

AMDTM

AMERICAN MOTORCYCLE DEALER

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

Harley-Davidson report continued increases in new motorcycle sales for the second quarter of 2012

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RETAIL sales of new Harley-Davidson motorcycles grew 2.8 percent worldwide in the second quarter of this year (compared to the prior-year period) including an increase of 4.0 percent in unit sales in the US.

"We continue to see the results of our focus on the effective implementation of our business strategy," said Keith Wandell, Chairman, President and Chief Executive Officer. "Harley-Davidson's strategy provides the roadmap for success over the long-term through exceptional product development, manufacturing and retail capabilities. We're working hard every day to unleash the full potential of Harley-Davidson and our iconic brand, and our employees, dealers and suppliers are doing a truly outstanding job."

At the end of the second quarter, Harley-Davidson began implementation of its ERP production and planning system at the Company's vehicle operations in York, Pa. "The launch of ERP at York has gone very

well. We are on plan and everyone involved deserves tremendous credit," said Wandell. "The implementation of the ERP system at York supports greater manufacturing flexibility, which we believe will allow us to be even more responsive to customers over the coming years."

On a worldwide basis, dealers sold 85,714 new Harley-Davidson motorcycles in the second quarter of 2012, a 2.8 percent increase compared to 83,396 motorcycles sold in the year-ago period. Dealers sold 55,761 new Harley-Davidson motorcycles in the U.S., a 4.0 percent increase compared to the second quarter of 2011.

In international markets, dealers sold 29,953 new Harley-Davidson motorcycles during the second quarter, a 0.5 percent increase compared to sales of 29,797 units in the year-ago period. Retail unit sales increased 10.0 percent and 37.9 percent in the Asia Pacific and Latin America regions respectively, and decreased 6.4 percent in the EMEA region during the quarter, compared to

last year's second quarter.

Through six months, dealers sold 145,391 new Harley-Davidson motorcycles worldwide, a 9.3 percent increase from the year-ago period, with retail unit sales up 12.0 percent in the US, 16.5 percent in the Asia Pacific region and 58.0 percent in the Latin America region and down 4.5 percent in the EMEA region.

"We're pleased with the overall performance at retail during the first half, including continued growth in the second quarter," said Wandell. "As expected, retail sales moderated in the second quarter due to an unusually warm early spring in the U.S. that pulled some sales forward into the first quarter.

"We continue to remain cautious in our expectations for retail sales globally in an environment of greater economic uncertainty, including in Europe, where sales are clearly being affected by the challenging Eurozone economy," Wandell said.

Industry-wide U.S. heavyweight

Continued on page 6 >>>

INDUSTRY EXTRA



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PRODUCTS



BIKE FEATURE

DK Motorrad



Shaw Harley-Davidson worked with luxury watch brand Bell & Ross to create the Nascafe Racer in order to try and repeat its 2010 World Championship class win. See pages 61-62



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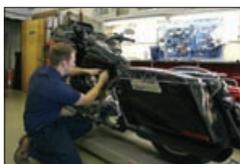
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Showzone: Goodwood Festival of Speed 12-14

Having begun as a car centered event, the annual Goodwood Festival of Speed has expanded over the years and now has a strong motorcycling element with American V-twins well represented



Company Feature: ThunderMax 19-22

Engineered by Thunder Heart Performance and developed by Zipper's Performance Products, ThunderMax is for many the first choice of aftermarket tuner for fuel-injected Harleys



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Custom Build: 'Swiss Café Racer culture' 58

Café racers may have first appeared in the UK in the '60s, but they can now be found around the world, including Switzerland, where DK Motorrad has built one around a Sportster



Custom Build: 'Nascafe Racer' by Shaw H-D 61-62

Following its success at the 2010 World Championship of Custom Bike Building, Shaw Harley-Davidson received a commission to build a custom for luxury watch brand Bell & Ross



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OE sales growth is driving long-term aftermarket and service opportunity

AS this edition of AMD went to press the latest quarterly fiscals from Harley-Davidson were being released, but I and several of my colleagues had already headed for the Sturgis Motorcycle Rally – in my case having to have written this month's Comment column before I set off; therefore before I'd had the chance to see Harley's half year results.

The scuttlebutt doing the rounds in advance was that Harley was expected to announce continued growth, and meet their stated production target for the year, albeit with numbers not quite racing ahead as much as they were in the first quarter as inventory issues hold back some dealers.

Harley-Davidson has made no secret of the fact that it wants to ensure demand is ahead of production, for a whole range of reasons – not least so that dealers can preserve margins and turn capital quickly, but also because institutional-memory associates growing sales, profits and share holder dividends with wait lists.

While nobody is yet talking-up getting back to the kind of wait lists seen historically, and while Harley themselves will want to make sure that supply and demand are in close enough balance to prevent gouging, they, their dealers and the long-term health of the market would certainly be served by ensuring that, at worst, MRSPs are achieved in most cases.

Doing so also has the advantage of supporting used inventory values throughout the channels, and therefore driving sales of models that are ripe for aftermarket customization.

The pace of OE recovery in general appears to be hotting-up – unless you are a Japanese manufacturer that is! Certainly among the 'new four' it is, with Harley-Davidson, BMW, Triumph and Ducati all showing sales, market share and profit increases ... even in Europe, where sales in most liquid-cooled market sectors are feeling the pinch as consumer confidence continues to be eroded by (poorly informed) fears surrounding the long-term viability of the single currency.

Indeed other players, most notably Victory (Polaris) are also doing well. With the public debut of the first Polaris designed Indian motorcycle slated for Sturgis, the shivers that their acquisition of Stephen Julius's Kings Mountain, North Carolina based Indian incarnation (Stellican) sent around the water-coolers of Milwaukee are about to become manifest in metal.

Other brands are also emerging from the darkness, with the likes of KTM (now part owned by India's giant Bajaj Auto conglomerate), Husqvarna (these days part of BMW Motorrad), MV Agusta (now in gloriously profitable post Harley-Davidson independence), and most of the giant Piaggio group's subsidiary brands all seeing sales increases, even if much of that growth is currently coming from markets outside of their home European hinterland.

Excepting for the moribund Japanese 'big four', whose efforts to break out of their product offer issues are being hampered by the strength of the Japanese

Yen, there is widespread balance sheet rebound at play among the OEs.

It has long been understood among aftermarket vendors and dealers that the market we now live in is almost entirely a 'bolt-on' paradise rather than ground-up build-bubble. The days of custom-built numbers in the region of 60,000 or 70,000 a year fuelling frames and engine sales into, ultimately, unsustainable and chronic over-supply territory are not only long past but, as a child of their times, never likely to return.

Those times were hugely influenced by Harley's mid-1990's suspension of its crate motor program, and by, guess what, dealer wait lists. Hence the sensitivity about the balance to be struck between achieving dealer ROI and factory production numbers.

Overall 'bolt-on' is not a bad place to be. It means that the aftermarket's risk is spread, with dependency on the drug of cable ratings gone forever, and it means that workshop income, the beating heart of sustainability, is maximized.

In fact it embraces everything from the humble air-cleaner upgrade right through to performance upgrades and styling make-overs, to say nothing of the staples soaked up by a market focused as much on miles as smiles.

While market progress will remain incremental for the foreseeable future, and while it will be at least a

decade before we exit seasonality and see total market revenues even begin to approach their 2005 peak, we should all shout 'hallelujah' and welcome sustainability and incremental growth with enthusiasm.

There was a time when the age-old chicken-and-egg debate between who begat who, who sustained who, the Motor Factory or the aftermarket, seemed to matter. It never did. The fundamental truth is that we are dependent on two things. Consumers wanting to ride, and motorcycle manufacturers able to sell. That is where the real chicken-and-egg debate is to be had.

So regardless of which way round you want to look at it, from the sidelines of the aftermarket perspective, long may the current spate of news emerging from the OE community continue!

bolt-on is not a bad place to be



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COMPLEMENTARY
BRANDS

<<< Continued from Cover

new motorcycle (651cc-plus) retail unit sales increased 7.9 percent in the first half of 2012 compared to last year's first half.

The Company shipped 83,502 motorcycles to dealers and distributors worldwide during the quarter, up 25.0 percent compared to shipments of 66,815 motorcycles in the second quarter of 2011.

Revenue from motorcycle parts and accessories totaled \$265.6 million during the quarter, up 4.0 percent, and revenue from general merchandise, which includes MotorClothes apparel and accessories, was \$75.1 million, up 3.1 percent compared to the year-ago period.

Through the first six months of 2012 the Company shipped 147,765 motorcycles to dealers and distributors, a 22.5 percent increase compared to the year-ago period.

Operating income from financial services was \$82.0 million in the second quarter of 2012, compared to operating income of \$82.1 million in last year's second quarter. Results for the second quarter and the first six months of 2012 reflect continued improvement in credit performance year over year and reduced cost of funds.

Harley-Davidson says it continues to expect to ship 245,000 to 250,000 motorcycles to dealers and distributors worldwide in 2012, a five-to seven-percent increase from 2011. In the third quarter of 2012, the Company expects to ship 51,000 to 56,000 motorcycles, a decrease of 9.3 percent to 17.4 percent from the year-ago period.

Harley says that this is consistent with its previously announced plans for lower shipments in the third and fourth quarters of 2012 related to the implementation of ERP and surge production at York.

Harley-Davidson sales revenue and production data... 2nd quarter 2012

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		SIX MONTHS ENDED	
	JULY 2012	JUNE 2011	JULY 2012	JUNE 2011
Net sales revenue	\$1,569,047	\$1,339,744	\$2,842,416	\$2,402,788
Gross profit	\$563,817	\$468,268	\$1,020,327	\$820,134
Total operating income	\$391,513	\$301,902	\$666,971	\$494,899
Net income	\$247,250	\$190,580	\$419,285	\$309,840
Diluted earnings per common share	\$1.07	\$0.81	\$1.81	\$1.31

NET SALES REVENUE

Figures are shown in \$1,000s	THREE MONTHS ENDED		SIX MONTHS ENDED	
	JULY 2012	JUNE 2011	JULY 2012	JUNE 2011
H-D Motorcycles	\$1,223,776	\$1,006,593	\$2,219,678	\$1,840,094
Parts & Accessories	\$265,574	\$255,378	\$464,632	\$419,711
General Merchandise	\$75,137	\$72,910	\$149,743	\$135,476
Total	\$1,569,047	\$1,339,744	\$12,842,416	\$2,402,788

MOTORCYCLE SHIPMENT DATA NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS

United States	56,674	42,623	97,967	77,489
Exports	26,828	24,192	49,798	43,153
Total H-D	83,502	66,815	147,765	120,642



PRODUCT MIX

	JULY 2012	JUNE 2011	JULY 2012	JUNE 2011
Touring	32,218	25,557	59,376	48,053
Custom	33,139	25,218	57,711	45,888
Sportster	18,145	16,040	30,678	26,701
Total	83,502	66,815	147,765	120,642

RETAIL SALES OF H-D MOTORCYCLES:

	JULY 2012	JUNE 2011	JULY 2012	JUNE 2011
United States	55,761	53,599	95,523	85,290
Canada	4,793	4,793	6,948	6,830
Europe	16,436	17,564	26,730	27,977
Asia Pacific Region	6,407	5,842	11,750	10,084
Latin America Region	2,229	1,616	4,440	2,810
Total	85,714	83,396	145,391	132,991



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Battistinis UK becomes online only

BATTISTINIS Custom Cycles has announced a restructuring of its operations. Having previously built ground-up customs and having opened 'state-of-the-art' retail premises two and a half years ago in Bournemouth, on the UK's south coast, which included a café and tattoo parlour, the business has now reverted to concentrating on distribution.

