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

Thunderbike, Germany, win 9th annual AMD World Championship of Custom Bike Building

OCT 2012

ISSUE #159

FOR the first time an authorized Harley-Davidson dealer has scooped the custom motorcycle industry's top design and engineering prize.

Thunderbike, of Hamminkeln, near Essen in Germany, was chosen by fellow competitors and selected VIP judges to have built the stand-out 'class of 2012' custom motorcycle with 'PainTless', a hand-crafted one-of-a-kind 'tour de force' that oozes stunning design and engineering craftsmanship from every angle.

Using a restored and modified 1000cc Harley-Davidson Ironhead Sportster engine in a one-off, hand-built custom swingarm frame, Andreas Bergerforth and the dedicated team at Thunderbike (www.thunderbike.de) have cemented their reputation as being among the world's foremost motorcycle customizers, following up on their multiple AMD European Championship wins and AMD World

Championship top-five placings.

Their work received widespread acclaim for its attention to detail, originality, quality of execution and design harmony, beating off stiff competition from a field of top quality examples of custom motorcycle craftsmanship from all over the world.

Thunderbike have made a double-dose of custom motorcycle industry history at the AMD World Championship this year - not only are they the first authorized Harley-Davidson dealer to take home the ultimate accolade for their work, but they are the first customizers from Germany to take top honors at the AMD World Championship; there have now been winners from 6 different countries in the nine years that the AMD World Championship has been staged.

Second place went to noted up-and-comer Jeremy Cupp (LC Fabrications - www.lcfabrications.com) of Crawford, Virginia. Jeremy came to AMD World Championship program prominence in 2009 with a 6th and 14th finish.

This year his 'Old Black', a hill climber based on a 1976 Harley-Davidson Ironhead Sportster engine in a custom made rigid frame, made Jeremy the winningest American competitor and secured him a place on 'Team USA' 2013 to go and compete in the 10th annual AMD World Championship at the Big Bike Europe Expo at Essen, Germany in May 2013. (www.BigBikeEurope.com)

Third place was taken by Sam Reali and the team at Abnormal Cycles, near Milan, Italy, (www.abnormalcycles.com) with 'Speed Demon', a lovingly recreated homage to the days of Harley-Davidson board track racers. Featuring a 74 cubic inch



2013 line-up



2013 model line-up

INDUSTRY EXTRA



PRODUCTS



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After multiple European Championship wins and World Championship top five finishes, Thunderbike became the first German winners of the AMD World Championship at Sturgis this year, and the first authorized Harley-Davidson dealership to scoop the custom market's top prize. See pages 17 to 24



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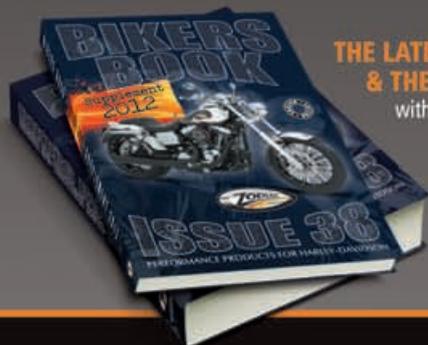
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News

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Official World Championship Review 1-24

The 9th annual AMD World Championship of Custom Bike Building was staged at the Sturgis Motorcycle Rally for the last time in August before it moves to its new host event, AMDs all new Big Bike Europe expo at Essen in Germany in May 2013. Germany became the 6th country to provide a winner so far, in the form of authorized Harley-Davidson dealer Thunderbike, whose Ironhead Sportster engine 'PainTtless' was the clear choice by competitors and VIP judges



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For 2013 Victory has revised its Cruiser range with the introduction of the new Boardwalk, a replacement for the outgoing Kingpin



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In celebration of its 110th Anniversary, the Motor Company is releasing a limited number of commemorative models in its 2013 line-up of motorcycles



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Having become the first choice for many for aftermarket Victory motorcycle accessories, KewlMetal is now looking to repeat that success in the H-D market



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News this month includes a new limited edition vintage style Indian Chief, first fruit of Polaris' ownership of the iconic brand, and a shock for the organizers of the 'Indy' Dealer Expo

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"Market Maker"

A MID mixed reports about the attendance at this year's Sturgis Motorcycle Rally - most opinions point to a 'soft' year - the AMD World Championship of Custom Bike Building bade a fond farewell to the Black Hills of South Dakota in August.

The 'Finals' are now moving to their new host event in Germany for the 10th annual World Championship next year - Big Bike Europe, Essen, May 2013.

That said, it is unlikely that this was a farewell to the Sturgis Motorcycle Rally for the World Championship program altogether.

Following confirmation of the plan to stage a US 'season opening' AMD ProShow at the Harley-Davidson Museum in downtown Milwaukee at the end of August each year, watch out for further announcements about more World Championship program plans in the United States in the coming months.

While the overall number of bikes seen in competition in the World Championship this year was down, we nonetheless saw a fantastic standard again with a top five worthy of any year.

Indeed in Thunderbike of Germany (first German World Champion, first authorized Harley-Davidson dealer to win top prize), we have a winner whose Ironhead Sportster engine 'PainTtless' is being heralded as one of the finest winners to emerge from the World Championship program in its 9 years so far.

Everyone I have spoken with in recent weeks - either face-to-face, by phone or by e-mail - has been eager to hear more about the reasons why we made the decision to move the World Championship from the Sturgis Motorcycle Rally.

My answer has consistently been that there was no single compelling reason, but a whole slew of small to medium sized reasons that added to more than 100 percent in terms of their influence on our thinking.

To those who have pointed to our own commercial self-interest as being among the primary reasons, my response has been simple - hey, guilty as charged! However, the financial issue is bigger than that, and is one of several broad groups of reasons for the change, but, as it happens, our corner in the finance equation has been the least of the financial aspects we are seeking to address.

Financially our main concern has been the financial burden that we have been placing on our backers, and, above all, on the competitors themselves.

We had originally figured that in addition to exposing the craftsmanship of the industry to the widest possible audience of potential customers, we'd also be tapping into a travel/event overhead (in time and money terms) that most people involved in the program in the US already had in their annual spending cycle.

In fact we have been shocked to find that for most the World Championship had become a primary reason for attending Sturgis, and that we were therefore

creating additional cost rather than delivering economy of scale.

So what we are basically doing, is to simply 'flip' the program. Whereas European competitors used to (maybe) win a prize contribution (about fifty percent of the overall cost) to go to the US to compete at Sturgis (from the affiliate events in Europe and at the European Championship itself), now we'll have the World Championship in Europe instead, with an American Championship series in the United States at which US based customizers will be able to win to compete at the World Championship in Europe - our new and so far well received 'Team USA' concept.

The other reasons why we have made the change come under further broad headings - the long-term viability of the US rally scene, the need for custom bike and parts and accessory focus within the currently available rally environments, the quality of staging solution that we can achieve, and so forth. But the common denominator to all our reasoning revolves around the kind of business opportunity that the program is able to create for all concerned.

what we are doing is to simply 'flip' the program

More than ever before competitors, sponsors and vendors need quantifiable return on investment and that means event organizers have to offer access to qualified and relevant consumers.

It behoves all event organizers, of all kinds, to understand that while delivering entertainment for consumers is one half of the equation, for those who pick up the tab, the objective is to be a "market maker", and deliver on their business needs. To deliver a profit to those who "fund" the event, whether it be vendors who buy space, or sponsors, or competitors who show their craftsmanship skills.

The curiosity from all concerned about our reasoning for the current changes has had one widespread shared understanding at its heart - namely that in continually questioning what we do and how we are delivering on our primary responsibility to our stakeholders - namely to be their "market maker".



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Victory Motorcycles 2013 line-up



FOR the past year, Victory confidently challenged consumers with one simple phrase, 'Ride One and You'll Own One,'" says Steve Menneto, Vice President of Motorcycles for Polaris, parent company of Victory Motorcycles. "Now we're taking that challenge a step further. We're crushing outdated expectations of how an American motorcycle should look and perform. Our latest bikes promise to deliver a riding experience that will help riders enjoy the ride as they never have before."

New bikes in the Victory range for 2013 include the Judge, which was first publicly shown earlier this year, and the completely new Boardwalk cruiser.

Created as a replacement for the Kingpin, the new Boardwalk is a cruiser that features, like all the other cruisers from the company, a Freedom 106/6 V-twin drivetrain, a 106ci V-twin teamed with a six-speed transmission

with overdrive. This air- and oil-cooled engine is fuel-injected and counter-Balanced and said to deliver 113ftlb of torque.

The engine is solid-mounted in the frame, making it a stressed member of the chassis to provide increased torsional rigidity and enhanced handling.

To further aid the handling the Boardwalk is equipped with 43mm diameter telescopic forks, and at the rear of the bike a single gas shock with a preload-adjustable spring is employed.

The bike rolls on 16in chromed, 60-spoke wheels shod with white wall Metzeler tires, 150mm wide in the rear and 130mm wide up front.

Bodywork on the bike includes a 4.7-gallon tank with a raised edge running along its length that is copied through to both the front and rear wrap-around fenders. The rear fender houses a flush-mounted, tall taillight, and LED lighting in the brake lamp and

The new for 2013 Boardwalk replaces the Kingpin in the Victory Cruiser range

turn signals.

A second new for 2013 bike in the cruiser range from Victory is the Judge, first seen on its launch as a 2013 model at the beginning of 2012. The bike takes its styling cues from American muscle cars of the '60s and as such has 16in, five-spoke cast wheels reminiscent of the cars' mag wheels and Dunlop Elite II tires featuring raised white lettering. Further evoking the race theme are the side covers made to look like the number plate designs of vintage race bikes. Once again a Freedom 106/6 V-twin drivetrain is rigidly mounted in the frame, which carries mid-controls and a 25.9in seat height.

Continuing unchanged for 2013 in the Victory cruiser line-up are the High-Ball and Jackpot and the two blacked-out models, the Vega 8-Ball, and Hammer 8-Ball.

