finish.

While being precision machined, the parts are designed to have a handcrafted RawCut look and are finished with a unique UV resistant black anodized coating. The covers feature a precision cut fin pack design to aid cooling.

JIMS pushrod cover tubes use the same black anodized finish to match their welded counterparts.

**JIMS USA**  
Camarillo, California, USA  
Tel: 805 482 6913  
E-mail: [sales@jimsusa.com](mailto:sales@jimsusa.com)  
[www.jimsusa.com](http://www.jimsusa.com)



## New finish on Mustang seats

MUSTANG has made a new finish option available on its line of low, lean but still comfortable Wide Tripper seats. They are now being offered covered in the company's new distressed brown ultra premium vinyl, which gives a worn-leather look.

The fully adjustable driver backrest removes easily without tools and folds flat to make it easy to mount the bike. The 14in wide solo fits 2008-up FL models and is shipped complete with a matching mini bib plus chrome mounting hardware to give it a finished look for one-up riding. The matching passenger seat is 11.5in wide.

Solos are also available in black, with or without a unique diamond stitched pattern.

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**ARLEN  
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## Main drive gear and bearing tool

GEORGE'S Garage has created a main drive gear and bearing tool to facilitate the removal and installation of the main drive gear on '06 - present Dyna and 07 - present Twin Cam models.

Constructed from red anodized aluminum and black oxide coated steel parts, along with grade 8 hardware and a 'NICE' bearing, the tool can also be used to remove and install the main drive gear bearing in the transmission case.

**GEORGE'S GARAGE**  
 Ontario, California, USA  
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[www.georges-garage.com](http://www.georges-garage.com)



## Latest releases from Drag Specialties

DRAG Specialties has further expanded its range of handlebar options with the introduction of its new Buffalo T-bars. The 1 1/2in diameter bars are being offered in a choice 12in, 14in or 16in heights and either chrome or gloss black. Made in the US, the bars are drilled for internal wires, work with standard controls, and are notched for throttle-by-wire capability.

The steering damper kits from Drag Specialties have been created to stop front end speed wobbles. Offered to fit '04 - '12 XL models, the satin finish dampers have seven hydraulic damping positions, are fully adjustable and allow full-fork movement from stop-to-stop. They are supplied with all the required mounting hardware and instructions necessary for installation.

The 2.4in mini tachometer gauge mount by Drag Specialties replaces the OEM gauge backing plate on most '96 - '12 XL and FXD models and mounts the tach to the OEM speedometer. The black powder coated bracket accepts all Drag Specialties 2.4in mini electronic tachometers and includes all required hardware.

As the current trend for nostalgia is

showing no sign of declining, Drag Specialties Seats has launched retro-styled Mini King and Queen seats to suit '58 - '84 FX, FL and FLH models. The seats feature automotive-grade vinyl on sides and seating area, molded polyurethane foam and a 3/8in ABS thermoformed seat base with a fully carpeted bottom and rubber bumpers to protect paint.

The Mini King and Queen seats will fit with all Drag Specialties sissy bars and most H-D bars. When matched with Drag's sissy bar pads (sold separately), they mate together for a classic tall-backed seat appearance. The sissy bar pads also feature automotive-grade vinyl and are designed to match the Mini King and Queen seats, but will also work with other seats. They fit all Tall, Round or Tall Square Drag Specialties sissy bars and most H-D bars with a 4in (+/- 1/8in) wide inside dimension.

**DRAG SPECIALTIES**  
 Janesville, Wisconsin, USA  
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 E-mail: [drag@dragspecialties.com](mailto:drag@dragspecialties.com)  
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The black powder coated mount can be used with Drag's 2.4in mini electronic tachometers on most '96 - '12 XL and FXD models



The steering damper kits from Drag Specialties have been created to fit '04 - '12 XL models



Three heights are being offered for the 1 1/2in diameter Buffalo T-bars

The Mini King and Queen seat is a nostalgic piece from Drag Specialties Seats



# JayBrake Quad Series calipers and STK hand controls



JAYBRAKE, now into its 31st year of manufacturing motorcycle parts and accessories, has introduced the Quad Series calipers and STK hand controls. The Quad Series brake calipers are CAD designed and CNC milled from billet aluminum and feature progressively sized bores for optimal heat distribution and pad pressure. This feature is also said to provide optimal lever feel in addition to consistent braking power compared to factory units.

Front and rear applications require brackets for mounting and shallow back versions are available for low clearance spoke patterns with larger diameter rims. All of the Quad Series calipers are compatible with stock master cylinders and lines, but aftermarket brake lines are recommended for best performance. The calipers are available in black anodized, chrome and polished.

The STK hand controls from JayBrake STK are compatible with factory '96 and later style Harley-Davidson switch housings, and riders can retain the original turn signal location if desired.

The STK controls feature a two-piece bottom clamp design, making the mounting bolts virtually invisible. Machined from billet aluminum and available in a black anodized, chrome or polished finish, the right-hand master cylinder is offered with either 7/16in or 1/2in bore to accommodate most brake systems.