When Battistinis first opened for business in the UK 23 years ago, it was

as a distributor of USA motorcycle brands to a network of dealers and retail customers. This in turn led to the creation of its own parts line, and this is how the company will now operate, with parts for Harley-Davidsons manufactured in California, USA, and product design, development and marketing continuing from its UK offices, as well as its sales offices in Rome, Italy, and California, USA, remaining open.

"The entire 'Battistinis' team

alongside myself truly want to say a massive thanks to everyone who made the showroom the huge amount of success and fun that it was," said Mark Battistini, Managing Director.

"With expanding markets elsewhere in the world it truly is the time to develop our online presence and develop our 'own brand' products more than ever, utilizing our heritage and flair for design.

"At the very start we only built bikes for ourselves, and things just rolled

and grew from there. This new business direction truly signals the start of a new era, yet one that excites us to a whole new level."



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Lawmakers oppose motorcycle-only checkpoints

THE American Motorcyclist Association has reported that 50 US House members have signed onto a bill that would bar the US Transportation Secretary from providing funds for motorcycle-only checkpoints.

The measure, H.R. 904, authored by Rep. Jim Sensenbrenner, would prohibit the Transportation Secretary from providing grants or any funds to a state, county, town, township, Indian tribe, municipality or other local government for use

by any program to check safety equipment use or create arbitrary checkpoints for motorcycle riders or passengers. At the same time, Sensenbrenner and Rep. Tom Petri, along with 29 other members of Congress, have sent a letter to the leadership of the House-Senate Surface Transportation Re-authorization Conference Committee requesting the inclusion of language in the conference report that would prohibit the Transportation Secretary from

providing funds for motorcycle-only checkpoints. The AMA began tracking motorcycle-only checkpoints when they first appeared in New York in 2007. In 2011, using funds provided by the National Highway Traffic Safety Administration, the state of Georgia conducted roadside motorcycle-only checkpoints as riders headed to Daytona Beach, for Bike Week. Another motorcycle-only checkpoint was conducted in northern Virginia during Rolling Thunder over the

2011 Memorial Day weekend. Three states have since outlawed the practice; Virginia, North Carolina and New Hampshire, and legislation to prohibit them has been introduced in Illinois, California, Missouri and New Jersey.



www.americanmotorcyclist.com

New Victory trike from Roadsmith

ROADSMITH Trikes, the in-house brand of The Trike Shop, has launched a new model based on the Victory 'Cross' platform. The new trike conversion kit, the Victory VTR, will work with Victory's Cross Road, Cross Country and Cross Country Tour.

The main component of the VTR conversion is the independent rear suspension system, which provides a 10in longer wheelbase. The company states that its multi-point mount rear suspension's chassis to the bike frame actually strengthens the bike's frame as well as dissipating the added stress of a trike. It attaches to existing mounting points on the frame, so there is no cutting or welding necessary.

The VTR swingarm that carries the differential has a unique adjustment system utilizing a central cam adjuster, similar to an axle adjuster, that when the hex-bar is turned the cams evenly push back the differential to tighten the trike belt.

The alloy wheels that come with

Roadsmith conversion kits are clear-coated aluminum rims that have a similar look and finish to the bike's front rim. They are a 16 x 7in, 5 x 4 1/2in bolt pattern, with a positive 35mm offset size that fits many automotive applications.

Carpet is fitted throughout the 4.5cuft trunk, which offers twice the load capacity of the bike's stock saddle bags. The area in which the trunk sits has been designed to incorporate the look of the original motorcycle and is constructed of heavy-duty fiberglass. The mounting system for the body ensures a solid attachment and no exposed mounting hardware.

THE TRIKE SHOP
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www.roadsmithtrikes.com



JE Pistons to relocate

JE Pistons has announced that it will be relocating its manufacturing center to Mentor, Ohio. The relocation is part of an ongoing plan by the company to be closer to the majority of its customers, improve delivery and expand capabilities. Earlier this year, JE Pistons announced the company was expanding its manufacturing capabilities east of the Mississippi to reduce lead times and shipping costs for customers.

"After successfully meeting our goal of launching Midwest piston production in the second quarter of 2012, our team

continued to evaluate the major needs of our customers," said Bob Hange, President of Performance Motorsports Inc., the parent company of JE Pistons. "We are excited to relocate the JE Pistons manufacturing center to Ohio, and believe this move will afford us even greater efficiencies that we can pass along to our customers through competitively priced product, lower shipping costs, critical speed of delivery and expanded internal coating capabilities. We're also appreciative of the financial support we've received on both



the local and state level to help make this move possible." JE Pistons will retain a strong presence in Southern California, establishing a new sales and engineering center to maintain all sales, customer service and product engineering roles. The sales team will remain in place, so JE customers will continue to

utilize their existing contacts to conduct business in the same manner.

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J&P Cycles Open House Rally attracts 30,000

J&P Cycles' Open House Rally, now in its 33rd year, attracted 30,000 visitors over the weekend of June 23-24.

The annual J&P Cycles Open House Rally, located in Eastern Iowa, at the

J&P Cycles headquarters outside Anamosa, began when John and Jill Parham started J&P Cycles in 1979 and began holding a small customer appreciation day to thank customers

for their business. Now the small one-day event has turned into a two-day rally that is claimed to be the largest motorcycle rally, outside of Sturgis, in the Midwest.



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Wheel companies purchased

ASSETS of both Rampage Wheels and Couture Wheels (now known as Couture Forged) have been purchased by United Wheel Group LLC (UWG) and have both been moved to Scottsdale, Arizona.

The first new line to be launched by UWG will be the Wendell Smith Signature Series. Wendell was the original founder of Rampage Wheels and passed away in February 2012. For each of the series sold, a donation will

be made to the American Heart Association.

UNITED WHEEL GROUP
Scottsdale, Arizona, USA
Tel: 855 449 4335



Transcontinental Motorcycle Cannonball Run II

MOTORCYCLE Cannonball Run II promoter and owner of Jurassic Racing in Sturgis, Lonnie Isam Jr., has announced that the 2012 event scheduled for 17 days in September is now full and the route has been set. The endurance ride for pre-1930 motorcycles will begin in Newburgh, New York on Friday, September 7. The event will see 77 entries from 24 states, 11 countries and 4 continents lining up to ride 4,000 miles to

the finish in San Francisco. "This route is going to be a challenge, and the bikes from the 1920s really don't get ridden that much, so there will still be some rebuilding going on along the run," Isam said. "We'll cover some of the best riding areas in the country, but it is still going to be a difficult trip. We'll have long days and tough terrain. I suspect that even the most seasoned rider will find this run challenging."

The 2012 Motorcycle Cannonball Run's roster includes several notables such as artist Scott Jacobs and writer Paul d'Orleans. The field will also include 16 past participants. Bronze sculptor Jeff Decker,

custom builder Shinya Kimura, and AMCA's Matt Olsen are among the returning riders, as well as Mike Vils, Steve Barber and others.

www.motorcyclecannonball.com



British V-twin back in production

ICONIC British brand JAP (J.A. Prestwich) is moving closer to returning to production with the development of two versions of its classic V-twin engine.

The JAP name and production rights were purchased by the UK-based Card family 30 years ago, along with the name and manufacturing rights of Brough Superior motorcycles. The Brough bikes were frequently built around JAP engines and were once described as being the Rolls Royce of motorcycles, along with being the bike of choice of Lawrence of Arabia. However, the Card family sold the Brough Superior rights to Austrian businessman Mark Upham in order to concentrate on the development and re-introduction of the 1270cc JAP V-twin motor. Explaining why he sold the Brough rights and retained JAP, Les Card says: "I'm just a custodian. JAP is a British brand and I want to keep it that way, and selling Brough rights has allowed me to do that."

In order to keep it British, Les is working with UK businesses wherever possible, with Norwich engineering company TML being responsible for machining the sand cast cases, cylinders and heads. Active Technologies, also based in Norwich, are currently working to develop an electronic fuel injection system to allow the engines to meet Euro 4 emissions standards.

Further UK-based development work is being undertaken by European and World Championship of Custom Bike Building top ten finisher Larry Houghton, of Lamb Engineering, who currently has five new JAP production engines. He has already showcased a new oil pump on one of the motors in his Beaulieu Custom Show Freestyle class-winning build 'Spirit of Endeavour'.

The 50-degree V-twin JAP motor is being offered in two versions, the options being enclosed or open valve gear. Internally, the motor can use S&S Cycle fly wheels and rods or the company's own. Pistons are supplied by Keith Black, and the heads have two valves per cylinder. Induction options include the choice of fuel injection or a carburetor with carb choices including S&S and Amal.

Output from the engines is a claimed 95bhp and it can be taken off with a Harley-Davidson primary drive. However, the test bike currently being built by Dave Kennel for the Card family is using a Norton primary drive, which is also an option and is matched to a Norton five-speed gearbox built by Quafe. If an H-D or similar primary is used a matching Motor Company transmission can be utilized. For builders looking to create a true old school style build, or for use in restoration projects, there is also a



three-speed JAP gearbox in production.

The test bike, being built in a cafe racer/flat track cross-over style, has an oil-carrying frame, progressive mono shock rear suspension and an inverted front end. Once complete the bike will follow a Morgan influenced tricycle car that is not only testing the JAP engines, but also allowing on-the-road

development and advertising.

Once production capability is reached JAP will be looking to appoint dealers globally and is already receiving serious enquiries from Europe for multiple engine orders for use in small volume production programs.

www.japrestwich.com

Record profits continue for Polaris

POLARIS Industries, the parent company of both Victory and Indian Motorcycles, has reported record second quarter net income of \$69.8 million for the quarter ended June 30, 2012, up 43 percent from the prior year's second quarter net income of \$48.7 million. Sales for the second quarter 2012 totaled a record \$755.4 million, an increase of 24 percent over last year's second quarter sales of \$607.9 million.

Scott Wine, Polaris' CEO, said: "While the weak US economy and likely recession in Europe are concerning, we continue to see strength in our core North American Powersports business. Our investments in adjacent markets and international expansion are paying dividends, and we are excited to have Eicher Motors Limited as a joint venture partner to aggressively pursue growth in India. The strong second quarter results

were driven by solid strategic execution combined with end-market demand that is healthier than a year ago."

Polaris' North American retail sales to consumers climbed 17 percent during the quarter, propelled by strong demand for its products and supported by continued growth in the off-road vehicle and motorcycle markets. As a result, the off-road vehicles business increased wholesale sales to dealers 20 percent during the quarter. The on-road vehicles business also experienced strong demand, up 110 percent, which reflects ongoing consumer enthusiasm for their expanding line of motorcycles worldwide and the importance of their diversification efforts.

"We are extremely pleased with our success during the second quarter, but we remain mindful of the uncertainty surrounding the overall economic environment in Europe and North America. As we continue investing in our future growth, such as the recently announced joint venture with Eicher, we

are prepared to react quickly to sales velocity changes in our businesses," continued Wine. "Given the ongoing strength in our overall business, as well as the anticipated success of several new model year 2013 vehicles to be unveiled at our dealer meeting, we are raising our expectations for sales and earnings for the full year 2012."

Based on Polaris' performance in the first half of 2012 and projections for the remainder of the year, the Company is increasing its 2012 full year sales and earnings guidance. The Company now expects full year 2012 earnings to be in the range of \$4.05 to \$4.15 per diluted share, an increase of between 27 and 30 percent over full year 2011 earnings of \$3.20 per diluted share.

Sales of the on-road vehicles division, comprised primarily of Victory motorcycles but also including Indian motorcycles and GEM and Goupil electric vehicles, increased to \$64.7 million.