Following its mid-model-year launch at the beginning of 2012, the Victory Hard-Ball continues into the 2013 Bagger range and is joined by the Cross Country and Cross Roads Classic. All three of the bikes share the

same two-piece, sand-cast aluminum frame that runs along the top of the bikes like a spine and rigidly mounts the Freedom 106/6 drivetrain, and also carries the air-sprung rear suspension, which offers 4.7in of travel. Each of the three bikes also has non-linked ABS and cruise control fitted as standard.

Victory's Touring family is made up of two bikes for 2013: the Cross Country Tour and the Victory Vision Tour.

The 2013 Cross Country Tour offers 41.1 gallons of storage, claimed to be the most of any production motorcycle in the world. It is made up of two saddlebags, a trunk and two convenient front storage compartments within easy reach of the rider.

The Cross Country Tour also has the exclusive Victory Comfort Control System, which is adjustable, and upper and lower air controls that give the rider control of the airflow from the front end of the bike. The air controls can be closed for full protection in cold



A metal plate on the engine featuring the bike's unique Signature Series number, the Arlen Ness logo and signature are among the features on the Arlen Ness Signature Series Victory Vision



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Changes to the Cross Country Tour for the Cory Ness Signature version include a custom seat, paint and billet wheels



Victory's Cross Country Tour, with its ample luggage, is claimed to have the largest storage space of any production motorcycle in the world

or rain, and opened for direct cooling airflow to the rider when it's warm.

Additional rider comfort is provided by the heated handlebar grips with Hi/Lo settings and a two-up touring seat with separate Hi/Lo heat controls for the rider and passenger. The passenger floorboard height can also be adjusted quickly and easily to any of three positions over a range of 2in, and the floorboard surface can also be tipped at a 10-degree angle for comfort.

The same arrangement of heated contact points feature on the Victory Vision Tour along with a screen that can be height adjusted by push button. Below the screen is a fairing-integrated audio system with speakers in the fairing and on the front face of the trunk. The AM/FM/Weather band radio is standard, as is a 3.5mm MP3 jack, and an iPod cord for the front storage compartment, as well as satellite radio, are available as accessories. The bike is wired to accommodate CB radio and helmet communicator systems.

A large display screen provides the rider with information including audio mode, radio station/pre-set, playlist, track, etc, and an information display in the fairing provides the driver with speedometer, tachometer, fuel gauge, fuel economy and range, odometer,

two trip meters, gear indicator, temperature gauge and indicator lights.

The Victory range is completed with a selection of signature models from the Ness family; the Arlen Ness Signature Series Victory Vision, the Cory Ness Signature Series Victory Cross Country Tour and the Zach Ness Signature Series Victory Cross Country. All three build on standard editions and add custom touches such as custom paint, billet wheels, additional chrome and stylish accessories.

For the Arlen Ness Signature Series Victory Vision, Arlen has lowered the bike 1in before adding custom paint and graphics, Ness chrome accessories and billet wheels. Special features include the Ness key, Ness audio display panel graphics and Arlen Ness logo on the right-side fuel injection cover.

Ness parts added to the Cory Ness Signature Series Victory Cross Country Tour, in addition to the custom paint and graphics, include billet wheels, Deep Cut black grips and shifter and brake pedal, custom mirrors, Ness engine covers, Ness radio display, Ness oil line cover, diamond cut engine finish and custom, heated suede seat.

The final bike is the Zach Ness Signature Series Cross Country, which features suede titanium metallic paint



Chromed, laced wheels add to the traditional styling of the Cross Roads Classic



First seen at the beginning of 2012, the Hard-Ball combines Apehanger 'bars with hard bags

with custom Ness graphics, New Contrast Cut billet wheels, Ness custom mirrors, Hoeshot billet

handgrips, Hoeshot billet passenger footpegs and Hoeshot engine covers.

VICTORY MOTORCYCLES
Medina, Minnesota, USA
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Suede titanium metallic paint with custom Ness graphics helps to set the Zach Ness Signature Series Cross Country apart from the standard model



Like the Hard-Ball, the Victory Judge was first seen when it was initially launched as a 2013 model at the beginning of 2012

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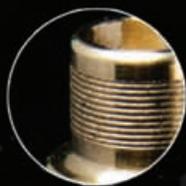
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Harley-Davidson 2013 model line-up

HARLEY-Davidson has announced the bikes that will make up its 2013 model year range. The key bike for the range is the new Softail-based CVO Breakout.

Commenting on the launch of the CVO Breakout, Harley-Davidson Styling Manager Kirk Rasmussen, said: "We began by stripping the bike down to the bones and building up from there. Stylist Mark Daniels penned a tough-looking hot rod concept and we were off to the races. To create a compact, muscular profile we've chopped the fenders to the legal limit so more tire rubber is revealed at both ends of the bike. The same principle is applied to the console, where we shaved it down and used braided steel lines for vent tubes. This gives us a larger canvas for paint and finishes, an essential element of the CVO formula."

Paint finishes on the new bike include two paint schemes featuring hand-polished steel sections on the fuel tank and fenders. While there is a third paint option incorporating hand-laid lace stenciling, with each set of bodywork being unique.

New polished chrome Turbine wheels are another styling highlight on the CVO Breakout. "We gave the Turbine wheel a good deal of drama by pulling the spoke ridges all the way through to the rim, which help make the wheel diameter look larger," said Rasmussen. "The front wheel has 21 spokes. The diameter of the 21in front wheel with a 130mm tire and the 18in rear wheel with a 240mm tire give the bike a strong proportional foundation."

Other custom details introduced on the Screamin' Eagle Twin Cam 110B engine CVO Breakout include a wide front end with a mini headlamp nacelle, and a chromed cast-aluminum oil tank.

Electronic cruise control, anti-lock braking system (ABS), keyless ignition, and the Harley-Davidson Smart Security System are standard equipment on the CVO Breakout and a customer care package is included with each bike, which is made up of an indoor/outdoor storage cover with CVO logo, tool kit, microfiber detail cloth and H-D jiffy stand coaster.

Production will be limited to approximately 1,900 units.

A second new CVO model being introduced for 2013 is the CVO Road King, which features the first factory-installed Road King audio system

A new addition to the motorcycle range from H-D for 2013 is the CVO Breakout in a choice of three custom-color schemes, each with a Granite powder coat and chrome powertrain



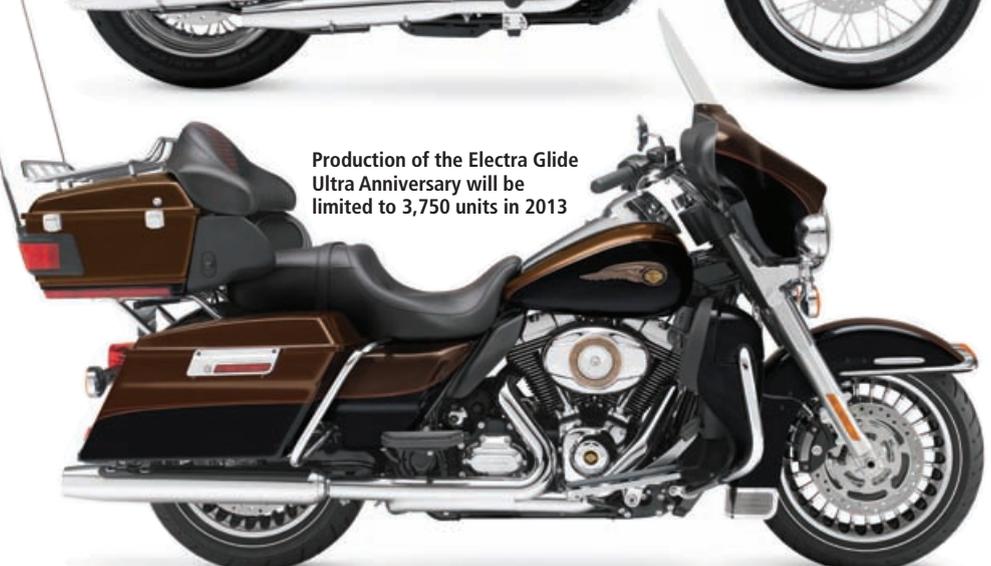
The CVO Road King is among the models being offered in limited edition 110th Anniversary trim



Smart Security System, ABS and chrome aluminum profile laced wheels are all included as standard on the Dyna Super Glide Custom Anniversary



Production of the Electra Glide Ultra Anniversary will be limited to 3,750 units in 2013



made up of a 200W amplifier and an interface module for an included 8GB Apple iPod controlled by buttons on the handlebar. The system drives two 5 x 7in speakers with bridged tweeters located on the saddlebag lids, and two 5.25in speakers with bridged tweeters mounted in the fairing lowers.

The new detachable 'Vented Wind Splitter' windshield was developed by H-D and tested in the Wichita State University wind tunnel to relieve low pressure behind the windshield and significantly reduce buffeting at the rider position.

Other CVO Road King features include a chrome billet-style extended reach heel shifter, chrome Agitator wheels, extended saddlebag bottoms with a custom fascia and LED lighting, a new chromed handlebar with an ergonomic bend, and Slipstream Collection hand and foot controls. A new solo touring seat and the removable passenger pillion and backrest have a tuck-and-roll leather insert.

A new painting process features hand-finished graphics created with textures and solvents in a multi-step process that results in unique detailing on each motorcycle. Three color options are available, including the 110th anniversary scheme.

Continuing through the 2013 production range, the stand-out model is the restyled Street Bob with factory options available through H-D1 Factory Customization. This web-based program allows customers to select factory-installed options that personalize fit, function and style in more than 2,000 combinations.

"Our focus for the Street Bob is always on street appeal," said Harley-Davidson Styling Manager Tony Pink. "This bike is for the owner who would order a muscle car with the biggest motor and no radio. As part of the restyle, we cleaned off the rear fender, ditched the battery box trim, and bolted on a classic round air cleaner cover. The goal is to create the elemental Big Twin that a customer can define as his own. Then we selected an array of options for H-D1 that allow the owner to take the Street Bob in many different stylistic directions."

Key features of the Street Bob that have been retained for 2013 include the solo seat, chopped rear fender and mini ape hanger handlebar. New styling features include a black Twin Cam 96 powertrain with highlighted details, blacked-out front end, rear fender with combination stop/tail/turn lighting and side-mount license plate, a round air cleaner and new scallop graphics in a two-tone paint option.