# JAYBRAKE

JAYBRAKE  
Cleveland, Ohio, USA  
Tel: 216 265 8400  
[jaybrake@supertrapp.com](mailto:jaybrake@supertrapp.com)  
[www.jbrake.com](http://www.jbrake.com)

# Sinister GangsterGlide



SINISTER Industries has further extended its range of Bagger parts with the introduction of its GangsterGlide fairing.

Designed by Sinister's founder and owner, John Shope, the GangsterGlide features a single headlamp, and is believed to be the only single light fairing currently available.

The GangsterGlide fairing is manufactured from composite materials, and a matching inner fairing is also available. The outer fairing can be purchased alone for installation on a Road Glide for a custom look.

The GangsterGlide utilizes Street Glide type headlight equipment that can be purchased from any Harley-Davidson dealer.

## SINISTER INDUSTRIES

JOHN SHOPE'S SINISTER INDUSTRIES  
Phoenix, Arizona, USA  
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## RSD Tracker belt guards



ROLAND Sands Design not only produces an extensive line of billet aluminum product, it also works with steel, and one such example of this is the Tracker belt guard.

Featuring a unique drill and slot pattern on the top and a drilled pattern on the side, they are available in chrome, Black Ops and gloss black finishes to fit Sportster, Softail and Dyna models.

**ROLAND SANDS DESIGN**  
Los Alamitos, California, USA  
Tel: 562 493 5297  
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[www.rolandsands.com](http://www.rolandsands.com)



## SuperTrapp True Duals



**SUPERTRAPP** has now made its True Duals available in black to fit '85 - '12 Baggers, to complement its own SuperTrapp and Kerker black slip-ons. The new True Dual head pipes are actually chrome pipes that include black heat shields. In addition, the black heat shields will be sold separately for riders who have purchased SuperTrapp chrome True Duals and now want to change the look. The new head pipes are able to use the newer 12mm O2 sensor and new sensor locations found on the '10 and up FLH and FLT models. The pipes for use on '09 - '12 models feature 2.25in full length chrome or black heat shields, while for '85 - '08 models 2in full length heat shields are fitted.

**SUPERTRAPP INDUSTRIES**  
Cleveland, Ohio, USA  
Tel: 216-265-8400  
E-mail: [sales@supertrapp.com](mailto:sales@supertrapp.com)  
[www.supertrapp.com](http://www.supertrapp.com)



## Supreme Legends' Bagger forward controls

**SUPREME Legends** has collaborated with Pickard USA to create an addition to its Signature Series line of products. The 2 and 3 Bagger forward controls are made to complement the company's Signature Series floorboards.

The Signature Series forwards feature an oversized peg, 1in extended length on all arms for extra space on the floor boards, and three-position adjustability on the brake pedal.

Finished in chrome or black anodizing, the controls are also available from [PickardBaggerParts.com](http://PickardBaggerParts.com).



**SUPREME LEGENDS USA**  
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[www.supremelegendsusa.com](http://www.supremelegendsusa.com)

## S&S Big Fin cylinders

S&S Cycle has announced an update for its performance cylinders for late model H-D Big Twin engines. The update is largely cosmetic, but involves functional improvements as well. The cosmetic changes are aimed at making S&S cylinders more closely match the appearance of stock cylinders.

Justin Bramstedt, S&S Cycle's Late Model Product Line Manager, explains: "Back at the turn of the century S&S designed some new cylinders, which were mainly intended for our own T-Series engines. It wasn't as important that they looked entirely stock. In fact customers thought it was sort of cool to have something just a little different... and really fast."

"Today, the emphasis is less on complete engines than it is on upgrading an existing Harley-Davidson engine. This makes it a lot more important that the parts have a stock look."

The new S&S cylinder fins look more like the fins on die-cast stock cylinders. This change means that they more closely match the fins on the stock heads. S&S cylinders are powder coated either wrinkle black or silver and are an exact match for the finish on stock engines. "What really brought this situation to a boil was when we released our bolt-in big bore kits. People loved the idea of an easy displacement increase, but they really wanted to keep it stock looking," said Bramstedt. "It's that 'sleeper hog' thing. We wanted to redesign our cylinders anyway, but that gave us a clear direction and a reason to get on with it."

The new cylinder design makes the S&S logo less conspicuous and adds an 11th fin on the lower section where the old design had a blank area and an S&S logo. In addition, the fins in the pushrod relief on the cam side of the engine have been extended for additional cooling and a more stock look. The



aluminum material is also made harder to provide more support and to ensure a more stable cylinder bore.

The new cylinders take the place of the previous design in all S&S cylinders for Twin Cam 88, 96, and 103 engines, in 3 7/8in 3.927in, 4in and 4 1/8in bore sizes. Cylinders for S&S 4 1/8in bore V-Series engines for '84 - '99 Big Twins originally equipped with Evo engines will also be changed to the new design.