North American industry heavyweight cruiser and touring motorcycle retail sales increased low single digits percent during the 2012 second quarter as compared to the prior year's second quarter. Over the same

period, Victory North American consumer unit retail sales increased over ten percent, once again gaining market share. North American Victory dealer inventory increased over 2011 levels to support the retail sales increases, market share gains and new product launches of the Victory Judge and Victory Hard-Ball. Polaris sales of on-road vehicles to customers outside of North America, now including Goupil, increased over 130 percent during the 2012 second quarter compared to same period last year. The 2011 acquisitions of Indian, GEM and Goupil contributed over a third of on-road vehicles' second quarter sales growth.

Parts, Garments and Accessories ("PG&A") sales increased 15 percent during the second quarter 2012 compared to the same period last year. The increase was primarily driven by higher ORV and Victory motorcycle-related PG&A sales.

Gross profit was 28.7 percent of sales for the second quarter of 2012, a decrease of 50 basis points from 2011's all-time second quarter high gross profit percentage. The gross profit percentage declined primarily due to unfavorable currency fluctuations, which had well over 100 basis points negative impact on the gross profit percentage in the second quarter 2012 compared to the second quarter 2011, as well as negative product mix and commodity costs impacts. Gross profit dollars increased 22 percent to \$216.7 million for the second quarter of 2012, compared to \$177.6 million for the second quarter of 2011. The increase in gross profit dollars resulted primarily from increased volume, cost savings from the manufacturing realignment project, continued product cost reduction efforts and higher selling prices.

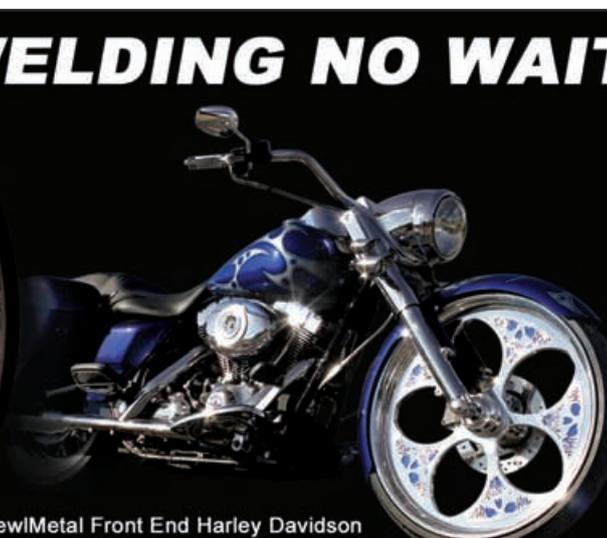
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Second Quarter Performance Summary (in thousands except per share data)

Product line sales	Three Months ended June 30		Six Months ended June 30	
	2012	2011	2012	2011
Off-Road Vehicles	\$581,143	\$482,304	\$1,085,710	\$870,323
Snowmobiles	\$8,873	\$6,828	\$13,520	\$15,763
On-Road Vehicles	\$64,737	\$30,886	\$129,393	\$75,794
P G & A	\$100,693	\$87,903	\$200,573	\$183,239
Total Sales	\$755,446	\$607,921	\$1,429,196	\$1,145,119
Gross Profit	\$216,749	\$177,604	\$411,712	\$329,439
Operating Income	\$110,434	\$76,921	\$201,981	\$146,504
Net Income	\$69,823	\$48,729	\$129,901	\$96,039
Diluted Net Income / Share	\$ 0.98	\$ 0.68	\$ 1.83	\$ 1.35

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Goodwood Festival of Speed

EVERY year at the beginning of June Lord March opens the grounds of his stately home at Goodwood to the public. While this in itself may not sound unusual, there is the additional fact that the weekend in question is when Lord March hosts his annual hill climb event – the Goodwood Festival of Speed.

Started in 1993 as an opportunity to bring competitive motorsport back to a location that is steeped in British motor racing history, the event centers around a 1.16 mile hill climb track that combines competitive racing with an array of historic and specialty vehicles from F1 race cars to MotoGP bikes, and almost everything in-between.

The event is a rare opportunity for the public in the UK to get close to iconic cars and bikes, and many of the equally iconic heroes of current and historic racing eras, and for them to be able to see unique one-time-only displays of the rare and the exotic, mix

with stars, and shop for that next 200mph plus supercar.

While the Festival of Speed is renowned as a car centric event, it has grown over the years to include a strong motorcycling element. Initially, the motorcycles that appeared at the event and, indeed, that were campaigned up the hill climb course were, in line with many of the cars, historical race machinery. Now though visitors are just as likely to see custom V-twin and streetfighters as well as classic cafe racers.

It is not just in the paddocks for the vehicles awaiting timed runs up the hill climb course where visitors can get up close to exotic machinery, as among the trade displays at this year's Festival of Speed not only were Harley-Davidson and Victory exhibiting, but also Krazy Horse Custom Cycles, the European distributor for both Zero Choppers and Kiwi Indian, and new UK-based start-up manufacturer Mac Motorcycles.



The custom element among the bikes was further emphasized by the display of dealer-built customs being shown by H-D, which included builds from Warr's and former World Championship of Custom Bike Building winners Shaw Harley-Davidson.

This year the Festival of Speed also saw the return of Jesse James. While West Coast Choppers had a small display, the real interest centered on James' assault on the rally stage in the grounds of Goodwood House in his Trophy Truck desert racer.



Modern H-D racers were represented on the hill climb by the inclusion of a race prepared XR1200 from the UK race series



Ellis Pitt, the owner of Mac Motorcycles, had a nearly finished prototype of his Buell Blast powered 'Spud' on display to gauge public reaction to his project to build new Bobber styled bikes in the UK



Among the two-stroke bikes being taken up the hill climb course was an Italian made Harley-Davidson badged Aermacchi 350 RR



A KR750 was among the former racing Harleys that were taken up the hill climb as part of the Festival of Speed

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Victory was getting a lot of attention with its display, which included both the High-Ball and Hard-Ball bikes



Harley-Davidson's 'Art of Custom' display featured custom builds by UK dealers including Warrs and Shaw Harley-Davidson



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Zero Choppers were being displayed by Krazy Horse Custom Cycles alongside the Kiwi Indian bikes the shop imports to Europe, and its own custom builds



Jesse James of West Coast Choppers fame returned to the Festival of Speed once again demonstrating his driving skills in his Trophy Truck

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

Today, electronic fuel injection is considered to be the industry standard. Many companies have been advertising different types of post fuel controllers as performance solutions, however, one solution that has outpaced all others in true performance since the early days of factory-fit EFI is the ThunderMax EFI system

THE ThunderMax EFI system, engineered by Thunder Heart Performance Corporation and marketed by Zipper's Performance Products has changed the way consumers ride fuel injected Harley Davidsons.

Talking about Thunder Heart Performance and Zipper's Performance Products working together on the ThunderMax, Dan Fitzmaurice says: "Our alliance with Thunder Heart has allowed us to combine our aftermarket engine experience and performance tuning expertise with Thunder Heart's engineering and manufacturing capability. Zipper's 31 years of brand equity, revolving around our reputation for high quality and proven results, has helped us successfully market the ThunderMax brand and turn it into a household name."

Zipper's Performance Products has been offering

THUNDER MAX

performance upgrades for Harley-Davidson engines since 1978, when Dan Fitzmaurice first established the business in racing over three decades ago. The company specialized in strip-to-street performance, providing top-of-the-line machine shop services, eventually manufacturing many well-known brands such as Red Shift Cams, Big Bore Kits, ThunderJets and other products.

Zipper's Performance, in 1999, was the first aftermarket manufacturer to develop complete engine kits for the Twin Cam engine. Each Zipper's engine kit was sold with a carburetor and ignition, developed specifically for the engine package. These pre-engineered kits dramatically reduced the time and effort required for a dealer to install it and achieve the same outstanding performance results for their customers.

The Zipper's engine kit strategy was highly successful during that time. Pre-engineered kits were the secret to providing reliable turn-key performance and profit. Using many of the performance parts Zipper's Performance made in-house, the company became the go-to source for quick repeatable results. However, Dan Fitzmaurice knew this would be short

lived. The industry's move to fuel injection signaled a significant new challenge. He knew, in order to prosper, Zipper's Performance Products must rise to meet the new challenge.

Since the late 90's, Thunder Heart Performance Corp. has been successfully engineering and manufacturing electronics and fuel injection products for the motorcycle industry in both OEM and aftermarket applications. With new challenges and market opportunities, Thunder Heart Performance and Zipper's Performance Products recognized each other's capabilities, which made way for a future partnership to develop the ThunderMax EFI system.

Once the collaboration between the two companies began, Fitzmaurice learned of the immense engineering capabilities held by Thunder Heart. He also found Shane Scott, Thunder Heart partner and lead engineer, to be brilliant with intricate knowledge of how a performance engine works. Paired with Scott's immense electrical knowledge, the pieces were in place to take on new EFI challenges. When Zipper's and Thunder Heart combined their expertise, they formed what



Dan Fitzmaurice of Zipper's Performance (left) and Jerry Korrekt of Thunder Heart Performance

Fitzmaurice describes as "the perfect partnership for developing an advanced EFI performance module."

The official collaboration between Zipper's Performance Products and Thunder Heart Performance was in full swing by 2003. The two companies began to work together on a prototype controller for the Delphi based electronic fuel injection systems found on Harley-Davidsons. Testing began initially with the OE replacement module for the Delphi based cycles. As Scott developed initial beta modules, these were tested both in the lab and in the field. Many loyal Zipper's Performance customers participated in the testing, conducting real-world evaluations with test motorcycles.

By 2004, the product brand 'ThunderMax' was adopted. Zipper's Performance and Thunder Heart began marketing their EFI controller to the Harley-Davidson aftermarket. For the next three years, the Zipper's team canvassed rallies, trade shows and special events, while visiting dealers around the world to demonstrate this groundbreaking technology. For many service providers, the ThunderMax seemed too good to be true, and, fearful of new technology, some dealers were slow to accept it. Naysayers were soon overrun by customers looking for a product that outperformed all other options. In the end, it was the dedication of the ThunderMax customers who turned many dealers into die-hard ThunderMax ambassadors.