To mark its 110th anniversary the

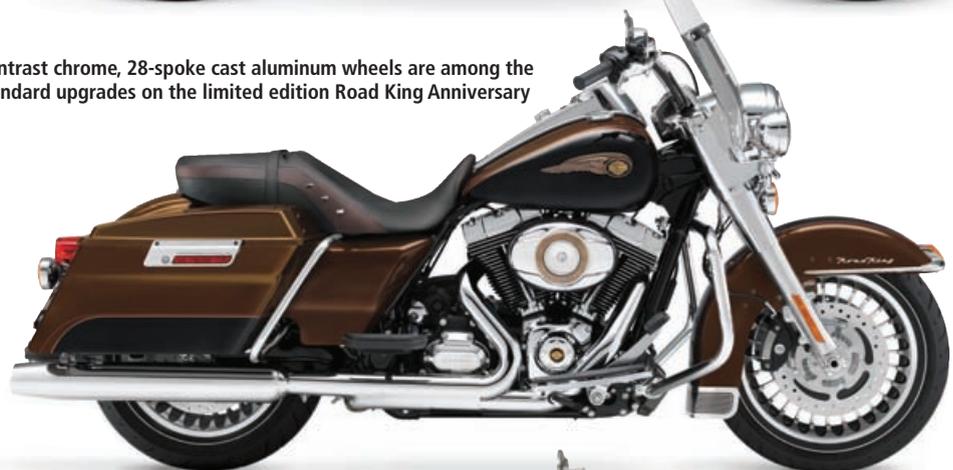
Each 110th Fat Boy Lo Anniversary will be serialized and features exclusive paint and commemorative fuel tank badges



1,900 Heritage Softail Classic Anniversary bikes will be made available complete with Smart Security System, ABS and chrome profile laced aluminum wheels with wide whitewall tires



Contrast chrome, 28-spoke cast aluminum wheels are among the standard upgrades on the limited edition Road King Anniversary



The 2013 Street Bob has been restyled and can now also be personalized through H-D1 Factory Customization with options selected by the customer using the online Bike Builder



Hard Candy new custom option

Riders looking for a trike option have the choice of Tri Glide Ultra Classic, which is also available as the Tri Glide Ultra Classic Anniversary Edition (shown)



In the Sportster family the XL 1200C 1200 Custom receives the Anniversary treatment

Motor Company is offering a number of existing models across the model families as limited-production anniversary models. Each 110th Anniversary Edition model Harley-Davidson will be serialized and feature exclusive paint and commemorative fuel tank badges. Production will vary by model and will be strictly limited to ensure exclusivity. The solid bronze fuel tank badges are plated in black nickel and then distressed to highlight the bronze. A bright gold-tone Bar and Shield cloisonné is inserted in the main body of the 'single wing' badge. In addition to the anniversary tank badge, each motorcycle will carry other model-specific anniversary badging and trim.

All of the 110th Anniversary models will come with all available factory-installed options as standard equipment, and the range is made up of 1200 Custom 110th Anniversary Edition (limited to a quantity of 1,500),

Super Glide Custom 110th Anniversary Edition (limited to a quantity of 1,450), Fat Boy Lo 110th Anniversary Edition (limited to a quantity of 1,750), Heritage Softail Classic 110th Anniversary Edition (limited to a quantity of 1,900),

Road King 110th Anniversary Edition (limited to a quantity of 1,750), Electra Glide Ultra Limited 110th Anniversary Edition (limited to a quantity of 3,750), and Tri Glide Ultra Classic 110th Anniversary Edition (limited to a quantity of 1,450).

The Anniversary theme is also continued on the CVO bikes with each of the CVO Anniversary Edition models featuring an exclusive Diamond Dust and Obsidian paint scheme. The CVO models offered as Anniversary bikes are CVO Ultra Classic Electra Glide 110th Anniversary Edition (limited to a quantity of 1,100), CVO Road King 110th Anniversary Edition (limited to a quantity of 900), and CVO Road Glide Custom 110th Anniversary Edition (limited to a quantity of 900).



www.harley-davidson.com

HARD Candy Custom is the name given to a new

Hard Candy Custom includes 16 new 'big flake' paint finishes, three of which will be selectively offered as a solid-color option on five H-D models for 2013.

Hard Candy Big Red Flake made its debut in 2012 on the Sportster Seventy-Two model, and for 2013 the color is joined by Hard Candy Lucky Green Flake and Hard Candy Coloma Gold Flake. The three production Hard Candy Custom colors are created by applying tinted flakes, each more than seven times the size of metal flake used in typical production paint, over a black base coat. The flake is then covered with multiple layers of clear coat, before being hand-sanded to finish.

Available through Harley-Davidson Genuine Motor Accessories Color Shop are a further twelve options of two-tone finishes in the Hard Candy Custom Flake Core Series paint sets and fuel tanks for many Sportster, Dyna, Softail and Touring models.

One paint set offered on the 2013 CVO Breakout, Hard Candy Gold Dust and Liquid Sun with Pagan Gold, is also a Hard Candy Custom selection.

The Hard Candy Custom range is not limited to paint finishes and extends to accessories such as the Silver Charcoal Metal Flake solos, the sprung solo seat in white or black leather with contrasting diamond-pattern stitching, leather single-side swingarm bags, and a downtube bag.

Harley-Davidson MotorClothes will offer a selection of Hard Candy Custom logo T-shirts for men and women in the Black Label Collection, and new helmets with graphics and a surface finish inspired by the Hard Candy Custom movement.



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Hall of Fame goes online



THE Sturgis Motorcycle Museum used the start of the 72nd Sturgis Motorcycle Rally to launch its new electronic Hall of Fame. Following the launch the Hall of Fame, which is housed in the Main Street museum, can now be accessed via touch screen kiosks in the museum and also online at www.sturgishof.com.

The creation of the electronic Hall of Fame was made possible with a grant from the City of Sturgis and through a partnership with the International

Master Bike Builders Association (IMBBA) and its President Jeff Starke.

"We're very excited to be launching this new addition to our museum just in time to have our rally visitors see it," said Christine Paige Diers, Executive Director of the Sturgis Motorcycle Museum & Hall of Fame. "IMBBA has been a great partner in getting this project accomplished, and we appreciate all the work that Jeff has put into it – he's done extensive research to enhance the information

we already had on our Hall of Fame inductees."

Talking about his involvement with the museum and the new electronic Hall of Fame, Jeff Starke said: "It gives the International Master Bike Builders Association and its global community of builders and members great pleasure to see the Sturgis Motorcycle Museum and Hall of Fame website come to life. It is with great honor that IMBBA was selected to

undertake this responsibility. I feel these efforts to create the cornerstone of our industry for all future generations to visit and learn of the lives and times of our wonderful motorcycle industry people are truly priceless. I want to thank Christine Paige Diers and Joe Distefano for their unselfish time and efforts that helped us to create this historic virtual reality for all to enjoy."

STURGIS MOTORCYCLE MUSEUM & HALL OF FAME
Sturgis, South Dakota, USA
Tel: 605 347 2001
www.sturgismuseum.com

Mustang's 2012 V-twin catalog supplement

MUSTANG is using the launch of its 2012 V-twin catalog supplement to introduce its new designs for FL, Dyna and Sportster models.

Mustang's new line of Wide Tripper solo and passenger seats feature diamond stitch patterns and a worn-leather,

distressed brown look. All the new seats, with or without built-in removable driver



backrests, are introduced in the 24-page catalog supplement.

MUSTANG MOTORCYCLE PRODUCTS
Terryville, Connecticut, USA
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info@mustangdealer.com
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Corbin Rider Appreciation Day

NOW into its third year, Corbin's Annual Rider Appreciation Day took place on June 30, 2012 at Corbin's workshop in Hollister, California, and saw attendees from all over California



as well as Arizona, Nevada, Utah and Oregon.

Mike Corbin said: "The riders' support is very much appreciated and is the most important element in the pursuit of the American biker's right to celebrate 4th of July in the 'Birthplace of the American Biker... Hollister, California'. I promise you next year will be even bigger and better, so plan ahead and you may be surprised to hear that we're considering making this a two-day event, so keep in touch throughout the year."

Highlights on the day included a trade village with attendees such as Samson Exhaust, Barnett Clutches,

Ride Wright Wheels, Mid-USA, Arlen Ness, Renegade Classics, Custom Chrome, Cycle Gear and at least 40 other industry related companies. World land speed record holder Rocky Robinson and his twenty-one foot record-holding streamliner AckAttack, owned by Mike Akatiff, was on display with Rocky, current holder of the Unlimited Motorcycle World Land Speed Record, on hand to answer questions.

Corbin was running free factory tours throughout the day and offered a 10 percent event discount and free installation to everyone who attended the rally.

In the custom show which was held during the Appreciation Day were six different class winners as well as the Grand Prize winner, who won a feature photoshoot and article with IronWorks Magazine. Marilyn Stemp, Publisher and Managing Editor was on hand to award Juan A. Gutierrez of Watsonville, CA, the IronWorks Magazine 'IW Editor's Award' for his 1997 FLHR Road King.



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AVON
TYRES



Thunderbike, Germany, win 9th annual AMD World Championship of Custom Bike Building

<<< continued from cover

Harley-Davidson JD engine from 1919 in a 1930 VL frame.

Winners of the Modified Harley-Davidson World Championship in 2011, Abnormal Cycles won through to the FreeStyle class at this year's AMD World Championship by

scooping top honors at the AMD World Championship program affiliate show staged at the Beaulieu National Motor Museum in England in June this year.

Fourth place went to **George Tchor, of Kreater Custom Motorcycles**, Toronto, Canada (www.kreater.com) with '18', a 96

inch Harley-Davidson Twin Cam engine rigid in a Kreater 'Steam Punk' hardtail custom frame.