**S&S CYCLE**  
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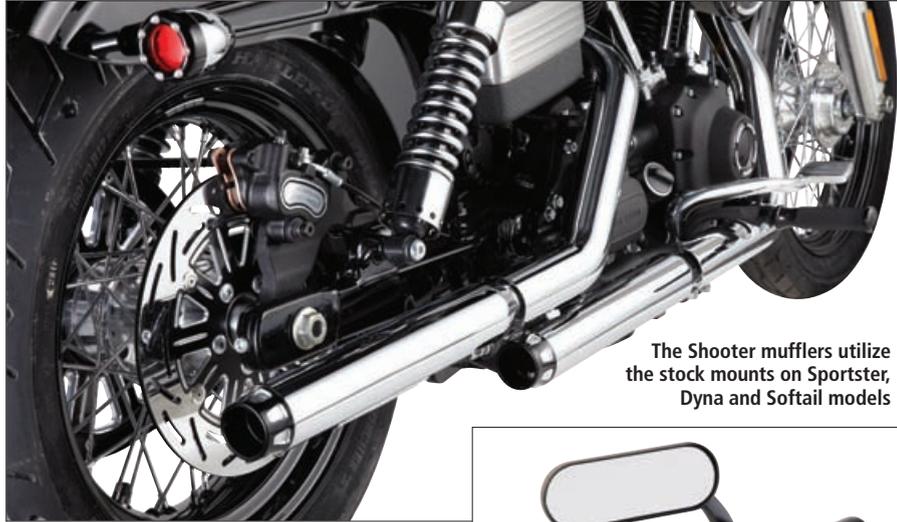


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# New parts from Ness



The Shooter mufflers utilize the stock mounts on Sportster, Dyna and Softail models

ARLEN Ness continues to release new products throughout the year, and among the latest new releases are the 2.5in **Shooter mufflers**. The new mufflers have been designed to bolt directly onto the stock mounts on '04-'12 XL, '95-'12 FXD and '07-'12 FXST, FLSTF and FLSTN models. The slip-ons feature a steel core baffle and a black anodized and machined billet aluminum tip.

The new **'Slot Track' points and derby covers** are described by the company as having a design that is "clean style with attention to detail." The covers are machined from billet aluminum and offered in chrome or black anodized finish with laser etched logo.



The Slot Track design used by Arlen Ness on the latest points and derby covers

The Slot Track motif continues with the matching **Slot Track grip**, which along with the Porthole design are two options in the Arlen Ness Fusion Series line of grips. The Slot Track grip features linear



Slot Track is one of the options available in the Arlen Ness Fusion Series line of grips



The Porthole grips feature knurled rubber with machined accents around the grip collar

rubber and a rubber thumb pad and slot track styled machine accents. The Porthole features knurled rubber with aluminum machined accents around the grip collar. Both grips are offered in chrome or black anodized finish and matching footpegs are also available.

Rounding out the latest selection of new product releases from Arlen Ness are the **'Hot Leg' fork legs** for Softail models. Each fork leg is machined from billet aluminum, and features a tapered design and a hidden axle. They are available in Deep Cut or Smooth styles. Finished in a choice of chrome or black anodized, they fit '00-'12 FLST and FXST models, while billet fork boots are available for the FLSTF and FLSTN.

## ARLEN NISS

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The 'Hot Leg' fork legs for Softail models. Each fork leg is machined from billet aluminum



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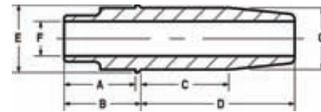
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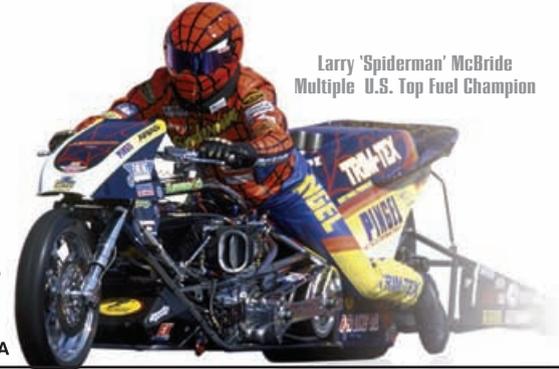
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# Powerflow III for Dyna Switchback



HARLEY-Davidson's 2012 Dyna Switchback is the latest bike to have a version of Samson's Powerflow III made available to fit it.

The 2-into-1 exhaust is said to be able to generate more power through a series of chambers, which Samson refers to as the 'Power Chamber'. This chamber is claimed to help condense and intensify exhaust flow, resulting in higher horsepower and torque.

Samson quotes independent dyno testing as showing a change from the stock exhaust to the Powerflow III will result in an increase of up to 20 percent for both horsepower and torque.

Features on the Powerflow III include O2 sensor ports that accept either OEM or aftermarket sensors,

removable baffles and full coverage heat shields. Offered in a choice of chrome, or by special request 'Sinister' black ceramic finishes, the pipes carry a limited one-year warranty.

**SAMSON MOTORCYCLE PRODUCTS**  
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[info@samsonusa.com](mailto:info@samsonusa.com)  
[www.samsonusa.com](http://www.samsonusa.com)



# LC Fabrications H-D parts

LC Fabrications is the shop owned and run by former World Championship of Custom Bike Building competitor Jeremy Cupp, who has now released a range of production parts for use on Harley-Davidsons. The entire line of pieces produced at LC Fabrications are made in-house in the company's US facility.