Zipper's Performance and Thunder Heart Performance have created a performance solution for the EFI aftermarket, and are dedicated to its

Shane Scott, lead engineer at Thunder Heart Performance





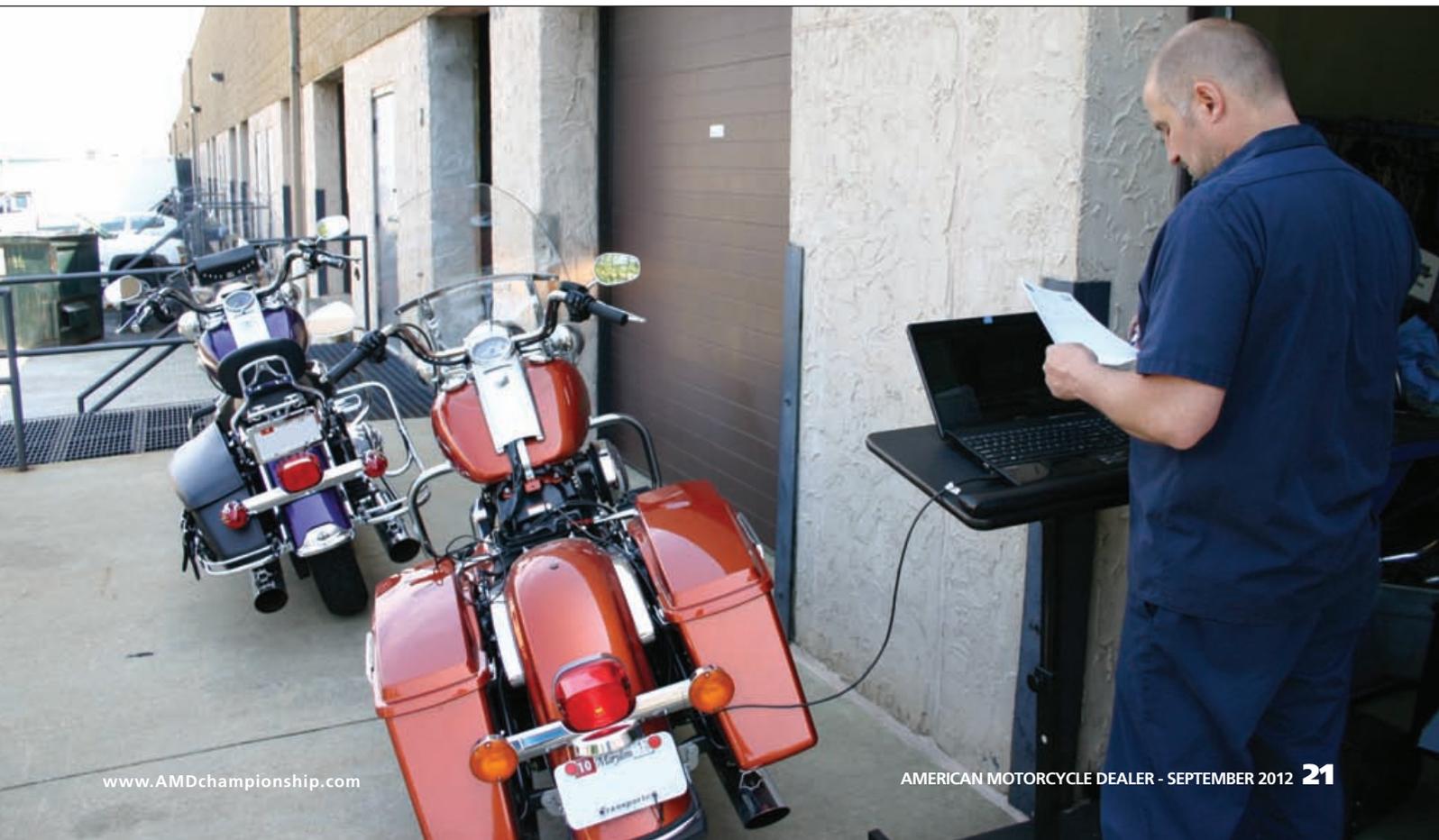
growth. The progress of ThunderMax is carefully measured, while its functionality is expanded to exceed the customer's highest expectations. ThunderMax represents the finest in aftermarket EFI technology, offering dealers and their customers top of the line technology produced entirely in the USA.

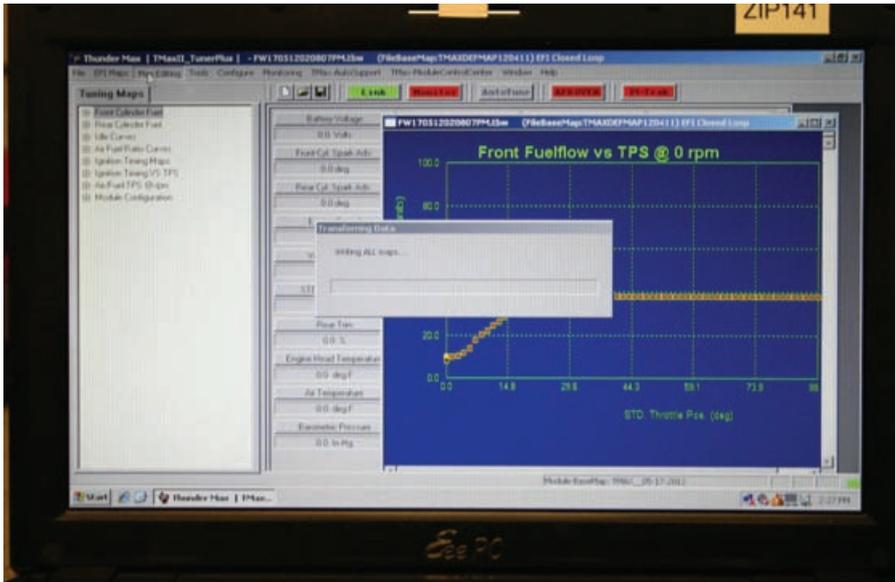
Designed to work with each new generation of EFI motorcycle produced by Harley-Davidson, ThunderMax has overcome many engineering challenges as the H-D motorcycles have evolved. A great engineering accomplishment to note is the release of the ThunderMax for throttle-by-wire. This unit, for the late model touring bikes and trike models, is the only aftermarket throttle-by-wire replacement system. The throttle-by-wire ThunderMax addresses many of the performance limitations of the OE throttle-by-wire system and provides a proven tuning solution for trike models, which do not fit on a dynamometer.

The product in question, the ThunderMax EFI controller, is a true replacement EFI system said to deliver outstanding results. Available for popular applications, and flexible enough for variable parts combinations, the ThunderMax EFI system produces immediate results while curing many of the persistent performance problems associated with other aftermarket solutions. ThunderMax users experience a dramatic increase in throttle response, improved drivability, stabilized engine temperatures, and eliminated exhaust popping on deceleration.

Perhaps the most widely discussed feature of the ThunderMax system is the adjustable idle speed. ThunderMax allows the idle to be adjusted low, while still providing a stable idle and helping to keep the engine cool in high-traffic areas. This feature has created a lot of buzz, even prompting many users to post and share videos on-line of their new motorcycle idling with the sought-after 'potato-potato' sound.

The ThunderMax should never be confused with less-advanced, low-cost, and ineffective in-line signal modifiers, with many only richen the factory





ECM injector pulse, or flash systems which attempt to integrate wide-band tuning in the OEM circuit board that was never intended for this use. ThunderMax with AutoTune is a complete and fully integrated replacement system for the OEM EFI module. ThunderMax is built to perform with high-speed data processors specifically designed for the unique wide-band AutoTune feature. ThunderMax AutoTune automatically tunes the engine at every combustion cycle, regardless of changes in ambient conditions.

Today's customers want the flexibility to make performance changes on a whim – like adding air cleaner kits, aftermarket pipes or performance engine kits. From stock displacement to 131ci engines, ThunderMax high resolution base maps are dyno-developed to provide immediate results for popular factory and aftermarket parts combinations. Custom map calibrations can be easily built and tailored through ThunderMax software. ThunderMax maps are so advanced that they work on multiple parts combinations, so the system can grow with the changes customers make to their bikes. Dan Fitzmaurice is proud of the daily testimonials received from ThunderMax customers, which many boasting about the outstanding results they experience, which is a testament to all the hard work put into this product.



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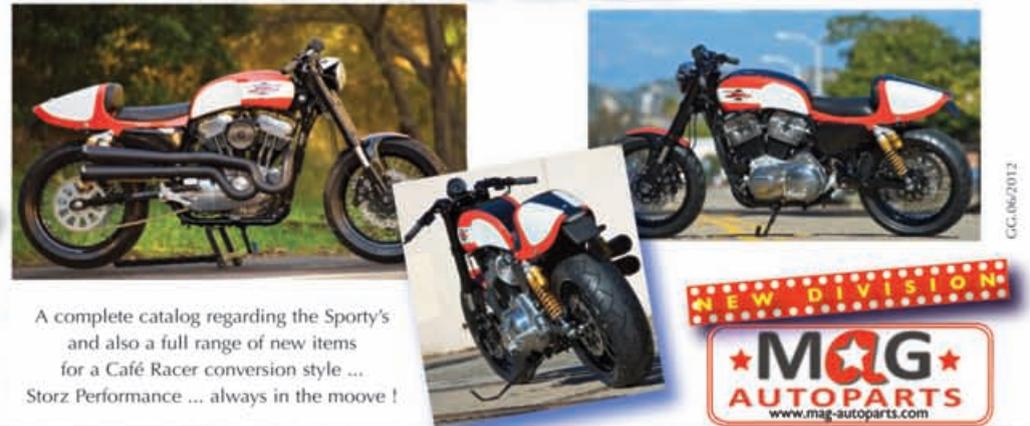
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THE MBTX20UHD is a new battery from Motobatt that has been created specifically to have more power and thus be suitable for starting Harley-Davidson models.

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Brute II Extreme

CREATED for use on Knucklehead, Panhead or Shovelhead powered bikes that have had the engines bored or stroked, the Brute II Extreme from Rivera Primo is a fully enclosed primary belt drive.

Designed to be able to work with the stock tin or aluminum inner and outer primary covers, the Brute II Extreme enclosed belt drive is available with or without Rivera Primo's Pro Clutch and fits all four-speed Big Twins from 1937 to 1984.

The belt used on the Brute II Extreme is a 1.5in Polychain Super Belt, which features layers of Aramid Fiber (Kevlar) over-molded with polyurethane.



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James' gasket boards

JAMES Gaskets has launched a range of gasket boards for use in workshop environments.

The four-color display boards, which measure 32in tall x 48in wide, are supplied ready to mount to 1/2in or 3/4in pegboard. Included in each board kit is the required mounting hardware, pegboard hooks, and clamshell blisters to organize smaller parts.

The boards are available to hold gasket sets for Twin Cam 96 models, Evolution Big Twin models, '86 - '03 Sportster models, '66 - '84 Shovelhead models and Knucklehead and Panhead models. Manufactured from 20-mil. stay-flat vinyl, the boards are said to be water and oil proof and colorfast.



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Bob Cat pipe for Softails

D&D Performance's Bob Cat exhaust pipe has been designed for '00 - '12 H-D Softails. Available in midnight black or chrome with choice of polished aluminum, black, or carbon sleeve, the exhaust is claimed to offer a 10 percent increase in both torque and hp when used in conjunction with a performance air cleaner.

The Bob Cat system improves the performance and economy of the OEM system through tighter mapping of the engine characteristics. By adding a high-flow air filter the performance and economy is improved. By increasing the efficiency of the stock engine, riders experience greater fuel economy, throttle response and performance. To maximize the combination of increased air coming into and out of the engine a fuel control module is needed to monitor the operation in a fuel injected Harley-Davidson.

The Bob Cat utilizes D&D's 'Concentric Flow' baffle system technology, the claimed benefits of which are reduced noise and a performance improvement.



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Enduristan Tornado dry bags

BLACK Dog Cycle Works (BDCW), which is acting as North American distributor for Switzerland's Enduristan, has announced a new addition to the Enduristan waterproof adventure motorcycle product line, with the release of the Tornado Dry Bags.

The Enduristan Tornado roll-top dry bags are available in four sizes. TPU (thermo polyurethane) laminated fabrics, roll-down closure and all welded construction, make the packs waterproof and dustproof and they feature two rows of cargo loops for easy mounting of additional gear.

When the bags are being used off the bike, they can be carried using the wide and detachable ergonomic carry straps, or the molded soft grip



handle. The bags are available in small (20L, 17.5in wide, 9.5in diameter), medium (32L, 21in wide, 10.5in diameter) large (51L, 24in wide, 12.5in diameter) and extra large (82L, 26.5in wide, 15in diameter).

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Phoenix Systems brake bleeder kits

PHOENIX Systems is now offering a motorcycle adapter designed to convert its line of brake bleeders into tools that can

quickly and easily reverse and vacuum bleed hydraulic brake systems on motorcycles. Featuring patented reverse bleeding technology, Phoenix Systems' brake bleeders remove trapped air from the brake lines. "The Phoenix reverse brake bleeder is a revolutionary tool based on an incredibly obvious concept: air wants to go up. That's it," said Jon Petty, CEO of Phoenix Systems. "Traditional brake bleeding tools and techniques fight this principle. At Phoenix, we harness it so you can quickly remove all the air from the whole braking system. Simply inject

brake fluid into the caliper and push the fluid and air up through the master cylinder and into the reservoir. Reverse bleeding is an idea so simple and obvious that most people ask, 'Why didn't anyone think of that before?'"