George's success made it a clean sweep of the top four placings for Harley-Davidson engines - another AMD World Championship program first. **Continued on page 19 >>>**



1ST



Andreas Bergerforth of Thunderbike with 'PainTTless'

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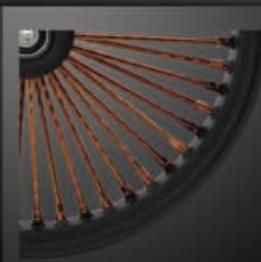
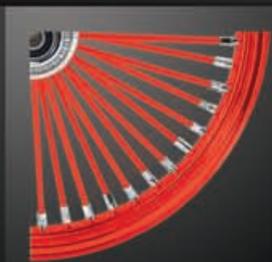
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<<< Continued from page 17

Fifth place was scooped by Sweden's **Claes Wärefors and his collaborators KDK Performance** with 'Gryphon', which features an 88 cubic inch Swedish built Mectec engine in a KDK built custom swingarm frame.

Claes is another competitor who won through to be at the AMD World Championship through the program of international affiliate events, having taken the win at what is believed to be the oldest custom motorcycle show still in operation, the respected 'Custom Bike Show' operated by Twin Club MC at the coastal port city of Norrtelje, north east of the Swedish capital Stockholm.

Sixth place went to **Kenny Williams, KW Customs**, of Angier, North Carolina, with 'Tantalizer', the much admired Mike Garrison 120 cubic inch engined 'bagger' with which he scooped the 2011 US Championship at Daytona Bike Week.

Kenny's determination to compete at the AMD World Championship, having had to take a rain-check on qualification until this year, has been royally rewarded - Kenny won the second of the three qualification spots on offer at Sturgis for 'Team USA' at the 10th annual AMD World Championship at Big Bike Europe in May 2013.

Seventh place, and the third of the 'Team USA' qualification places, went to **Larry Moore, Moore Customs**, of Wichita, Kansas, with 'Bad Influence', an 80 cubic inch Harley-Davidson engined, Redneck Engineering rigid framed stretched-out Pro-Street style chopper.

Jeremy Cupp from LC Fabrications with 'Old Black'



2ND

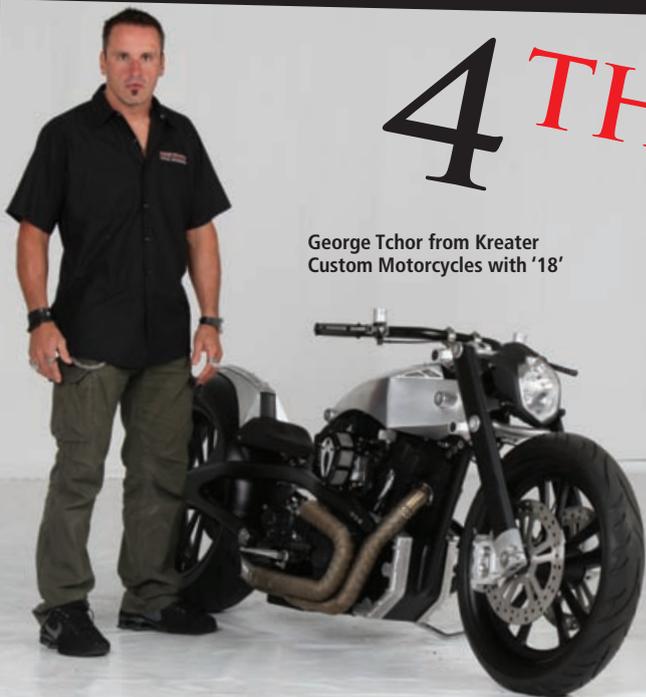
3RD

Sam Reali of Abnormal Cycles (third from left) with his team and - 'Speed Demon'



4TH

George Tchou from Kreater Custom Motorcycles with '18'



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A D V E R T I S E M E N T

The New Way to Tune and Scan Codes with Daytona Twin-Tec!

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Daytona Twin Tec was the first to the aftermarket with "Auto Tune" technology using wide-band sensors, and over the years they have made many improvements. The new, just introduced, TCFI Gen 4 is smaller than ever, it's easier than ever to install, more powerful than ever and the software is easier than ever to use. If you know how to work a Windows Program, you'll know how to work with the TCFI Gen 4.

It's a true plug-in with no extra wires to connect, no cutting or splicing involved. The new black anodized billet aluminum housing is not only smaller but it is machined so that the WEGO fits neatly into the slot on



the housing. Just remove your stock ECM, install the new TCFI4 controller and WEGO, free air calibrate and install the included wide-band sensors. Install and run the included software, follow the set-up instructions, and you're ready to go for the initial ride.

Using the included software, which displays all the important tables, including spark advance, in easy-to-read 3D charts you can custom-tune that motorcycle to EFI perfection. Those wide-band sensors allow you to set the air/fuel ratio to any desired value from 10.5 to 15.0 to 1 at every RPM and throttle position. The Gen 4's updated programming eliminates tuning problems with bikes using long duration/high overlap camshafts, too. There's extended data logging and diagnostics here, as well. A new DataFLASH memory is able to store a full 60 minutes of operating data at 10 samples per second and there are lots of programmable functions for things like RPM limits and ignition retard and for other accessories like shift lights, electronic shifters and even nitrous oxide systems. The TCFI4 supports the J1850 data bus used for communication with the bike's turn signal/security module and instrument cluster. For more information on how to use TCFI Gen 4 and to download sample software go to the Daytona Twin-Tec website, www.daytona-twintec.com/TCFI.html.

Currently available for the following applications, all the 2001 through 2011 Twin Cam bikes, the 2007 through 2012 Sportsters and the 2002 through 2012 V-Rods, and even a 50 state street legal with ARB E.O. No. D-641-5, for 2001 through 2006 88 CID Twin-Cam, using the 36-pin Delphi® controller with a J1850 data bus. Special order

versions are available for supercharged and turbocharged applications, running up to 30 psi boost.

Twin Scan 3 Diagnostic Scan Tool for 2011 and Later Harley-Davidson® Motorcycles with CAN Data Bus

The new Twin Scan 3 is compatible with 2011 and later H-D® fuel injected models with CAN data bus. You can use our Twin Scan 2 for 2001-2012 models with J1850 data bus. The Twin Scan reads and clears diagnostic trouble codes from ECU (engine control unit), BCM (body control module), ABS (anti-skid brake system), speedometer, and tach, plus it has real time display of engine data on an instrument panel type display. It's built in data logging is especially useful for diagnosing hard to find intermittent trouble codes. The motorcycle can be operated while the unit is installed. Under normal conditions (no trouble code), the unit will store data for the last hour of operation. If a trouble code is set, the unit automatically stops log-



ging data 30 minutes after the code is set. This allows you to examine data before and after the code was set, even days later. You have a range of capabilities for analyzing and printing out logged data that is displayed in a chart recorder format.

The new Twin Scan 3 includes two analog inputs with 0-20V or ±200V range, plus it includes a scope meter feature that allows display of two signal waveforms and is very useful for diagnostic purposes. The optional probe kit includes two insulation piercing probes and extension wires with mating Weather-Pack connectors that plug into the analog inputs on the Twin Scan 3. Insulation piercing probes allow easy connection to any point on the motorcycle wire harness. The scope meter feature is independent of the scan tool capability and can be used on any vehicle.

Another nice feature is that Twin Scan units can be upgraded using our Twin Scan Plus Kit to turn it into a great tuning aid.

Please see our website http://www.daytona-twintec.com/Twin_Scan3.html for details.

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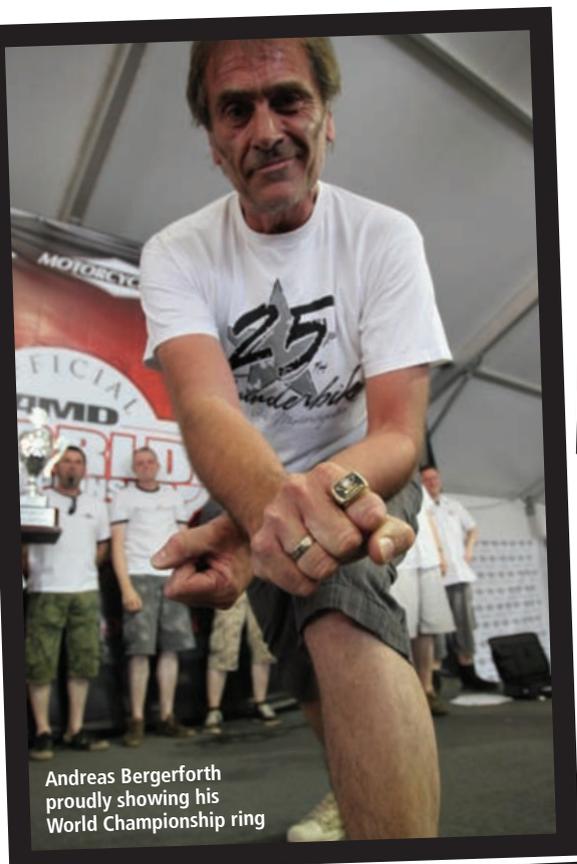
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Eighth place was taken by fourth placed **George Tchor** with his second entry in the field this year, 'Vitalogy', a Zipper's Performance modified 124 inch Harley-Davidson TCB engine trike - one of two trikes to make it into the top ten at the AMD World Championship - the first time any three-wheelers have done so well.

The second of those trikes was World Championship regular **Rafik Kaissi's** 1000cc Aprilia engine 'RK Thing' in ninth place (**RK Concepts, Round Rock, Texas - www.rkconcepts.com**).

The top-ten in the FreeStyle 'Class of 2012 was rounded out by **Jon Shipley, of Hoosier Daddy Choppers** of Bloomfield, Indiana, (**www.hoosierdaddychoppers.com**) with 'Whiskey Bent', a 1977 Ironhead Sportster engine, Dirty South Choppers Pro-Street style rigid chopper - making it six out of the top ten in engine terms for Harley-Davidson - three of them Ironhead Sportsters!

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Continued on page 23 >>>

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The AMD World Championship of Custom Bike Building's International Affiliate Program brings together leading independent custom bike events from around the world to promote custom motorcycle design and engineering excellence.