Among the parts Cupp produces in the US are 1 3/4 in black and aluminum exhaust tips. Polished and powder coated, the tips slip inside the pipe and secure using the supplied 6-32 ss screw and nut.

The remote master cylinder reservoir manufactured by LC Fabrications features a clear Pyrex glass body finished off with aluminum plates and secured with matching aluminum hardware. It features a 1/2 in mounting hole and 1/8 NPT threaded hole to allow for custom mounting nearly anywhere on the bike.

The use of machined aluminum continues



Bare naked battery box



Exhaust tips



Remote master cylinder

with Jeremy's use of it for his 'Bare Naked' battery box. Designed for use in custom applications it fits batteries up to 6 in x 6 1/2 in x 3 1/2 in and includes stainless steel hardware and removable brass insert.

**LC FABRICATIONS**  
**Grottoes, Virginia, USA**  
**Tel: 540 234 0651**  
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# Xtreme Machine Reaper Wheel



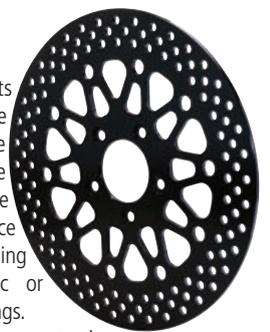
XTREME Machine's wheel line-up for 2012 includes the Reaper, which features six spokes with a tribal design to them. The reaper is offered in the following sizes: 21 x 3.5in, 21 x 2.125in, 18 x 5.5in, 19 x 3.0in, 18 x 4.25in, 17 x 6.0in, 16 x 5.0in, 16 x 3.5in, 17 x 3.5in, 18 x 3.5in, 19 x 2.125in, 18 x 8.5in, 23 x 3.5in, 18 x 10in, 18 x 10.5in, and in a choice of chrome, Black Cut and black anodized finishes.



**XTREME MACHINE**  
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[www.xtrememachineusa.com](http://www.xtrememachineusa.com)

# Wilwood 'Black Satin' rotors

WILWOOD has introduced its 'Black Satin' (E-coat) brake rotors to the motorcycle market. The new finish on the rotors is claimed to provide superior corrosion resistance and uninhibited pad bedding over all conventional zinc or metallic based electro-coatings.



The Satin process provides a protection layer that seals the entire microscopic surface of the base metal structure and is said to provide consistent color and thorough protection of all surfaces.

The brake pad contact surface gets wiped clean with the first application of the brakes to only expose the surface that will be mated to the brake pad. All other surfaces continue to retain the clean look of the Satin finish.



**WILWOOD ENGINEERING**  
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Turn Signal



Open Ended Knurled Grips to fit with our Bar End Mirrors



# New products available at Motorcycle Storehouse

MOTORCYCLE Storehouse continues to expand not only on the number of vendors it sells for, but also the range of products offered by its existing vendors. Among those vendors is **Biltwell** which has now introduced a line of **handlebars** that Motorcycle Storehouse are stocking. Six new designs have been issued; Moto, High Drags, Mustache, Breezer, Zed and H-Bar. All are available in 1in diameter 4130 cromoly seamless bar in a dimpled (pre-'82 H-D) and un-dimpled ('82-up H-D) version, and there is the choice of chrome or matt black electroplate finishes.



The Moto is one of six new designs of handlebar now being produced by Biltwell

Progressive Suspension's latest development, now available through Motorcycle Storehouse, is the **444 series shocks**. The new shocks are equipped with FST (Frequency Sensing Technology), which is a system that dynamically adjusts damping to the requirements of that moment by sensing the amount of bumps in the road surface. The FST system is also available in the 944 shock, which is the low ride height shock for all '80 - '12 FLT models.

The **La Rosa** line of **motorcycle luggage** has been available at Motorcycle Storehouse for many years and now there is a new finish option offered. Alongside the normal light black, light brown and rustic brown colors of the 9oz leather used on the La Rosa saddlebags and tool rolls, the company is now using an additional covering of a camouflage printed fabric on the outside. The same camouflage cover can be found on the La Rosa 16in 'Bad Ass' solo seat.

**Smoothtopps push-on bolt covers** are now available through Motorcycle Storehouse in a choice of chrome or black finishes. The press fit install plugs are supplied in kits of various diameters, to cover the bolts used in specific applications, and sets are



Camouflage fabric is used over leather to create the latest designs of tool rolls and other luggage from La Rosa



The 944 shock from Progressive Suspension offers a lower ride height for all '80 - '12 FLT models



The Vance & Hines exhausts, available from Motorcycle Storehouse for 2012 models, now accommodate 12mm O2 sensors



Available in either chrome or black, Smoothtopps cover unsightly bolt heads to add the finishing touch to a bike

offered for many H-D models. Individual covers are available as well for users who want to detail individual parts on a bike.