The motorcycle adapter works on all three brake bleeder tools from Phoenix Systems; 'MAXPRO', 'V-12' and 'V-12 DIY'. The heavy duty MAXPRO brake bleeder is made from die-cast steel and aluminum and allows users to efficiently perform one-person brake service in as little as 10 minutes. The V-12 brake bleeder kit is an entry level bleeder designed for professionals and constructed from Zytel, while the V-12 DIY brake bleeder is, as the name suggests, for enthusiasts for do-it-yourselfers.

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Wilwood GP310 MPR brake kits

WILWOOD is equipping its GP 310 four piston calipers with BP-10 'Smart Pads' and then matching them with its new MPR mirror polished stainless steel rotors to create a braking package for use on Softail, Dyna and Touring model Harley-Davidsons from '84 onwards.

Wilwood's GP310 front calipers use the factory mounting points, while the rears require a mount bracket kit for each model series. All the calipers feature stainless steel pistons, high temperature seals, and anti-rattle pad clips, and are available in chrome, polished, black, red and other custom Wilwood colors.

Advantages of the Smart Pads are said to be



increased stopping performance and offer lower noise and dust levels.

The MPR rotors replace factory 11.5in diameter discs.



WILWOOD ENGINEERING
Camarillo, California, USA

Tel: 805 388 1188

customerreply@wilwood.com

www.wilwood.com

Progressive Suspension Touring Link

PROGRESSIVE Suspension has taken its Touring Link Chassis Stabilizer and reworked it to allow it to be used on 2009 and newer Touring models. Once installed, the Touring Link is claimed to have no effect on ground clearance and ties together the chassis and motor, allowing both to stay in alignment without introducing unnecessary vibration to the

rider. The steel side plate links the rear of the motor/transmission to the frame with bearing rod ends and grade 8 hardware.

PROGRESSIVE SUSPENSION

La Palma, California, USA

Tel: 877 690 7411

E-mail: info@progressivesuspension.com

www.progressivesuspension.com



Flashtuner DirectLink updated

VOSSelman Performance, the European distributor of Flashtuner DirectLink, has announced the release of updates for the optimization software and Centurion diagnostics software.

The Flashtuner DirectLink optimization software now has speedo calibration, which means that users can now calibrate the speed that the speedo is showing. Many speedos give an untrue reading that is higher than the actual speed, but with the latest

software update this can be corrected with users able to decide how far the speedo should be off from actual.

A second change to the Flashtuner software is the addition of 358 application for 2012 Softail and Dyna, which are delivered ex factory with the 358 application instead of the 357 application.

Flashtuner can now program the same calibration into a 357 and a 358 application.

Changes to the Centurion diagnostics software include an ABS and brake purge / reset option, which can reset the ABS on J1850 Delphi models (the canbus ABS will be added shortly).

The key fob learn option allows Centurion to program the key's fob-code when a new key fob is used on a bike with wireless alarm.

Also included in the new



update is the ability for Centurion to enable the wireless alarm if the bike has not been delivered with active alarm from the factory. Users just need two key fobs and learn the code with Centurion. If owners want to get rid of the alarm and the key fobs, the alarm needs to be disabled and Centurion can reprogram it so that the bike can be started without the need for key fobs.

Flashtuner DirectLink optimization software will work with the following ECUs: Delphi J8150 - 2001 / '02 - '12 TwinCam (Softail, Dyna and Touring), Delphi J8150 - '07 - '12 Sportster, Delphi J8150 - '02 - '12 V-Rod, Delphi Canbus - '11 Softail, '12 Softail, '12 Dyna, Magneti Marelli - Twin Cam and Buell up to '07. The Centurion Pro USA is compatible with Delphi J1850 fuel injection on H-D, Delphi Canbus fuel injection on H-D, Magneti Marelli IAW 06 - Evo engines, Magneti Marelli IAW 26H - Twin Cam and Evo engines, VDO fuel injection on Buell and VDO carbureted '99 - '07 up H-D.



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Fehling launches Victory range

FEHLING, which already provides an extensive range of luggage options for Harley-Davidsons, has extended its product offer for American V-twins with the introduction of fittings for Victory bikes. Built to fit the Victory Vegas, Vegas 8 Ball, and Vegas High Ball, Fehling's engine bars are made from 38mm tubing and offered in

a choice of chrome or black finishes. Continuing with the Vegas models, Fehling is able to offer pannier racks again in a choice of black or chrome. Two rear racks for use on the Vegas line of motorcycles are being made available by Fehling; a flat sheet steel version and a second tubular design that includes a built-in sissybar and backrest.



The Solo rack for Victory's Vegas range is a sheet steel design

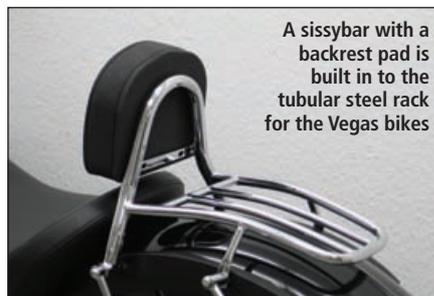
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The engine bars for the Victory Vegas models are available in black or chrome finishes



The pannier racks, in black or chrome, fit Victory's Vegas model line-up



A sissybar with a backrest pad is built in to the tubular steel rack for the Vegas bikes

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Radiantz flexible LED arrays



RADIANTZ, the originator of the patented 1mm spacing LED array, has produced a new line of Premium Z-Flex LEDs, which it states are twice as bright as its previous offerings.

The latest LEDs are made with a new type of dye to handle the brightness and can be used for many custom turn signals and taillight projects. They are available in a red, clear or smoked D-channel tube that is 0.325in wide and 0.325in height and is complete with double-sided 3M automotive grade tape on the back for mounting purposes.

Red or amber LEDs are supplied in a one-foot kit that includes extra end caps and tube to finish the light, which can easily be cut length. Pre-fabricated pieces are also available in sizes from 1.6in to 12in.

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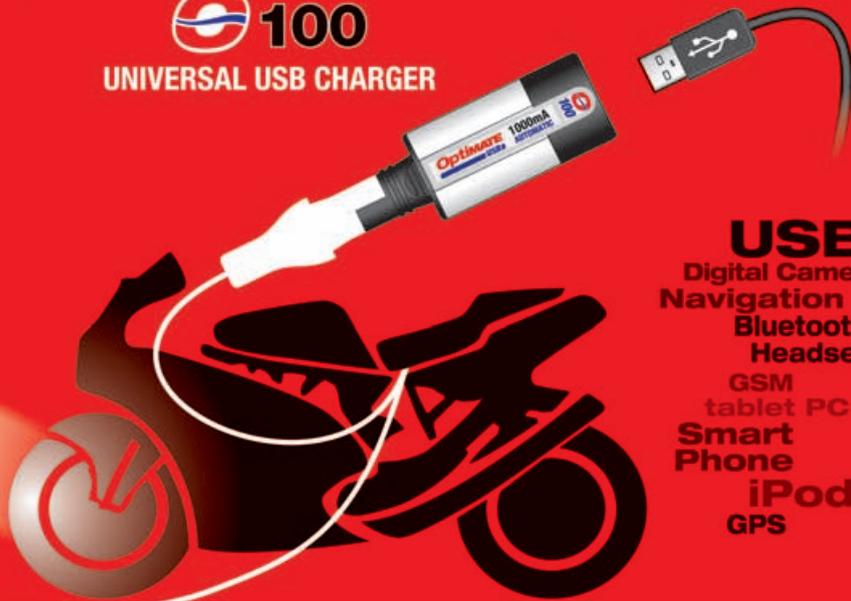
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CTEK battery power level indicator

CTEK has created its 'Comfort Indicator Eyelet' to allow users to be able to quickly and easily check the condition of their bike's battery via the stoplight style three-level light system.

A Comfort Indicator Eyelet's green light reading means that the battery is good and doesn't need charging. The yellow showing represents a slow-down warning and that the battery could use a charge but is at a safe voltage level. A red light indicates that the near-exhausted unit is discharged to the point where it's being damaged and needs a thorough charge. The lights are encased in a 2in, waterproof, rubber body that offers a no-slip grip. Its eyelet-style connectors attach to batteries with 20in of black and red 16-gauge wire that allows convenient placement on the motorcycles and a 15-amp inline fuse ensures safe charging.



Underneath the unit's attached dust cap is a quick-release plug that connects to a selection of CTEK battery chargers (CTEK US 0.8, US 800, Multi US 3300, Multi US

4.3 and Multi US 7002), enabling easy charging without hooking up to difficult-to-access batteries.



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Parts for old and new bikes from W&W

W&W has extended the range of parts it is able to offer for older Harley-Davidson models with the introduction of 'Cannonball' leaf spring handlebars. The design of the bars is derived from one first used in the '20s. The original idea was to take some vibration out of the bars and add some flexibility when hitting bumps or potholes.



The leaf spring handlebars are a reproduction of a design first used in the '20s

The new Cannonball handlebars from W&W are made in very limited numbers in Italy. The selection includes handlebars for Springer forks with threaded leg tops and handlebars for hydraulic forks with 3.5in riser bolt distance, with a choice of narrow 'Lane Splitter' or wide 'El Jefe' handlebars.

All versions feature 1in diameter tubular ends to accept common controls and grips and a two-hole fixture to mount custom headlamp/instrument brackets.

The parts being made available for older bikes by W&W also include an over-sized brake lever stud.



W&W's over-sized brake lever stud is a replacement for the foot brake lever on IOE models

The stud is a replacement for the foot brake lever on IOE models and two versions are available: 7/16in-18, which replaces OEM 2960-23 and 7/16in-20, which replaces OEM 2960-23.



Brass or aluminum is used for the Springer top plugs from Nacell of Japan

Completing the recent additions of parts for older bikes at W&W are the top plugs for Springer forks by Nacell of Japan. The plugs, in aluminum or brass, fit reproduction Springer forks with legs that are threaded at the upper end.

On a more modern note, W&W now has in stock



The Motogadget m-Grips use a hidden mounting system

Motogadget m-Grips. The universal grip set is machined from billet aluminum and features a threaded internal ring that hides the clamping on the handlebar. The clamp on the throttle sleeve and handlebar is mounted by means of six set screws. The m-Grips also feature open ends for the use of the optional m-Blaze 'Cone' turn signals. If no turn signals are installed the use of a pair of billet 'Grip Caps' for closure is recommend.



m-Blaze Cone turn signals use TranzLight technology and work with Motogadget m-Grips

The m-Blaze Cone turn signals use TranzLight technology, which makes the transparent turn signal body become the light-emitting media itself. A CNC-machined billet aluminum base is used to mount the glass body and encases the electronic control system and LEDs. The rubber clamping allows for installation in handlebars with 14 to 21mm ID.



W&W CYCLES
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www.wwag.com

Dub Performance risers

THE range of CNC machined billet accessories produced by Dub Performance in France has been extended with the introduction of its new selection of handlebar risers.

The bar risers fit 1in diameter handlebars and are being offered in 20mm, 40mm, 60mm, 80mm and 100mm heights.

DUB PERFORMANCE

Millery, FRANCE

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www.dub-performance.com



WanaRyd Rollin Starkline wheel

WANARYD Motorcycle has increased its wheel range with the introduction of the Rollin, a five-spoke, directional 3D wheel, which joins the company's Stark-Line Series of forged, one-piece billet wheels.