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

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

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

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www.llunatica.org

2013

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June 1, 2013

www.custombikeshow.se

IRISH MOTORBIKE & SCOOTER SHOW

Dublin - Ireland

March 1-3, 2013

www.irishmotorbikeshow.com

THE CUSTOM MOTORCYCLE SHOW

Beaulieu - United Kingdom

June 2013

www.thecustomshow.com

MOSCOW CUSTOM & TUNING SHOW

Moscow - Russian Federation

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www.ruriders.com

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2013 CUSTOM BIKE SHOW

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August 2013

www.h-dmuseum.com



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May 2013

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HARLEY-DAVIDSON RIDE-IN

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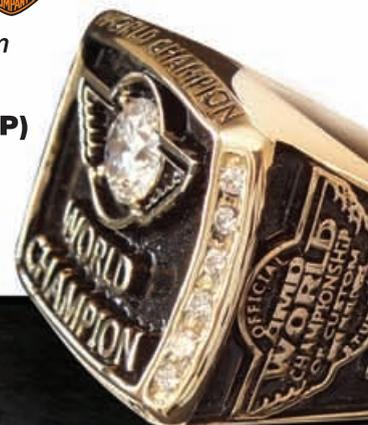
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Boccin Custom Cycles, Italy, take Modified Harley-Davidson AMD World Championship win at Sturgis Motorcycle Rally

FOLLOWING their triumph at the AMD World Championship program affiliate event at the National Motor Museum at Beaulieu, England, in June, Boccin Custom Cycles (**B.C.C.** - www.boccincustomcycles.com) became Modified Harley-Davidson World Champions at the 9th annual AMD World Championship of Custom Bike Building at the 2012 Sturgis Motorcycle Rally in August.

Based on a 1946 Harley-Davidson

Knucklehead engine and frame, **Lorenzo Solighetto's** much admired "Knuckle 46" was chosen by World Championship fellow competitors and selected VIP judges to have built the stand-out 'class of 2012' custom in the Harley-Davidson sponsored class.

Their win scoops them a first prize of a Screamin' Eagle 120R engine for their next project.

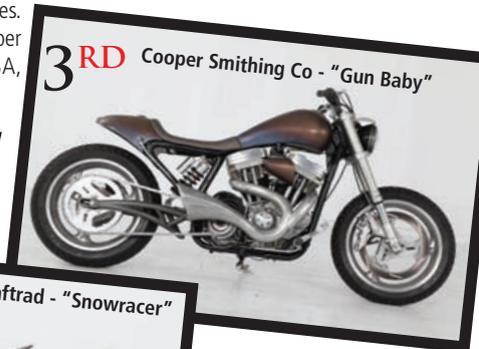
Second place was taken by noted

Hamburg, Germany, based 'retro' specialist Uwe Ehinger (**Ehinger Kraftrad** - www.ehingerkraftrad.com) with "Snowracer", a 1936 VLH engine, rigid framed Harley that features 1946 U heads in combination with a German made NH Power primary belt drive, Baker 6-into-4 gearbox with French made Beringer inboard brakes.

Third place was taken by Joe Cooper of Buckley, Washington, USA,

(**Cooper Smithing Co** - www.coopersmithingco.com) with "Gun Baby", a 1996 XL 883 featuring Buell front end wheels and brakes and a stunning acid etched finish by Tony Morgan (www.gunbabygraphics.com).

www.amdchampionship.com



Darwin Motorcycles takes AMD World Champion Production Manufacturer win at Sturgis Motorcycle Rally

DARWIN Motorcycles of Oklahoma City, Oklahoma, USA (www.darwinmotorcycles.com) became one of two AMD World Championship class winners to retain their crowns at this year's AMD World Championship of Custom Bike Building - the other was in the Performance Custom Class - the first competitors to do so since Roger Goldammer of Canada backed up his 2004 first annual AMD World Championship win at Las Vegas in 2005.

Dar Holdsworth's "Rocketeer F3" is a custom rigid framed street-bobber styled roadster based on a 103

inch S&S 'Shovelhead' style 45 degree air-cooled v-twin engine, featuring a 'Mean Streets' front end, Baker 6-speed transmission, HDW wheels and Beringer dual hub brake set-up at the front, with a '3 Guyz' sprocket brake at the rear.

Second place went to **T.D. Ward's Rods & Rides Motorcycle Co** of St Louis, Missouri, USA, with their "Sturgis Special", a 95 cubic inch S&S Cycle 'Knucklehead' style engine boardtrack racer on a proprietary custom frame with 26 inch PM wheels.

Third place went to **Mike Tomas of Kiwi Indian Motorcycles** (www.kiwiindian.com) of

Riverside, California, for another board track racer styled special, called "Hendee Deviant", featuring one of Kiwi Mike's proprietary 84 cubic inch air-cooled v-twin engines and single-loop frames.

In advance of the AMD World Championship's move to the Big Bike Europe expo in Germany in May 2013, Mike Tomas also received a special appreciation award from AMD Magazine publisher Robin Bradley and AMD World Championship Director Neil Blaber, honoring the 9 continuous years he has competed in the AMD World Championship - the only motorcycle engineer to have participated in all 9 World

Championships since the event made its debut in California in 2004.

www.amdchampionship.com



AFT takes AMD World Championship Performance Custom Class win for second straight year at Sturgis Motorcycle Rally

AFT Customs of Jackson, California, (www.aftcustoms.com) won the Performance Custom Class at the AMD World Championship of Custom Bike Building for the second year running - the first time any custom bike builder has retained a Championship crown since Roger Goldammer took a second World Championship FreeStyle win in 2005, and one of two winners to achieve it at this year's 9th annual

AMD World Championship (the other was in the Production Manufacturer Class).

Called '**Halia**', the winning Honda VT 750 BR engine 'Street Tracker' was built by the '**AFT Girls**' - a group of female motorcycle enthusiasts and part-time models who have trained at college and at **Jim Guiffra's** AFT Customs to hone their workshop and custom motorcycle skills to great

effect!

The class was closely fought, with competitors and selected VIP judges voting an unprecedented three-way tie for the win in the class, with the one, two, three determined by judging preference count-back.

Second place was taken by **Steve Garn (Brew Bikes** of Creston, North Carolina, USA - www.brewracingframes.com), with "9605" (the bike's race number) a race prepared 1971 Honda CB 350 that has set class mile records which only cost some \$1,800 in bought parts!

Third in the class was taken by noted Big Twin performance engineer **Curt Winter (BTRmoto** - www.btrmoto.com) of Hayward, California, whose '**BTR GP**' featured a Harley-Davidson Twin Cam 88 engine



in a custom trellis race-style frame with aluminum swingarm, inverted Showa front-end and proprietary BTR 5 speed drivetrain.

www.amdchampionship.com

FREESTYLE CLASS

PLACE	COMPANY	BIKE NAME	COUNTRY	BUILDER NAME
1	Thunderbike	Pain TTless	Germany	Andreas Bergerforth/Thunderbike
2	LC Fabrications	Old Black	USA	Jeremy Cupp
3	Abnormal Cycles	Speed-Demon	Italy	Sam Reali/Abnormal Cycles
4	Kreater Custom Motorcycles	18	Canada	George Tchor
5	Claes Wärefors	Gryphon	Sweden	Claes Wärefors/KDK Performance
6	KW Customs	Tantalizer	USA	Kenny Williams
7	Moore Customs	Bad Influence	USA	Larry Moore
8	Kreater Custom Motorcycles	Vitalogy	Canada	George Tchor
9	RK Concepts	RK Thing	USA	Rafik Kaissi
10	Hoosier Daddy Choppers	Whiskey Bent	USA	Jon Shipley

MODIFIED HARLEY-DAVIDSON CLASS SPONSORED BY HARLEY-DAVIDSON



PLACE	COMPANY	BIKE NAME	COUNTRY	BUILDER NAME
1	Boccin Custom Cycles	Knuckle '46	Italy	Lorenzo Solighetto
2	Ehinger Kraftrad	Snow Racer	Germany	Ehinger Kraftrad
3	Cooper Smithing Co	Gun Baby	USA	Joe Cooper

PERFORMANCE CUSTOM CHAMPIONSHIP



PLACE	COMPANY	BIKE NAME	COUNTRY	BUILDER NAME
1	AFT Customs	Halia	USA	Jim Guiffra / AFT Customs Girls
2	BREW Bikes	9605	USA	Steve Garn
3	BTRmoto	BTR GPs	USA	Curt Winter

PRODUCTION MANUFACTURER CHAMPIONSHIP



PLACE	COMPANY	BIKE NAME	COUNTRY	BUILDER NAME
1	Darwin Motorcycles	Rocketeer F3	USA	Dar, Tim, Bryan, Justin
2	Rods & Rides Motorcycle Co	The Sturgis Special	USA	T.D.Ward
3	Kiwi Indian Motorcycles	Hendee Deviant	USA	Mike Tomas

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Additional photos by Neil Blaber - neil@dealer-world.com & Robin Bradley - robin@dealer-world.com

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A Kewl Victory



In the American V-twin aftermarket industry there is one name that stands head and shoulders above all others where Victory is concerned – **KewlMetal**. The Arizona-based company has an ever expanding parts line that covers Victory models from the first ones launched to the very latest models...

FOR the past 10 years there has been one name at the forefront of the aftermarket parts supply for Victory motorcycles – Arizona's KewlMetal. Established by Joe 'Big Joe' Gschweng and Matt Mrdeza, the company has seen consistent growth and now, alongside its extensive Victory parts line, is able to offer parts and accessories for Harley-Davidson and metric cruisers, too.

KewlMetal began when Big Joe purchased a Honda VTX1800 when the model was first launched. At that time he was working as a machinist and so was able to make some parts for his new bike himself. Joe takes up the story of how those first few parts were the starting point for the formation of KewlMetal: "A company called Honda Direct Line called and asked me about the parts they'd seen on my bike. They wanted to know if I could make them some of those parts, and I said sure, how many do you want? They said: "100 sets of those and 100 sets of those..." I was working as an off-load manager at that time, as well as having my own shop, so I had the guys I off-loaded to make the parts for me. I did that for around 18 months and then I started talking to Matt (Mrdeza) about forming a company to make

more parts."

Matt takes over talking about the history of KewlMetal: "We were friends and neighbors. We were two entrepreneurs living across the street from each other. He was making model car parts and I was making model airplane parts, and so we had all that in common right from the get go, which was years ago before all of this.

"We went out to dinner one night and decided we were going to start a company. I put together the name Kewlmetal and we took off from there with the VTX, the Suzuki M109, the Victory parts, and now we have moved into the Harley market."