The **Vance & Hines exhausts** now being stocked at Motorcycle Storehouse for use on 2012 H-D models are designed to take the smaller 12mm O2 sensors used by the Factory. Other features on the new exhausts include 220-degree heat shield systems and optionally available, in most cases, extra quiet baffles.

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## Vance & Hines' Big Shots Staggered

VANCE & Hines continues to expand the range of pipes it has available for the 2012 line-up of Harley-Davidson models with the introduction of the Big Shots Staggered for use on the Dyna family of bikes.

The 2-into-2 style pipes are claimed to offer the performance of a 2-into-1 system due to the use of

the Vance & Hines Power Chamber hidden crossover.

Standard features on the system include one-piece, full length heat shields, slash-cut CNC machined end caps, and louvered-core baffles. The pipes can also be fitted with optional quiet baffles. Like all 2012 pipes from Vance & Hines, the Big Shots Staggered use the company's new flat plane mounting panel for the 12mm oxygen sensors, which positions the sensor deeper into the exhaust stream, providing enhanced data feedback to the ECM.

The Dyna Big Shots Staggered do not fit Dyna Switchback models.

**VANCE & HINES**  
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# VANCE HINES



## BDL direct fit Competitor Clutch conversion

BELT Drives' latest performance clutch – the CC-130-BB Competitor Clutch – has been created for use on bikes with large capacity/high performance engines.

The conversion package has been developed specifically for a direct fit into the stock '98 – '12 H-D clutch basket. The conversion includes BDL's patented ball bearing pressure plate, which is claimed to ensure a smooth transition while the Kevlar discs provide 60 percent more surface area, virtually eliminating slippage.

Each Competitor Clutch kit includes a ball bearing lock-up pressure plate, diaphragm spring, clutch hub, spring retainer, shoulder



bolts, adjustment screw assembly, one .120in steel plate, six .059 steel plates and seven Kevlar fiber plates.

For higher horsepower applications BDL recommends fitment of their Carbide ball bearing, kit which includes eight Carbide ball bearings to be spaced intermittently among the steel pressure plate ball bearings that come in the Competitor kit.

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## HCI Glitter helmets

HELMET City Inc has a range of styles of open face helmets, and among them is the solid glitter finish HCI-10.

An ABS shell is used for the helmets, which are painted in metal flake to create the glitter finish in a choice of silver, dark silver, red, blue and pink. Offered in sizes XS, S, M, L, XL and XXL, the helmets have a 'Plush Comfort' liner and meet or exceed DOT standards.



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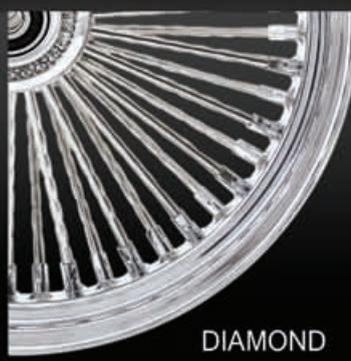
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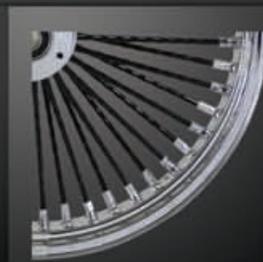
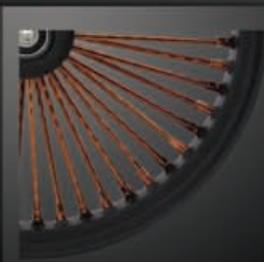
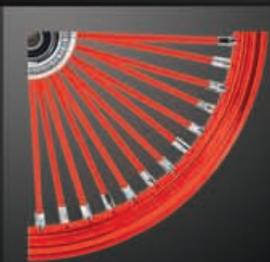
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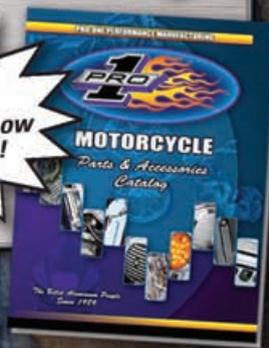
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# W&W expands parts range

W&W has established itself as not only a supplier of parts for custom builds, but also of parts needed for restorations. Among the reproduction parts the company is now offering is the Wrecking Crew 'P-Pad'. The **P-Pad pillion pad** is a reproduction of the design used on WR and KR race bikes. The new piece is manufactured from an original pattern in order to be accurate, with piping at the edges, as well as correct vent and mounting eyelets. The pads measure 18cm wide, 25cm long and are 12cm tall.



The Wrecking Crew 'P-Pad' is a reproduction of the design used on WR and KR race bikes

Catering for builders of 'old school' Bobbers, W&W is stocking the **La Rosa range of solo seats**, which are covered with genuine Mexican, handcrafted blanket fabric. Each of the El Loco seats is unique and they are finished with a chromed steel plate. A swiveled mounting bracket and four studs allow for universal installation. The standard seat is 24cm wide and 32 cm long, while the Luxury version is 29cm wide and 38cm long.