A feature of all Stark-Line Series wheels is a new finish that is unique and proprietary to WanaRyd Motorcycle. All of the wheels also have a lifetime structural warranty.

The Stark-Line Series offers six different wheel designs as well as matching rotors in three different styles and sizes and matching pulleys (including Cush drives) and are available for all '84-present Harley-

Davidson models, and many Victory models. All Stark-Line Series wheel designs are also available in chrome or black powdercoat.



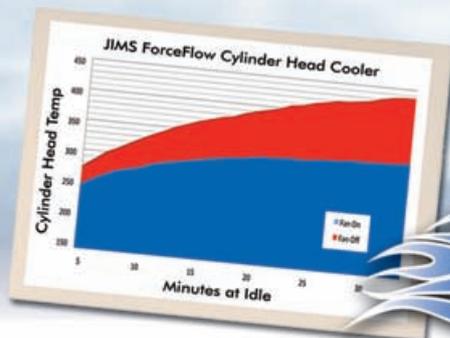
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Latest releases from Küryakyn

KÜRYAKYN'S latest release of parts and accessories for Harley-Davidsons includes a rear light bar for trikes. Designed to fit '09 – '12 FLHTCUTG Tri Glide Ultra Classic and '10 – '11 FLHXXX Street Glide trikes, the bar is a combination of a chrome housing and auxiliary LED run, turn and brake lights. The bar installs via pre-applied 3M VHB adhesive tape and has plug-and-play wiring.

The use of LEDs continues with the LED two circuit rear turn signal inserts, which allow riders to replace the dim rear dual circuit incandescent lights that come as stock on some newer H-D models. The Küryakyn replacements provide both low 'run' and high 'brake/turn' intensities and are available with a red or smoked lens. The LED lights are available to fit '10 – '12 FLHX, '10 – '12 FLTRX, '09 – '12 FXDB, '10 – '12 FXDWG, '07 – '12 XL1200N, '09 – '12 XL883N and '10 – '12 XL1200X models.

The pulsating brake light controller from Küryakyn allows users to activate up to six brake lights to flash



Factory produced trikes can be fitted with a chromed light bar that houses auxiliary LED run, turn, and brake lights



The pulsating brake light controller allows users to activate up to six brake lights to flash automatically



Küryakyn's lighted turn signal bar filler panel covers the gap between the turn signal bar and fender

Created to cover the unsightly gap between the turn signal bar and the fender, Küryakyn's lighted turn signal bar filler panel is a no drill installation that allows for the addition of running and brake light to the rear of the bike. Available with a red or smoked lens, the filler fits '10 – '12 Street Glides and '10 – '12 Road Glide Customs.

KÜRYAKYN USA
Somerset, Wisconsin, USA
Tel: 715 247 5008

salesupport@kuryakyn.com
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LEDs are used in the Küryakyn two circuit rear turn signal inserts



The adaptor from Küryakyn allows two load equalizers to be added to 2010 and later Street Glides and Road Glide Customs

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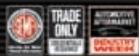




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Speakers: Jeff Najjar, Biker Pros & North American AMD Bureau Chief; Chris Callen, Cycle Source Magazine; Keith Ball, Bikernet.com

USM self-illuminating licence plate

GERMAN manufacturer USM has created a licence plate for use on motorcycles that is self-illuminating.

The 180mm x 200mm licence plates do not need an external light as the plate itself lights up. They connect to the bike with the supplied inverter and are approved by the German TÜV.



USM
Langenhagen, GERMANY
Tel. +49 (0)511 741028
usm-motorcycles@t-online.de
www.usm-motorcycles.de



New at Motorcycle Storehouse

MOTORCYCLE Storehouse has been a long-term agent for S&S Cycle and is now carrying the S&S Power Tune Duals exhaust headers. The Power Tune Duals are head pipes designed to look like independent duals, but are not duals. They have a hidden crossover system, which is said to increase the torque levels in the lower and mid-range. Available in chrome or black ceramic for '95 – '08 Touring and for '09 – '12 Touring models, the pipes feature 220-degree heat shields, and the '09 – '12 headers come equipped with both 18mm and 12mm O2 sensor bungs.

The S&S Power Tune Duals exhaust headers feature a hidden cross-over pipe



Now in stock at Motorcycle Storehouse is the Cobra Fi2000 Powrpro fuel injection tuner. The Fi2000 works by measuring the slight variation in crankshaft speed during rotation due to compression and firing of the fuel mixture, 80 times per second at any rpm, and the amount of fuel that is injected is adjusted continuously to provide maximum crank acceleration. This is claimed to provide the correct amount of fuel at every throttle position.

A line of Nelson Rigg products is now being made available by Motorcycle Storehouse. The product line includes motorcycle covers, luggage bags and rain gear. All of the pieces in the Nelson Rigg range are not only tested in-house at the manufacturer, but also by independent specialists to ensure it is of the highest quality.



The crank speed is measured twice on each revolution by the Cobra Fi2000 to assess the correct amount of fuel to be supplied to the engine

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Motorcycle covers are among the range of products in the Nelson Rigg line now being made available by Motorcycle Storehouse

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ThunderMax® Auto Tunes all popular exhaust systems and adjusts for aftermarket parts added to the engine. ThunderMax® is available for all H-D® EFI engines: Cable-Throttle Big Twins, Throttle-by-Wire Touring Models, Softails®, Dynas®, Sportsters®, XR1200s® and V-Rods®



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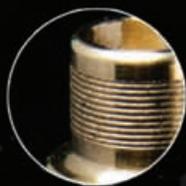
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TTS create Cross Bones parts



TTS Wheels, the German spoked wheel specialist, has expanded its product line with the introduction of a range of Bobber inspired parts for use on H-D Cross Bones Softail. Naturally, given the company's background, the range of parts includes a set of wheels – its own Big Spoke 3.5 x 16in front and 6 x 17in rear.

Another part is a Bobber handlebar being offered in a choice of polished, matt or black powder coated finishes.

Completing the range of parts is an exhaust system, and the brushed stainless steel pipes are 1¾in diameter.

TTS MOTORCYCLES
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Multi-axis adjustable bars for Big Twins and Sportsters

HELIBARS Horizon multi-axis adjustable handlebar system allows four parameters of adjustment to give riders of all sizes a custom fit. The US-made multi-axis riser kit replaces a stock handlebar and bolts directly to the top triple clamp on Big Twins and Sportsters.

Once installed the Helibars are up to 2in higher than stock and allow 6in of forward and rearward reach. They can be set between 30in and 31in wide for increased steering leverage, and up and down wrist angle rotation is claimed to minimize upper-body fatigue.

The bars are constructed from stainless steel, low-carbon steel and 6061 aluminum alloy and finished in a choice of chrome or black powdercoat. The kit integrates with ABS and non-ABS models, stock or aftermarket brake lines and Harley's fly-by-wire throttle system and fits Sportsters, Dynas, Softails, Road Kings and Road Glides 1986 to present.

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New from Drag Specialties

DRAG Specialties continues to collaborate with Don Hotop, of Hotop Designs, and the latest release from the two companies is a **fender-to-fork adapter** for 21in wheels. Machined from billet aluminum, the adapters lift the stock front fenders to fit a 21in wheel. Sold in pairs they can be ordered in chrome or gloss black.



Using these Hotop Designs' adaptors the stock fender can be used with a 21in front wheel

Another designer with whom Drag Specialties works closely is Russ Wernimont, the man behind Russ Wernimont Designs. The latest design for Drag Specialties is a set of **saddlebag lids** designed to fit '93 - '12 FLT, FLTR, FLHR, FLHT and FLHX. The ABS plastic, rounded saddlebag lids offer a smoother appearance. The lids use stock hardware and are sold as a set.

Continuing with saddlebag options, Drag Specialties Seats has now created **bag liners** that feature three storage compartments with zipper closures. The new saddlebag liners are constructed of heavy weight polyester fabric with a PVC internal coating. The center compartment is made of mesh



Russ Wernimont has designed smooth lids for stock hard bags



The spring solo seat mount kit works fits '58 - '84 FX, FL, FLH and '80 - '84 FXWG models

and zippers on the outer compartments wrap around two sides. The zipper on the main liners wrap around three sides, the lid will flip up, creating an open access for easy loading. Each liner has two handles that can be joined together with a leather pad. The liners fit all H-D hard saddlebags, '93 - '12, and are sold in pairs.

Another part from Drag Specialties Seats is a **mount kit for sprung solo seats**. The kit allows users to mount Drag Specialties large or small spring solo seats with no modifications to the bike or



The Drag Specialties Seats' saddlebag liners fit the hard bags on all '93 - '12 H-D models

welding required. The spring-mounting studs can be placed at 6in or 7in spacing center-to-center, and included are 3in springs and all mounting hardware. The bracket is .187in steel with a black powder-coat finish. The spring mount pins and 1/8in x 16 threaded rod for mounting are made of stainless steel, and mount centering spacers are made of aluminum. The mount kit fits '58 - '84 FX, FL, FLH and '80 - '84 FXWG models.



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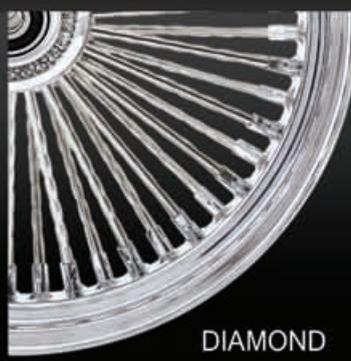
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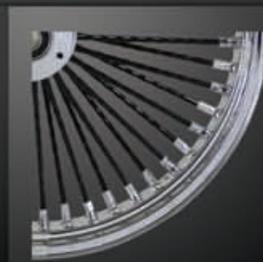
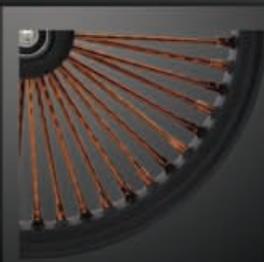
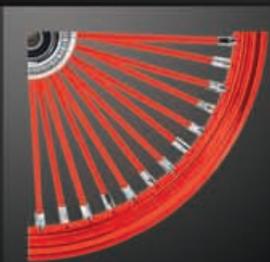
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Headwinds Mercury grill

HEADWINDS' latest product introduction is its new 7in black-cut Mercury Grill that replaces the stock beauty ring on all FLST headlights.

Machined from billet aluminum, it is black anodized with a polished finish on the vertical bars. The 2 3/4in long convex grill has considerable depth and blends with the headlight profile.



HEADWINDS
 Monrovia, California, USA
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headwinds@headwinds.com
www.headwinds.com



JIMS Twin Cam 02 sensor wrenches

JIMS Twin Cam 02 sensor wrenches No.755 and No.756 have been created to allow mechanics to access the wide band 02 sensors on '12 model H-Ds without having to remove the exhaust pipes.

JIMS 02 sensor wrench No.755 will remove and install both the front and rear 02 sensors for all Dyna and V-Rod models, as well as the front sensor for all Softails. The No.756 wrench is for the rear sensor on all Softail models.



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Mustang Wide Tripper forward solo seat

MAG Europe now has the Wide Tripper forward solo seat from Mustang available. Once installed the Tripper Forward seat is said to move the rider 1.5in forward for ease of reaching handlebar and foot control and the 13in wide solo supports the rider at the correct seating angle for long-distance

riding comfort on 2006-2012 Dyna models. Available in a distressed brown, worn-leather look, additional options include a unique diamond stitched pattern and an adjustable, removable driver backrest. Also available is a matching 10.5in wide rear 'Forward Solo' for pillion use.