While KewlMetal began with a range of parts for metric cruiser, it is its Victory parts line that has really established the company. The move to concentrating on Victory parts was done due to the way that the models change year-on-year, with the metric models making it difficult to keep abreast of design changes. This is not the case with Victory's bikes, as Matt explains: "With Victory if we build a part for one of today's Freedom motors, we know it will also fit the very first Freedom motors. The bikes too are very similar, so if a part will bolt on one, it will bolt on nearly all of them. It changes the face of your business when you can build a part today that fits a

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

bike that was built 10 years ago. It really helps you sell the parts."

Successful sales have been something that Joe and Matt have enjoyed from the very beginning with KewlMetal. When Joe and Matt launched the company, they were both willing to explore new markets, and as a result being one of the first companies to offer aftermarket parts for Victory were able to tap into a ready made market. With not too many other companies taking an interest in Victory KewlMetal rapidly became the go to business for people looking to dress up their Victory bikes.

It is not just the fact that it was one of the first businesses to market parts to Victory riders that makes KewlMetal such a success. "When Victory launches a new model, we are in a position to respond immediately," explains Matt, "this is why we have one of, if not the biggest, inventories of Victory aftermarket parts in the industry. A lot of the parts we already have will fit new models, sometimes we make some styling changes to make the part look better on the new bike, and then other new products

Continued on page 30 >>>

The extensive range of dress-up parts offered by KewlMetal includes a speedo cover for Victory bikes



<<<

just stem from there. Following the launch of the Cross Country, I can think of six parts that we brought to market in just 30 days.

"We can take a product from the drawing board to the sales counter in two to three weeks. This is because we design and manufacture our own parts."

While Joe and Matt do as much as possible themselves, there are times when their creativity is simply too much, when they have too many ideas at once to be able to tackle them all, as Matt explains: "I'm a full-time designer, but we have so many ideas for things we want to produce that there have been times when I've contracted in two additional designers to work on Solidworks full-time, just so we can get everything done. While it is not something we always want to do (bring in external staff), we sometimes have to do this because we always want to be the first to market with new parts."

An example of how quickly KewlMetal can bring a product to market after the initial idea has been formed can be seen with the story behind the Kewlock grip end helmet lock for ISO grips, that the company makes for Kuryakyn. "The idea for the Kewlock grips came to me one afternoon when one of our customers came to us asking for something," says Joe, "and I went to Matt with that idea and sitting on his desk that day were a set of ISO grips. I saw the screws on the end of the grip and we designed the helmet lock from there.

"The next day, a Friday, I machined a prototype and by the Sunday we had pictures of it on our website, which led to the first sales on the following Monday. As a result of all the calls to Kuryakyn asking for the helmet lock they came onboard as a distributor for us."

It is not only Kuryakyn that acts as a distributor for KewlMetal as the company also works closely with Arlen Ness, who not only act as a distributor but also have components manufactured by KewlMetal. This joint agreement has helped the company in its move into the Harley-Davidson market with greater speed.

Matt takes up the story of how the Harley parts line began to develop: "It wasn't until two years ago that we made our Pro-Street rake kits available for Harley's Touring bikes, and then Cory Ness called us up and told us how he liked the Pro-Street kit and that he'd like to license it from us. We told him we didn't want to license the design, but we'd be happy to manufacture for him. He wanted kits for the Road King and Road Glide, Street Glide and so we created kits for those three bikes.

"We went and picked up a Street Glide from Cory himself and fitted it up and gave it back to him and from there it just carried on with us creating kits for other models. That was a pretty big design challenge for us, all the different models, but we pulled it off in less than three months and got them into production. Today we sell them all over the place."

The kits KewlMetal have available for H-Ds feature 10-, 12- and 13.5-degree raked triple trees for



Alongside hard parts such as wheels, fenders and raked triple trees, KewlMetal produces auxiliary lights and lighted running boards



Matt Mrdeza's Victory Cross Country acts as a rolling advert for the line of parts currently in production at KewlMetal



KewlMetal works with US businesses whenever possible and has its Kiru front fenders made by B'Cool

different sized wheels, and more kits have recently been added with the addition of six, seven and eight-degree raked front end kits for the Dyna Wide Glide and Night Trains. Along with the triple trees, KewlMetal also has a line of oversized front fenders to work with the larger wheels, which have been designed by Matt and are manufactured for the company by B'Cool.

The collaborations with businesses such as Arlen Ness and B'Cool are very important to KewlMetal as Matt and Joe are keen to support their countrymen as much as possible. Indeed, one of the many benefits of being based in Arizona, besides the good riding weather, is the wealth of motorcycle related businesses in that state. "We have a lot of support in Arizona with a lot of companies in our industry located here," says Matt. "For example we worked with Trask, who are local to us, on Joe's turbo Kingpin."

Yet despite this local bias, KewlMetal is comfortable with operating in a global marketplace. Not only does it use Arlen Ness and Kuryakyn to distribute its products, it also offers dealer sales and direct retail sales. The latter option is a real benefit in that it allows for numerous sales outside of the US via the company's website. Talking on that subject,

Matt went on to say: "We welcome international orders as it means we're bringing foreign dollars into our little corner of Arizona, and it allows us to support local machine shops, chrome platers, etc... We love that feeling."

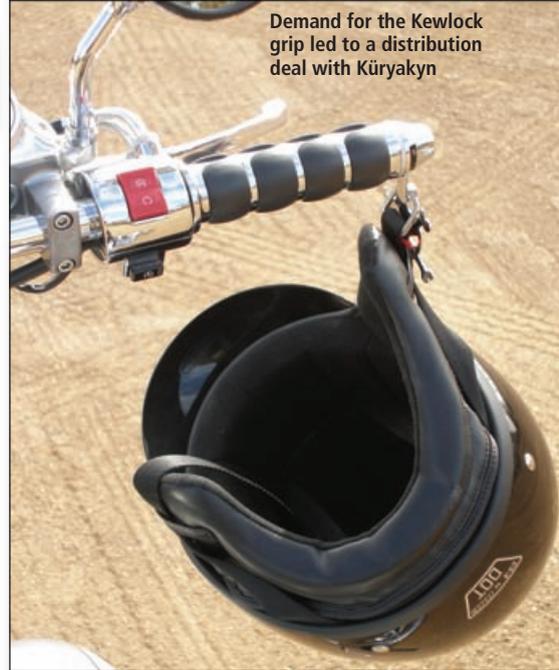
It is not just international sales that are proving to be a highlight for Matt and Joe as Victory is now in talks with them about the possibility of some KewlMetal products being branded as Victory accessories, as Joe points out: "We have over 1,000 of our front ends on Victory bikes, so it's not surprising they have taken notice of us."

At this stage it is only possible to speculate on which parts Victory may be interested in. Joe says KewlMetal is currently: "doing wheels, we have our own lighting line of product, we're doing more and more handlebars now, and our new dress-up floorboards are doing really well, both lighted and unlit."

One feature of many of the pieces KewlMetal produce is the option for customers to supply art work, which is then applied to specific parts. This service allows customers to create a theme and carry it on throughout the bike; wheels, running boards, mirrors, etc. Explaining the thinking behind this option, Joe said: "For me and Matt there isn't



Demand for the Kewlock grip led to a distribution deal with Kuryakyn



anything we get that we don't want to put our mark on, and we're trying to allow the average garage builder to do the same. It means a little more work for us, but they can have their own wheel designs, their own floor boards, whatever. The only other way you can get that done is to pay a professional custom builder to do it for you. Our vision has always been

>>>

Kewlmetal has taken its experience and created raked front end kits for Victory motorcycles and used it to create similar kits for use on Harley-Davidsons



The Blade front wheel is available in sizes 21in, 23in and 26in to fit Victory Touring models

to provide the home garage builder with everything they need for a build, which is why our product line is so diverse; from wheels to triple trees to floor boards, to lights, to grips, to mirror extensions and onward."

Matt summed up how KewlMetal has developed: "We are taking the success we have had in the Victory market over to the Harley market. It's a lot for two guys, but we're doing it. It's not that we haven't wanted to do it before, but there's realistically just the two of us. Having said that, for two guys working over 10 years, we have a pretty extensive product line."



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www.kewlmetalstore.com



Joe 'Big Joe' Gschwend founded KewlMetal after machining some parts for his newly purchased Honda VTX1800



Matt and Joe started KewlMetal by selling parts for the Honda VTX to Honda Direct Line before moving on to design and manufacture parts for Victory and then H-D bikes



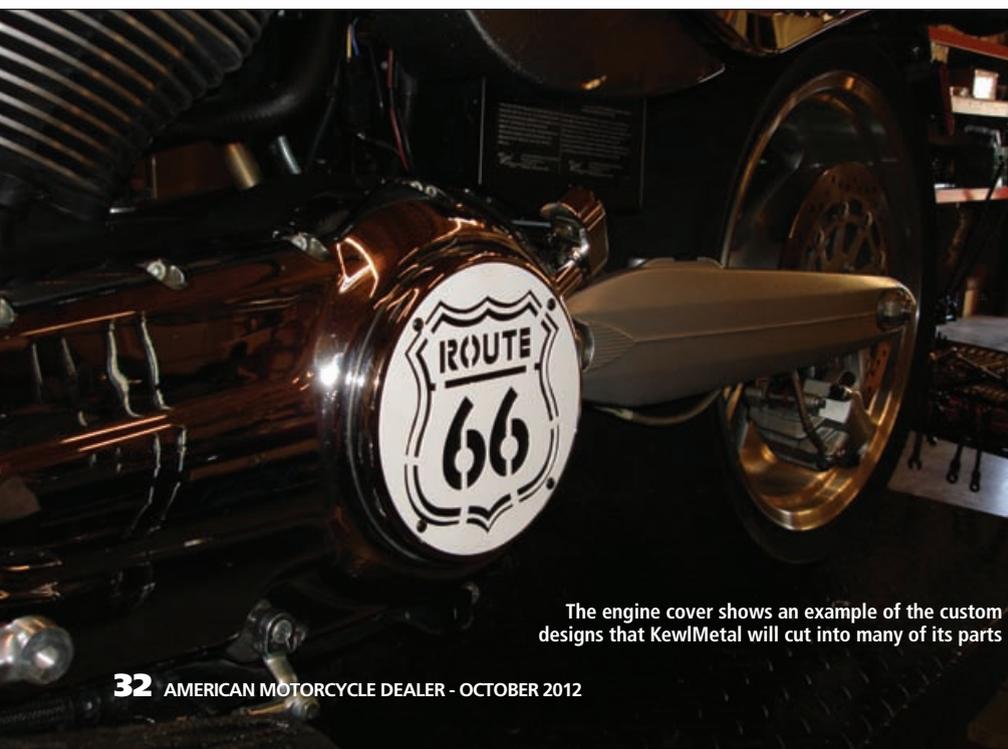
Matt Mrdeza is responsible for designing all of the parts in the KewlMetal range