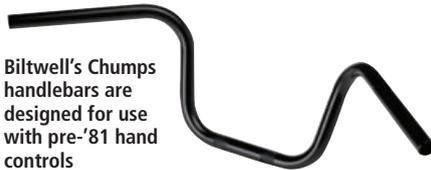


Mexican blanket material is used for the covering on La Rosa's El Loco seats

The Biltwell range of parts being stocked by W&W includes '**Whiskey**' throttle, which features a cable housing and sleeve CNC-machined from 6061 T-6 aluminum. Designed for use on 1in handlebars it is supplied with various cable ferrules, which fit both threaded and click-in barrel ends on stock Harley cables. If stock H-D cables are not being used, the ferrules also provide plenty of options for custom single- or double-cable assembly. Single and dual cable versions of the throttle are available in a choice of black anodized or polished finishes.



The 'Whiskey throttle' from Biltwell can be ordered for use with single or dual cables



Biltwell's Chumps handlebars are designed for use with pre-'81 hand controls

A second new piece from Biltwell are the **Chumps handlebars**. Made from chromium-molybdenum steel, the bars are 1in diameter and not dimpled, making them suitable for use on bikes manufactured before '81. Offered in either a black galvanized finish or chrome plate, the bars are 76cm wide, 20cm high and have a 16.5cm pullback.

The MF fork tube clamps for turn signals are designed to mount Kellermann Micro turn signals



Catering for the needs of owners of newer H-D models, W&W is carrying the **MF fork tube clamps** for turn signals. The CNC-machined clamps accept the M8 studs of Kellermann Micro turn signals and are drilled for internal wiring and come with stainless steel clamping bolts. They are available in a choice of polished or black anodized finishes and 41.3mm or 49mm internal diameters.

Carbon fiber is used for the plate holder on the AS Industries side-mount license plate holder



Another contemporary part available through W&W is the **AS Industries side-mount license plate bracket**. The steel bracket fastens to the lower shock bolt and then rests securely on the swingarm. The license plate holder itself is made from carbon fiber and features a self-adhesive foam frame to mount the number plate. Also included is LED license illumination and a small wiring harness to plug into the stock electrics.

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## Bagger Nation Scoowl



THE latest addition to the Paul Yaffe Bagger Nation parts line is the 'Scoowl' fairing extension for Road Glides.

The Scoowl extends the appearance of the OEM H-D Road Glide fairing. It is a direct bolt-on replacement for all '98 and later Harley-Davidson Road Glides and can be installed as is, or color-coated to match the bike's existing paint scheme. For '09 and earlier models a '10 and later headlight kit is recommended.

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## Highway Hawk Gothic X wing bars

HIGHWAY Hawk's newest handlebar is the Gothic X wing. It is a fat-style bar with a 32mm diameter, which narrows to 25mm at the control area to suit 1in hand controls. Finished in chrome, the bars are 16cm high and 95cm wide.

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## Trask Twin Cam turbo system

TRASK Performance's latest turbo system has been developed for use on '99 and later Dyna, 2000 and later Softail and the '02 and later EFI Baggers.

Designed for use on the H-D 88ci, 96ci, 103ci, 110ci and the new 120R motors, the turbo system is said to provide a usable power boost. When installed and tuned properly it is claimed to offer between 120 to 130hp.

The system is supplied as a complete package including a patent-pending, precision billet plenum with snap-in venturi that creates unobstructed air flow, a Garrett modified GT turbo, ceramic and chrome custom designed pipes and a performance Barnett clutch spring.

The system requires the use of a Thundermax tuning system, not supplied.



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## Barnett clutch tools

BARNETT not only offers an extensive line of Harley-Davidson primary components, but is also able to offer clutch tools.

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Also available are clutch tools designed specifically for use with the Barnett Scorpion line of clutches.

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## Kustom Tech SF calipers

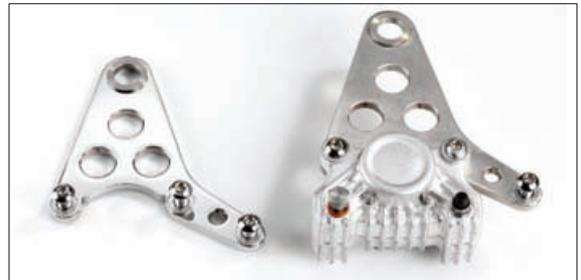
KUSTOM Tech uses aluminum forgings, which are then CNC machined to ensure precise tolerances and superior braking performances from its SF two-piston calipers.

Designed to have a vintage look, the SF calipers match the company's Deluxe handlebar controls and can be used for many other custom applications. Available in polished aluminum, or in raw aluminum, the calipers are supplied with brake pads and banjo bolt. Center to center hole mount distance is 3.25in (caliper bracket to be ordered separately).

The caliper is not guaranteed to fit stock or custom wire wheels, or other spoked wheels mounted on narrow triple trees, as for reasons of space the caliper may hit the spokes. The width of the SF caliper is 3in, the distance from the center of the caliper to the inside is 1.5in.



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# MOTORCYCLE STOREHOUSE



# New releases from Rivera Primo

RIVERA Primo has released details of its 'SharpEye' five- and six-speed kicker covers.