MAG EUROPE
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sales@maguerope.eu
www.mageurope.eu



New frame and tank options from Paughco

THE latest new frame release by Paughco is its RSD-300 drop seat chassis, which features a 23-1/2in seat height. The right-side drive frames accept 300 rear tires and feature a 1 3/4in backbone stretch, 2in diameter single front leg and 1 3/4in diameter tubular swingarm. The RSD-300 is supplied with a 1in hidden axle assembly and integral forward control mounts.

For those building a Pro-Street style back there is a version of the frame with 5in stretch in the backbone and 38-degree neck rake, while the chopper version, shown here, has 4in in the backbone, 7in in the front leg and 38-degree neck rake. The Paughco 13-1/2in fender, oil bag and solo seat shown with the frame are sold separately.

The Paughco 1915-style flat tank is a 3.5-gallon two-piece tank originally designed for Paughco frame #128S5-USP and commissioned by U.S. Choppers for its 'Boardtrack Rolling Chassis' project.

Each tank includes petcock fittings, crossover line fittings and threaded gas caps and bungs (not installed). The tanks can be used for all fuel, or half oil and half fuel, and are made from 16-gauge steel.



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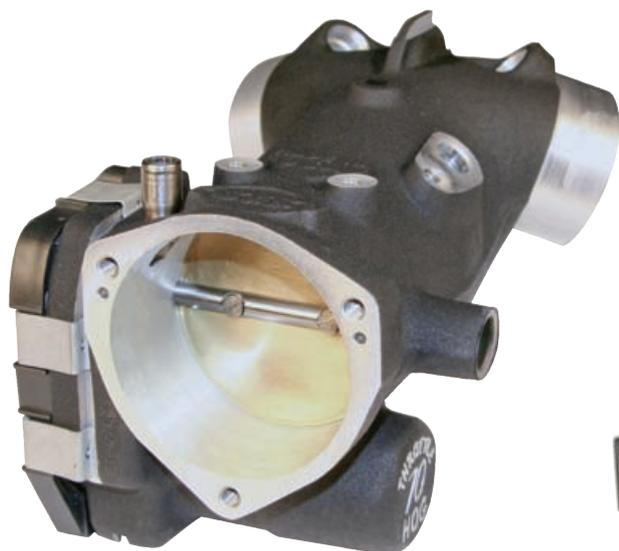
S&S Cycle has long been known for the performance upgrades offered by its range of carbs, and now the company can offer the same performance advantages to riders of fuel injected bikes, with ride-by-wire controls, with the introduction of its Throttle Hog throttle bodies.

"It's no secret that to get the most power out of a big bore kit, cams, performance exhausts and ported heads you need to upgrade the size of your EFI throttle body," said S&S project engineer Kayle Pauling. "The problem is that it's hard to find a big throttle body for throttle-by-wire bikes." The stock throttle bodies are 50mm

diameter, which limits the amount of air that can be delivered to the engine, whereas the S&S Throttle Hogs are available in 58mm, 66mm, and 70mm bore sizes. The 58mm size is recommended for engines up to 110ci, which makes it ideal for engines with S&S 106ci big bore kits. The 58 is also said to work well for stock 96ci and 103ci displacement engines. The 66mm Throttle Hog is designed for use on a big inch S&S engine or motor fitted with a 'Hot Set Up' kit. The 70mm unit is strictly for large displacement engines with S&S B2 special application cylinder heads with the intake ports on the 70mm Hog shaped to match

the special oval shaped ports on the B2 heads. Due to the stock air cleaner not fitting the Throttle Hog body, S&S offers a complete line of Stealth air cleaner kits and back plates to suit. A Stealth air cleaner allows users to use the bike's stock outer air cleaner cover, or one of S&S's aftermarket covers. The Stealth air cleaner kits for a 58mm Throttle Hog will also fit on a Screamin' Eagle 58mm throttle body.

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Von Braun used on giveaway bike



VON Braun Exhaust has been chosen to supply its Smoke Screen mufflers for use on the latest High Seas Rally giveaway bike.

Now in its 10th year, the High Seas Rally has had a special giveaway bike built, and alongside the Von Braun exhausts the build features parts from Kuryakyn, Medallion Instrumentation Systems gauges, Performance Machine wheels, Ultimate seat and paint by Darren from Gasoline Alley.

The Von Braun Exhaust Smoke Screen mufflers used on the bike are available in several color and trim options and are a direct bolt-on for all Harley-Davidson Touring models.



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Burly MX style foot pegs



BURLY Brand's new steel footpegs have a design inspired by the bear trap style of '70s motocross machines.

The pegs, which fit Sportster and Dyna models, are adjustable for angle. TIG welded and then powdercoated satin black, the pegs also feature a built-in bottle opener.

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MOTORCYCLE STOREHOUSE



Kendon Dual SRL ride-up trailer

KENDON Industries has introduced a new ride-up trailer for the heavyweight motorcycle market. The new Dual Ride-Up SRL (Suspension Reactive Loading) trailer is said to make it possible to ride on and secure the bike without having to push it up an old fashioned ramp.

"The market has been asking for a better

solution for loading and unloading motorcycles, especially when it comes to the heavyweight touring bikes that are approaching 900lbs," said Kendon's President Frank Esposito. "With easier loading, the Dual SRL can handle two heavyweight motorcycles with its 2,000lb load capacity."

In use, the suspension reactive loading eliminates the apex between the ramp and the bed of a conventional trailer when loading and unloading. The independent torsion suspension on the Kendon trailer eliminates this apex as the suspension compresses and lowers the bed of the trailer during loading and rises back up to towing height once the bike is secured. Kendon also offers a retrofit kit to upgrade any of its Duals currently in use to Dual Ride-Up SRL technology. "The Kendon way is to provide a simple solution without adding hydraulics of significant weight to the trailer, while making it even easier to use," said Esposito. "And as is the case with all Kendon trailers, the benchmark features and benefits of being able to be folded up and stood up for easy storage have not been lost."



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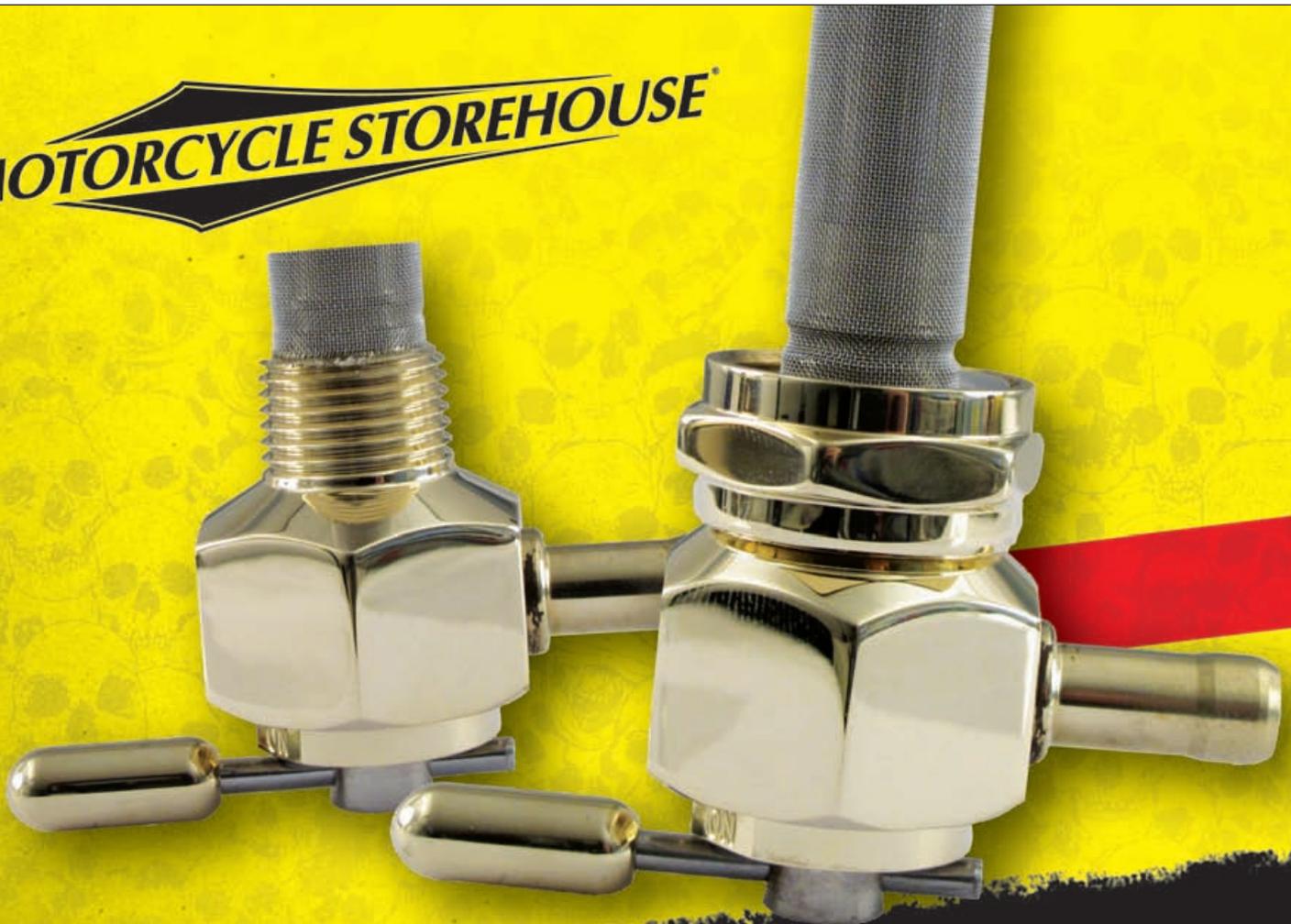
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Performance Machine slider covers

PERFORMANCE Machine has extended its comprehensive product range with the introduction of fork slider covers.

Machined from billet aluminum, in a choice of chrome, Contrast Cut or Black Ops finishes, the covers fit on any '84 - '12 FL Touring front end, including the FLHX Trike. The slider covers are available in the Merc design, featuring the Hot Rod-inspired ribbed rings encircling the end, or the Slash, accented with machined-out grooves running lengthwise down the slider cover.



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Motorcycle Armor trike kits

MOTORCYCLE Armor, the producers of precision-cut paint-protection-film kits for motorcycles, is now offering additional two protection kits for Harley-Davidson Street Glide and Ultra Classic Tri Glide trike models.

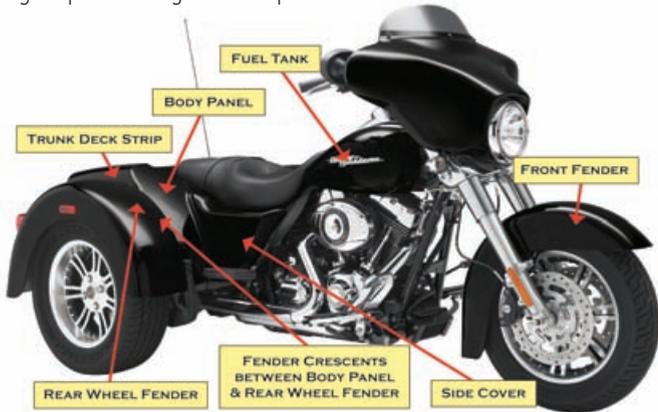
Trike owners have the choice of the Motorcycle Armor trike rear wheel fender kit, a two-piece kit that covers a trike's rear fenders from the road edge up to the back of the passenger seat, or the 13-piece kit for Street Glide trikes, or 15-piece kit for Tri Glide trikes. The protective film in these kits protects every vulnerable painted area on the trike, including left and right rear wheel fenders, left and right inside rear wheel fender crescents, left and right side lower body, left and right side upper body, left and right side covers, left and right fuel tank crotch area, front fender, left and right top of trunk ridges and tour pack

protection for the Tri Glide.