Joe's turbo'd Kingpin was the result of working with Arizona neighbors Trask Turbo



The motor mount for Victory bikes is one of the smaller parts in the KewlMetal range



The engine cover shows an example of the custom designs that KewlMetal will cut into many of its parts



The Longboard floorboards can not only have custom designs cut into them, they can also be supplied with built-in running lights



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THE BRADLEY REPORT™

By AMD founder Robin Bradley

robin@dealer-world.com

BAKER Drivetrain has opened a West Coast Sales and Support Center in Phoenix, Arizona, to provide better service and support to the Southwest United States. The new center is also operating longer phone and online support hours. "We are continually searching for

ways to better support our customers," Said Bert Baker. "The new sales and support center in Phoenix allows us to extend our phone hours to 8pm EST Monday to Friday and offer faster customer support and service parts delivery to the Southwest United States".



www.bakerdrivetrain.com

DID YOU KNOW?

Domestic US retail sales of new on-highway motorcycles grew by 3.0 percent in the first six months of the year, according to the MIC; however, compared to June 2011, sales were off by 3.9 percent in June this year - a strong first quarter recovery having slowed in the second three months of 2012.

How time flies - it's 15 years since Harley broke ground at its 400,000 sq ft assembly plant in Kansas City, Missouri, and the company marked the fact with local dealers presenting a 'Full Boar' open house weekend on September 7th and 8th that saw one lucky visitor walk away with a 2012 Sportster Seventy Two which were raffled off to benefit the MDA. Some 800 people currently work at the facility, where Harley assembles Sportsters, Dynas, VSRC models and the Revolution Powertrain.

Cobra Engineering has introduced cruiser and touring model versions of its Fi2000R PowrPro Tuner for Victory models.

Eric Buell Racing (EBR) announced in July that it had secured \$20m in federally backed EB-5 funding from investment fund manager First Pathway Partners. The company says that it plans to use the money to expand and increase head count at its East Troy, Wisconsin, facility to develop more street bike models at lower price points and grow its international orders.

Cycle Shack is selling new 'Dresser Duallies' header pipes for 2010 - 2011 FL touring models. Used with their MHC series catalyst equipped touring mufflers secures CARB regulation compliance.

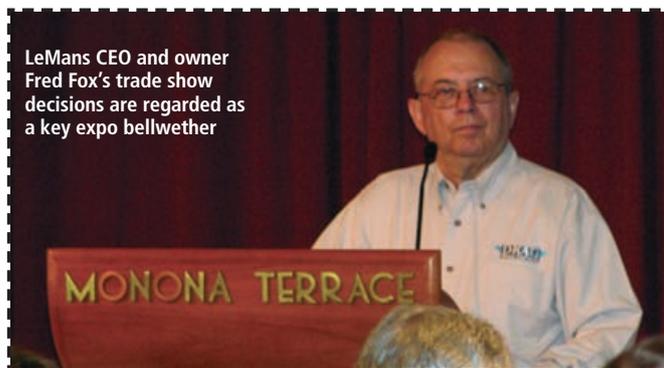
LeMans Corporation, the parent company of Drag Specialties and Parts Unlimited, has announced that it is pulling out of Advanstar's Dealer Expo at Indianapolis in February next year, citing low dealer attendance at the show as their primary reason.

Le Mans is the largest aftermarket parts and accessory (and apparel) distributor in the world, and the loss of such a high profile vendor will be a blow to the event's prestige.

Speaking to US industry magazine Powersports Business in July, VP Sales Greg Blackwell is quoted as blaming the "lack of dealer attendance" at 'Indy', and saying "we felt we couldn't justify the cost to participate for the amount of dealers we were seeing, so we have pulled out".

The company has a history of operating its own series of Dealer Showcase events around the US, in addition to trade show and race event attendance.

Blackwell stated that the company will instead add two more regional Dealer Showcase events near two of



LeMans CEO and owner Fred Fox's trade show decisions are regarded as a key expo bellwether

its distribution centres.

The company already stages an annual event near its headquarters warehouse at Madison, Wisconsin, every August, and at its huge Reno, Nevada, warehouse in March.

The new events will respectively serve their West Coast dealers, at the Anaheim Convention Center, California, (March 23-24, 2013) and their East Coast dealers at Valley Forge, Pa., (April 6-7, 2013).

"Our plan is to feature a Reno-style showcase at each event, with about 200 vendor booths," Blackwell said.

"We're excited about both locations and think they're going to be awesome for the dealers."

The decision to abandon the 'Indy' Dealer Expo comes at a time when its owner Advanstar is under increasing pressure from the new American International Motorcycle Expo, planned for Orlando, Florida, in October next year. AIME is set to be a 'combination' event with Dealer/Trade as well as consumer attendance days (much like AMD's own Big Bike Europe in May next year), albeit with an expected focus on OEs.

Advanstar recently announced that it was to stage one of its own Progressive International Motorcycle Show consumer event series alongside the 'Indy' Dealer Expo, raising fears in some quarters of the US powersports industry that the dealer/trade focus at 'Indy' is set to be diluted.



ELECTRIC scooter and motorcycle manufacturer Zero Motorcycles has been inducted into the "Made In USA" Hall of Fame, joining no less than Harley-Davidson as only the second United States based motorcycle manufacturer to be recognized by the Made in the USA Foundation. The company received the award in a ceremony in July that also saw the likes of Google, Facebook, Chrysler, Ford, and Masterlock similarly recognized for their contributions to the domestic US economy. Receiving the award from Foundation chairman Joel Joseph, Zero Global marketing VP Scott Harden said that Zero

"is dedicated to not only creating the best electric motorcycles on the market, but also to supporting the local

community by providing good paying manufacturing jobs. Our bikes are 100 percent designed, engineered and assembled in

the United States." As its name suggests, the Made in the USA Foundation works to promote United States based manufacturing and judges nominees for its Hall of Fame awards on "quality, competitiveness, and impact" with a focus on breakthroughs in technology, a new product, or exceptional designs. Zero Motorcycles say they employ more than 75 engineers, designers, manufacturing personnel and corporate representatives in the United States with a new manufacturing facility strategically located near Santa Cruz, California.



www.zeromotorcycles.com

CALIFORNIA Scooter Company (CSC) has had its motorcycles approved for sale in Canada. The 150cc, American-built bikes take their styling cues from the Mustang motorcycle, a comparably-sized bike manufactured in California between 1946 and 1963. "We're very pleased that Transport Canada has approved our motorcycles in Canada," said Steve Seidner, President and CEO of California Scooter

Company. "In addition to the United States, you can now purchase CSC Motorcycles in Australia, Japan, Lebanon and Cyprus. As an American manufacturer, it feels great to be providing US jobs while exporting our great motorcycles to other countries. CSC bikes are popular here in the United States, and we are expanding the excitement to other countries as well."



www.californiascooterco.com

INDIAN Motorcycle Company, now a part of Polaris Industries, has launched the Chief Vintage Limited Edition as a 2013 year model.

Just 35 of the latest Indian models will be built, featuring a Pearl White and Thunder Black two-tone paint scheme and chrome accents, including chrome highway

pegs and a chrome arrow-style shift rod. A quick detach passenger backrest and luggage rack are fitted as standard. Along with the limited

edition, Indian will continue to produce the Chief Vintage in Indian Red, Indian Red and Ivory Cream, and Willow Green and Ivory Cream. The Classic will reappear in Solid Thunder Black and Solid Indian Red; and the Dark Horse will be available in Thunder Black Smoke. Shipping was to begin in August 2012. "Indian Motorcycle's place in American history is undeniable," said Steve Menneto, Vice President of Motorcycles for Polaris, parent company of Indian Motorcycle Company. "Indian's legend was built not only on a dedication to innovation, but also on a dedication to its riders, an understanding that the brand was never bigger than those riding Indian bikes. We're embracing that commitment to make riders proud to ride an Indian."



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Pingel kickstands for lowered FL models



PINGEL has created two kickstand options for use on FL bikes that have had the suspension lowered to aid handling. The two options are for bikes with a 1in lowered front and rear, or one for 2in lowered front and 1in lowered rear.

The replacement kickstands are handmade in the USA from tig-welded steel and hand-polished and chrome plated. Designed to fit on the stock mount, they accept the stock spring. Unlike the stock H-D kickstand, the Pingel models have a large surface foot pad contact area to better support the bike on the ground. The kick tab is also easily accessible for use with stock and oversized primary covers.

PINGEL ENTERPRISE
Adams, Wisconsin, USA
Tel: 608 339 7999
info@pingelonline.com
www.pingelonline.com

Avon grips now heated

AVON Grips has put into production a new line of heated grips for Harley Davidson fitment, having previously been manufacturing heated grips for the metric cruisers for several years.

In order to produce the H-D compatible heated grips, Avon has worked with Symtec, manufacturer of the popular 'Heat Demon' heaters. "Symtec has a very good reputation in the heater business, and we were looking for a reputable source for our grip heaters," said Dave Kelly of Avon Grips.

The Heat Demons are inserted into the grip during the assembly process, and are said to put the heat in the palms of the rider's hands. The controller (available in chrome or black) has four heat settings indicated by small LED lights.