The covers will bolt up to either a stock five-speed transmission or an aftermarket six-speed like the company's own PowerDrive transmission. The kicker assembly only is part # 3215-0021 for five-speeds and part # 3215-0022 for six-speeds. The kits are also available with a chrome steel arm (part # 1215-0150) for five-speeds and (part # 1215-0151) for six-speeds, or with a chrome steel arm and solid brass bicycle style kicker pedal. The cover is machined in the US from 6061 aluminum and the kicker shaft is made from a high strength stainless steel alloy. Meanwhile for use on the right-side of the bike Rivera Primo has its Slimline narrow open belt drive. Designed for '90 - '06 Evo and Twin Cam Softails, the 11mm kit



features a 1 1/4in wide 'dense pack' Kevlar Polychain Super Belt. The company claims the combination has been tested to withstand loads in excess of 150hp. The Slimline drive uses a one-piece motor plate to add rigidity to the frame by firmly connecting the motor and transmission together. Two kits are available with either a billet aluminum outer guard that covers the outer pulleys or a faux carbon fiber outer guard that fully covers the belt and pulleys. In addition, the motorplate is machined for a center mount oil filter and is also ready to accept the company's optional mid-controls, which are single fulcrum and include both the shift and brake assemblies with a designer master cylinder. Included in each kit is a Rivera Primo Pro Clutch, which features wide-slotted Kevlar plates, for better engagement.



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## Rick Fairless Victory parts range

RICK Fairless' Stokers Dallas has created a comprehensive range of parts for use across the Victory motorcycle line-up. The new pieces are the first offerings to have been created by Dylan Hoey, who was hired by the Texas-based business at the end of 2011 specifically to design new products.

The parts line for the Victory bikes includes cam bolt covers. The Fairless pieces are finned to match the engine, providing an integrated look. The covers, which fit all models '07 onwards, slide over the stock cam bolt and are held in place with a set screw. For '08 and onward Victory models there are also chrome or gloss black cam covers available.

The brake reservoir covers fit all '08 and onward Victory bikes and can be ordered in gloss black or chrome finishes. The same options are available on the derby covers, which also fit '08 onward models.

To change the look of the master cylinders Rick Fairless' Stokers Dallas is offering custom covers to



The master cylinder cap replaces the stock plastic item on '10 models and later Cross Roads and Cross Country models



The foot boards from Stokers Dallas fit Harley Touring models as well as the Victory Cross Country and Cross Roads

The cam bolt covers are held in place over the cam bolts by a set screw



Rick Fairless now has custom cam covers in chrome or gloss black



The Stokers Dallas derby covers match the design of the company's cam covers for Victory motorcycles

# MOTORCYCLE STOREHOUSE





Fairless' Victory Cross Over Heat Shield covers up the exposed exhaust cross over pipe on Victory Vision and Cross models

replace the stock plastic ones. The new caps, for '10 models and later Cross Roads and Cross Country models, can be purchased in contrast cut black or chrome plate.

Designed for use on both the Victory Vision and Cross models, Fairless' Victory Cross Over Heat Shield

covers up the exposed exhaust cross over pipe. The shields come in chrome or black powder coat.

For riders who want to lower their Victory motorcycles Rick Fairless' Stokers Dallas has produced a 2in lowering kit. With minor shock adjustment the kits, in chrome, black or red powder



The lowering links for Victory bikes by Rick Fairless will reduce the ride height by 2in

coat, fit the Hammer, Jackpot, Vegas, Kingpin and Hi-Ball.

Giving the bikes a nostalgic hot rod look are the custom foot boards. In chrome, or black powder coat with knurled rubber inserts, they not only fit the Victory Cross Country and Cross Roads models, but also Harley Touring models '86 - '12.



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## WanaRyd Reactor Starkline wheel

WANARYD Motorcycle has introduced the Reactor, a six-spoke directional 3D wheel, as part of its Stark-Line Series - a premium line of 3D forged, one-piece billet wheels. The Stark-Line Series features a new finish that is unique and proprietary to WanaRyd Motorcycle.

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# Len's Hammer

If you count up the number of customized Victory motorcycles built since the brand began, few people would remember more than a dozen one-off custom bikes, most of which can be attributed to Victory's 'official' customizers, the members of the Ness family. Now in Borken, Germany, another Custom-Dynasty is stepping out in terms of Victory customizing with Len Kodlin, son of Fred, having reworked a Victory Hammer

**B**ARELY two years after the introduction of the 'Bagger Republic Deutschland' (BRD) bike, Fred Kodlin and his team at Fred Kodlin Motorcycles are creating an annual output of 40 plus Baggers. So when a stock Victory Hammer was traded in for one of Fred's Baggers, his son Len envisioned a project that would place Kodlin Motorcycles ahead of the game in terms of Victory customizing not only in Germany, but also the rest of Europe.

The Kodlin team had already refined a Victory Bagger, but the approach on the Hammer would be more extreme: a radical streetfighter/sportbike crossover, powered by the 106ci Freedom V-twin.