"Trikes have a lot of painted surface area to protect, and our kits make it quick and easy to do that and to keep those rides looking their best while preserving their resale value," said Christine Detwiler of Motorcycle Armor.

Both the clear/glossy and matt versions of Motorcycle Armor kits not only protect the paint finish they cover, they are also said to help hide any existing minor scratches or scuffs.

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Windsor, Colorado, USA
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MOTORCYCLE STOREHOUSE



Corbin Ovalbac Trunkrest

THERE is now a new option for riders looking for a back rest to use on their H-D Tourpaks with the introduction by Corbin of its Ovalbac Trunkrest.

The Trunkrest features a contoured contact area made up of 'Comfort Cell' foam, covered with Italian leather. The back of the Trunkrest is finished with an ABS finishing plate in leather-like texture.

The Trunkrest bolts up to the H-D trunk like the stock pad and fits on all years of the Harley-Davidson King Tour Pak and Chopped

Tour Pak, but not on the Premium Leather Tour Pak.



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Powertye pickup truck tie-down kit

POWERTYE'S pick-up kit is made up of Fat Strap tie-downs and a storage bag. The kit's straps are a claimed 50 percent wider than conventional tie-downs, have integrated 'Soft Tyes' and come in an array of two-tone color options.

The American made, Fat Strap tie-downs are 5½ft long and constructed of abrasion-resistant nylon webbing secured with double-stitched thread in a box-x pattern to give a working load of 500lbs per strap. For easy adjustment when cinching down bikes, the pull straps have built-in hand loops. They also have vinyl-coated, no-mark S hooks, which are bent from ¾in steel and come with innovative, auto-locking safety latches.

The Fat Straps have 1½in-wide cam-buckle

fasteners built from heavy-duty steel that are closed with springs. The thumb-actuated tension releases have raised bottom edges for a positive, no-slip grip.

To keep the tie-downs together and protect them from damage, Powertye's pick-up kit comes with a nylon storage bag.

The tie-downs are available in a black, black and blue, black and orange or black and red two-tone design.

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Swiss Café Racer culture

CAFÉ racers first appeared in England in the early '60s, with Triumphs and Norton being converted to street racers by rockers who would frequent suburban cafes, and hence the name given to the bikes.

The legend behind the connection of the bikes, riders and cafes, just as London's Ace Café, is that riders would challenge each other to a race over a predetermined course out from the café and back before a single track finished on the jukebox.

While such late night racing was not restricted to just Triumphs and Nortons, with Matchless, AJS and many other British bike brands, used motorcycles from the US never featured. By this time Indian bikes were too heavy, and the early H-D Sportsters, the most suitable machine from Milwaukee, were simply too expensive.

However, this lack of historical connection between American V-twins and British inspired customizing has not stopped Christian De Kant of DK Motorrad combining the two concepts.

His Sportster based Café Racer not only showcases his skills as a custom builder, but also acts as a rolling billboard for many of his production parts. Indeed, he is now offering a kit of parts to transform bikes from 2006-2012.

The main pieces of the kit are obviously the polished aluminum gas tank, a characteristic of all café racers, and this is matched by the DK Motorrad polished aluminum rear fender, front and rear lights, final drive belt cover, exhaust system and air cleaner.

This first version of DK Motorrad's Sportster Café Racer also features Kustom Tech grips and hand controls, and a 19in front wheel and 16in rear shod with Bridgestone tires.

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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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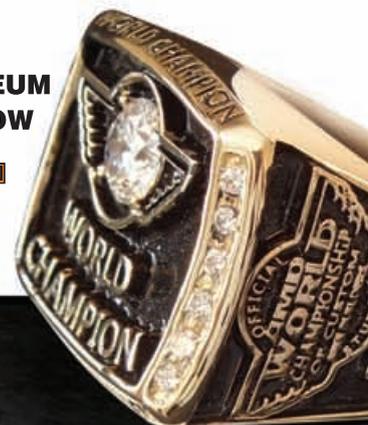
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Nascafe Racer

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

In 2010 Shaw Harley-Davidson took the top spot in the Modified Harley class at the World Championship of Custom Bike Building and vowed to return. Return they did in 2011 with a radically reworked Night Train – the Nascafe Racer

WHEN the Modified Harley-Davidson class was launched at the World Championship of Custom Bike Building the thinking behind it was to allow the Motor Company's dealers to show what could be done with Milwaukee's offerings, when the engine and frame had to be left stock. One dealer to take this idea and run with it, as it turns out very successfully, has been Shaw Harley-Davidson. Based close to the coast in Southern England, the shop took the modified H-D title at the 2010 Championship. Hoping to follow up on this win the shop returned in 2011 with a Night Train based build – the Nascafe Racer.

Unlike previous builds from the English H-D dealer Nascafe Racer was a collaboration with a sponsor, previous builds had been customer commissions. The sponsor in question was prestigious watchmaker Bell & Ross. Talking about the build and the timepiece maker's involvement, dealer Principal Steve Willis said: "The Bell & Ross mission statement is that every detail has its purpose and function. This technical exactness is expressed through pure lines and timeless elegance and is one that has inspired and driven the Shaw Harley-Davidson team in the UK to design and build this one-off custom motorcycle.

"We wanted to mirror the Bell & Ross timepiece wherever we could on the motorcycle and to ensure that the essential piece was never compromised by superfluous design or items," concluded Willis.

The timepiece in question is a Bell & Ross BR01-94 Carbon Fiber Chronograph, and it can be found at the center of the build, built into a console in the middle of the bike's gas tank.

The bike chosen to act as a home for the chronograph was a 2007 Night Train Softtail, and the first thing to happen to it when it entered the Shaw Speed & Custom shop was a complete strip down, which allowed the team to remove all the unnecessary fittings from the frame and then go even



further and cut off the rear fender rails. A further change to the frame was the fitting of a Performance Machine Phatail swingarm to allow a wider rear wheel and 240-section tire to be installed.

Similarly at the front of the bike the fork legs were cleaned up and lowered.

To match the Performance Machine swingarm a set of Roland Sands Design Domino wheels have been used for the build; 21in front and 18in rear. These have been equipped with Continental tires, Performance Machine brakes, twin six-piston calipers for the front and a single six-piston caliper to the rear.

Performance Machine was also the supplier of choice for the hand controls, which are mounted on a set of clip-on bars positioned below the upper triple tree.

Due to the changes made to the rear of the bike's frame, the oil tank needed to be relocated, and doing so gave the team at Shaw a chance to create the most visual striking feature of the Nascafe Racer – the air intake that turns into a belly pan running



under the length of the bike. In addition to hiding the oil tank this piece of bodywork also houses the air intake and electrics, and on the left side it mounts the fuel and ignition switches and start push button.

The racer look begun by the belly pan is further carried through with the use of a bikini fairing to house the headlamp and a seat hump that not only acts as the rear fender but doubles up as the exit for the exhaust system. The body work is completed with the custom gas tank that houses the console for the Bell & Ross timepiece. The entire arrangement was then handed over to Image Design Custom UK who took care of the paintwork; matt black on the bodywork and metallic brown for the frame.

The brown paint finish used on the frame was then



AMD CUSTOM BUILD

mirrored with the anodizing on the fork legs, triple trees, and engine cases, which have a Roland Sands Design timing cover fitted along with Covington rocker boxes. On the other side of the motor the primary drive has been swapped out for a Performance Machine belt drive. The final change to the motor is the addition of the custom exhaust system, built in-house at Shaw.

Nascafe Racer has been very successful at all of the shows it was seen at in Europe, including the win at the Irish Custom and Motorcycle Show affiliate competition that enabled it to travel to Sturgis for the 2011 World Championship event.

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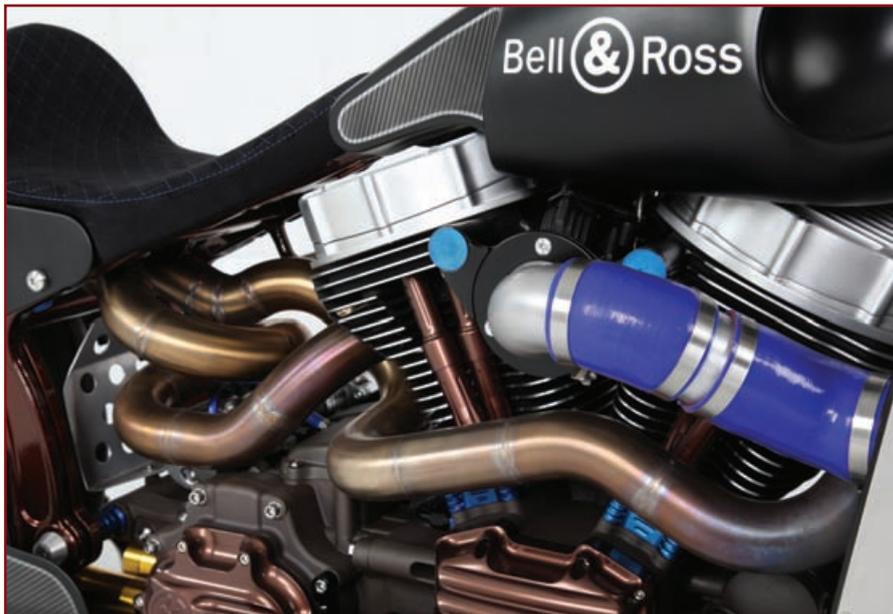
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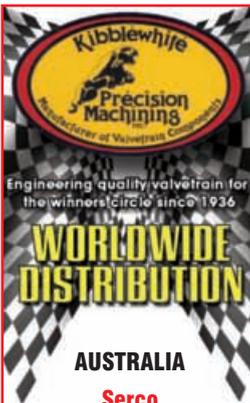
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Commenting on the decision to take part in Big Bike Europe, Ton Pels said that "we have an established track record of backing interesting expo projects around Europe, projects that allow us to get closer to our international dealers and their customers.

"However Big Bike Europe breaks new ground – we like the fact that it will be a non-retail expo focussed 100 percent on how motorcycles look, handle and perform. On an international basis we think that this is a valuable new approach for the market in changing times".

Big Bike Europe is being described by AMD Magazine owner Robin Bradley as an "international



headquarters expo for the parts, accessories, custom, performance, tuning, service and workshop market in Europe," and will be staged in a self-contained 10,000 sq m (100,000 sq ft) state-of-the-art three-hall expo complex at the Essen Expo Centre in central Germany.

One of Europe's leading exhibition venues, Essen lies at the heart of Europe's large displacement rider community. According to research conducted by respected European motorcycle industry trade journal International Dealer News, at least two-thirds of Europe's 500cc plus riders and the dealers they buy from, including Harley-Davidsons and Harley dealerships, are said to be within a three-hour ride of Essen.

With some 18m consumers within

a 100km radius, the Essen area itself is said to be among the highest levels of large displacement motorcycle ownership per head of population anywhere in the world.

Essen has excellent road and rail links to the rest of Europe, is served by regular shuttle busses from Düsseldorf airport (25 km away), and offers exhibitors and show visitors access to a wide range and large number of accommodation options at price points to suit all budgets.

Big Bike Europe will be the new host event for the AMD World Championship of Custom Bike Building and the International Motorcycle Industry Conference, with a three-day formula that sees invited Trade/Dealer and VIP Visitor only attendance on Friday May 10th.

Dealers will be invited to attend by exhibitors, in conjunction with AMD Magazine and International Dealer News, and once registered will have access to a package of VIP Visitor privileges for their best customers to attend the show for all three days on a VIP Visitor 'shop-ride-scheme' basis.

Big Bike Europe will be open to general rider, enthusiast and public admission on Saturday May 11th and Sunday May 12th, with a range of discounted advance ticket purchase options available online later this year.

More information available at www.bigbikeeurope.com

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