At the time of its introduction in 2004, the Victory Hammer was one of the most radical stock motorcycles available, since the production model already featured a 250 rear tire. The 106ci V-twin offered 95hp in an aggressive looking cruiser/muscle bike package. The Hammer also features an USD fork,





which makes it perfect for streetfighter modifications. Len's 'Viktory' retains much of the stock bike, but is also a very radical refinement of Victory's cruiser.

Although at first glimpse it appears that Len has retained a lot of basic stock parts, almost every piece of bodywork has been modified in some way; cut, shortened or replaced. And that work goes so far as to include a complete re-cutting of the cylinder cooling fins. The engine was taken apart, cylinders and heads machined and then repainted with black wrinkle finish. Every second cooling fin came off, which explains why the 50-degree twin differs visibly from the stock version.

"It was more work than it seems," says Len, "since machining the fins was very time-consuming." The engine's internals were retained, so that the bike remains serviceable by any Victory dealer.

**W**hen you grow up in the workshop of a custom bike builder, especially one as prolific as Fred Kodlin, your toys are somewhat bigger, and Len grew up with the welding torch in one hand and metal tube in the other. He learned sheet metal bending from the ground up. It is not surprising that his 'Viktory', as he calls his streetfighter, showcases many of these sheet metal skills. The fender and tank were cut apart and narrowed to create a more compact look. The tail end is a complete handcrafted piece, likewise the front spoiler that is molded with the forward part of the frame tubing. The cooling air flows into the front through wire mesh, which has also been used in other components of the bike. There are also little air fins left and right of the spoiler, pointing airflow into hot regions of the handcrafted exhaust pipes and engine.

A lot of the stock hardware, wheels, brakes, calipers, drive pulley, etc, have been retained, but have been disassembled and painted with the aggressive neon green that decorates much of the "Viktory".

The result of the bodywork changes and color choice has produced a modern, aggressive and fresh look, just what Victory is looking for when aiming at a new and younger audience. This bike should make Victory owners, and maybe Victory itself, focus on the 'Custom Team' at Borken if they are looking for custom bikes that spark the imagination.

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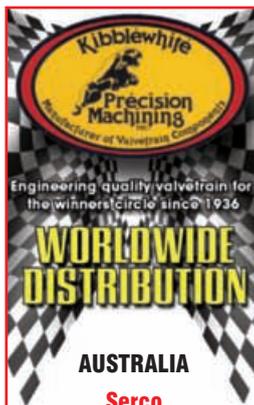
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# Change of hours for V-Twin Expo

IN 2013 the 13th annual V-Twin Expo will feature extended opening hours on the Saturday and Sunday, so the traditional half day on the Monday is no longer needed.

Taking place at the Duke Energy Center in downtown Cincinnati, the V-Twin Expo will now start at 8:00am on Saturday, February 2, and remain open until 6:00pm, and then on the Sunday it will run from 9:00am until 5:00pm. The changes to the schedule and opening times have come about as a direct response to extensive

surveys and input from both attending dealers and exhibitors

"We're fortunate our team has open lines of communication with our exhibitors and dealers. The result of their input has been and continues to be significant in maintaining our ongoing success in Cincinnati. For 13 years we've partnered with our customers to meet their trade show needs, while growing the show overall. We're excited about what's to come. New show hours are just the beginning. There's more news to share

in the near future," stated show producer Jim Betlach.



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## Holger Mohr joins MAG

**MOTORSPORT Aftermarket Group (MAG), the parent company of among others Performance Machine, RSD, Progressive Suspension and J&P Cycles, has announced the appointment of**

**Holger Mohr to the role of Vice President of Business Development for the MAG Brand Group. Mohr came to prominence in the motorcycle industry during the**



time that he headed-up Custom Chrome Europe from its inception. He then moved to the US to take on the role of CEO of Custom Chrome Inc., and was named V-Twin Industry Leader of the Year by Easyriders in 2010, as well as being recognized by PowerSports Business that same year.

In his new role with MAG, Mohr is responsible for the growth of international markets and will oversee the company's internal design center, Mustang and MAG Europe, among other departments, and will report directly to MAG's CEO, Brian Etter.

"With a proven track record of success both in Europe and here in the US, Holger is the perfect candidate to help expand our family of brands," said Etter.

"Holger is known for his passion for motorcycling, industry experience and professionalism... the same leadership qualities that MAG was founded upon.

"Holger is first and foremost a motorcycle enthusiast, so he understands the market," added Etter. "More than just expanding

the business, we want to continue to create a culture where our brands retain their unique identities and connection to their respective customer bases," explained Etter about the brand autonomy within the MAG family. "We want to be able to remain true to each brand's core values while still benefiting from greater efficiencies and expertise offered by MAG."

"This is an exciting opportunity to support the MAG brands in the US, as well as MAG Europe, and to expand overseas. With the help of some of the best mentors in the motorcycle industry, I plan to develop integrated positioning strategies unique to the MAG brands in order to ensure maximum exposure for the group and our customers," said Mohr when asked about his new role.

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