AVON GRIPS
Kingwood, Texas, USA
Tel: 281 358 6738
debbie@avongrips.com
www.avongrips.com



Barnett 'Low Profile' lock-up pressure plate

THE latest release from Barnett is its new 'Low Profile' lock-up pressure plate for '98 - '12 Harley-Davidson Big Twins. It has been designed to fit under stock or aftermarket primary and derby covers and is said to increase the capacity of the stock clutch while keeping lever effort to a minimum. The increased capacity is due to the use of stainless steel weighted arms that progressively increase pressure to the clutch as RPMs increase. Three different sets of six coil springs (light, medium, heavy) are included for a variety of spring pressure options. The coil spring design also provides smoother



shifting and a more linear engagement compared to a diaphragm type spring, the company says. Installation is bolt on with no modifications required. Cable-actuated and hydraulic versions are available.

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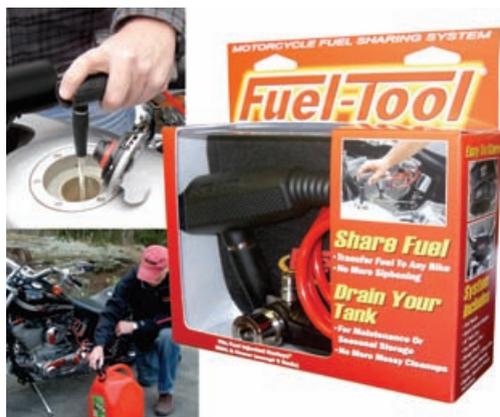
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New product options at Zodiac

ZODIAC continues to grow the range of products it distributes with the introduction of the **Fuel-Tool**, which has been created to make it easy to siphon fuel from a Harley's gas tank to another bike or a jerry can. The Fuel-Tool fuel sharing system connects to the fuel tank of any 2001 and later fuel injected H-D, except the V-Rod. The Fuel-Tool can also be used to drain tanks. The system features automatic, self-locking quick connectors and it connects to the factory installed 'Quick Connect' on the left side of the gas tank. The Fuel-Tool comes with carry case and complete instructions.



Now in stock at Zodiac is the range of **ThunderMax fuel injection controllers**. The ThunderMax is claimed to be the most powerful, self-tuning fuel management system designed specifically for fuel-injected Harley-Davidson motorcycles. The latest version is the ThunderMax EFI system with AutoTune. The AutoTune function of the ThunderMax continually tunes the fuel injection. It is a wide-band, closed loop system and once installed will fine-tune the base map to the riding conditions automatically every time the bike is used.

The ThunderMax is claimed to provide easier starting, smoother running, improved throttle response, and increased performance.

Versions of the ThunderMax are available from Zodiac to fit '07 to present XL Sportsters, '08 to present XR 1200 models, '02 to present V-Rods, '01



to present Twin Cam Softails including the Softail Rocker, '04 to present Twin Cam Dyna models and '02 to present FLH and FLT series Touring models.

Vee Rubber tires now being offered by Zodiac have E-approval and are available in most popular sizes for Harley-Davidsons as well as extra wide and large diameter sizes for use on custom bikes, such as 23in and 26in front tires or 20in and 21in rear tires. The VRM302F thread pattern is specifically designed for use as a front tire, where the VRM302R pattern is intended for use as a rear tire. A limited number of sizes are also available with a wide white wall. All Vee Rubber tires are tubeless, but can be used as tube type tire, too. Vee Rubber tires are E and DOT approved, with the exception of the 200/50R18 rear tires. These are DOT approved, E-approval is in progress at the time of going to print.

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(from US dial 011 39)
sales@zodiac.nl
www.zodiac.nl



Perewitz sequential LED flashers

PEREWITZ has created a sequential directional flasher package for use on Bagger and other machines with a fairing. The sequential lighting kit consists of three individual LED lights. To mount the kit the user decides where to place the three LEDs and then drill a 3/8in hole for each and silicone them in place from the back side. The three LED lights are wired together as one unit with one lead and a sequential module built in.

To simplify installation on all models, Perewitz recommends using its optional

Badland's flasher unit. The sequential lights are available in red or amber.



PEREWITZ CYCLE FABRICATION
 Bridgewater, Massachusetts, USA
 Tel: 508 697 3595
info@perewitz.com
www.perewitz.com



Red Shift 525 Cams

ZIPPER'S Performance claim its new Red Shift 525 cams, for use in 07 onward Twin Cam applications, can provide increased hp and a substantial increase in early torque delivery.

Most suited to use in 96ci and 103ci Touring models, Zipper's say the new cam was developed to deliver immediate passing power in 6th gear at 60-65mph and claim that the Red Shift 525 cams are the industry's most powerful bolt-in cams for engines with unmodified heads.



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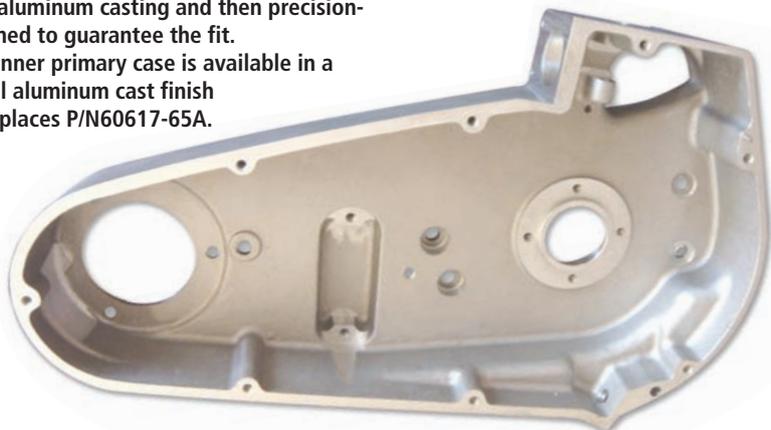


STD inner primary



STD Development, now a division of SPYKE, INC., has released a new inner primary case. Developed to be a direct bolt-on to '65 - '69 Big Twin engines which are equipped with a generator and electric starter, the new primary case is made from a 355 aluminum casting and then precision-machined to guarantee the fit. STD's inner primary case is available in a natural aluminum cast finish and replaces P/N60617-65A.

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O2 sensor extension cable

MAG Europe has a 6in extension cable available for use on '10 - '12 Sportster models and all other H-D models that use 18mm O2 sensors.

The extension features easy fit connectors to provide slack for any exhaust system, an example being a Sportster fitted with the Competition Series 2-into-1 exhaust.



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Trinity air cleaners

PAUL Jr. Designs has once again worked with Renegade Wheels to bring to market the Trinity air cleaner.

The new Trinity air cleaner kits features a CNC machined billet aluminum face plate, an oil free filtration element, internal crankcase breathers and installation hardware. The machined faceplates can be

ordered in a variety of finishes, including the chrome, hand-polished and Phantom Cut finished to match Renegade Wheel designs.

The filter element used in the air cleaners is claimed to provide an air flow increase of up to 20 percent with resulting increases in horsepower and overall engine performance.

Available options include rain socks, black mesh screen kits and a Mikuni carb adapter.

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Akrapovic Fat Boy slip-ons in black

AKRAPOVIC launched its first slip-on mufflers for the '07 – '12 Softail Fat Boy and Fat Boy Lo in 2011 in a chrome finish. The company has now introduced a second option.

Friedrich Thomas, Akrapovic Product Manager, says: "The demand for black silencers for the Softail range took us by surprise. But because Akrapovic aims to please in every area with its product design and application, it was logical to produce

these new silencers to run alongside the existing and successful chromed silencers." The new black slip-ons are manufactured from stainless steel, which is hydroformed to give the unique shape. The black coating on the mufflers is silicone-based with epoxy, acrylic and polyester stabilizers, combined with appropriate hardeners in order to achieve desired coating stability. The coating is cured at 200-230 degrees Celsius and is resistant to color and gloss

fade for over 500hrs at temperatures up to 350 degrees Celsius – and stable even up to 550 degrees Celsius.

Once installed the slip-ons are said to offer a performance gain of +2hp at 5,100rpm, and a 2.4ft lb increase in torque at 3,035rpm.

The new silencers also have the ability to accept an optional sound-level valve. This valve is operated by remote cable-function switch, which can be positioned in an easy access area to the side of the bike. For markets that demand EC Type approval, an optional catalyser is also available to make the slip-on silencers EC Type approved.



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Supreme Legends' Bagger forwards



SUPREME Legends USA has introduced its latest forward controls – the Reaper Series, 2 & 3 Bagger controls for FLH & FLT models.

The controls, which have been designed to complement the company's Signature Series floorboards, feature a new oversized peg, 1in extended length on all arms and three-position adjustability on the brake pedal.

Machined from American billet aluminum, and available in chrome or Supreme's Bright Dip black anodized finishes, they are supplied with an 18 month warranty.



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Sena SMH5 Bluetooth headsets

RELEASED in early 2012 the SMH5 is the budget conscious Bluetooth communications system from Sena Technologies.

The SMH5 gives users the opportunity to connect a mobile phone, mp3 audio and GPS navigation through Bluetooth, and to another rider or passenger via intercom. An additional feature of the system is that users have the option of a boom microphone or wired microphone. The wired option is suited to full-face helmet wearers, while the boom microphone works best for riders wearing modular or other open face helmets.

"Everything we make comes out of a desire to provide a better experience for our

customers," said Tae Kim, President and CEO of Sena Technologies. "The option to purchase the SMH5 with a wired microphone gives users one more way to customize their riding experience to exactly what works for them."

Users can hold conversations with another motorcyclist or a passenger via the SMH5's two-way, multi-pair Bluetooth intercom system up to a distance of ¼-mile on the open road.

All of the operations on the SMH5 can be done while wearing gloves due to the single button and dial controls on the communicator body.

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RST Black Dog

RST has rebuilt a Night Rod in order to showcase the range of parts it has in production for the Harley-Davidson V-Rod.

At the front of the bike, the stock forks have been changed for RST's own Fat-Glide inverted forks and matching triple trees. Atop the forks are a one-off set of bars and at the other end Cult design wheels with a matching brake rotor and a RST caliper.

At the rear of the bike suspension is taken care of by air shocks that allow the bike to be raised or lowered as desired. To allow for the over-sized wheel the swingarm has been widened. To provide further space for the wide rear tire, a custom fender and seat have been installed, and to match these, the gas tank has been reworked too.

Finishing components on the now blacked-out V-Rod include RST production controls, brake lines, license plate holder and exhaust.



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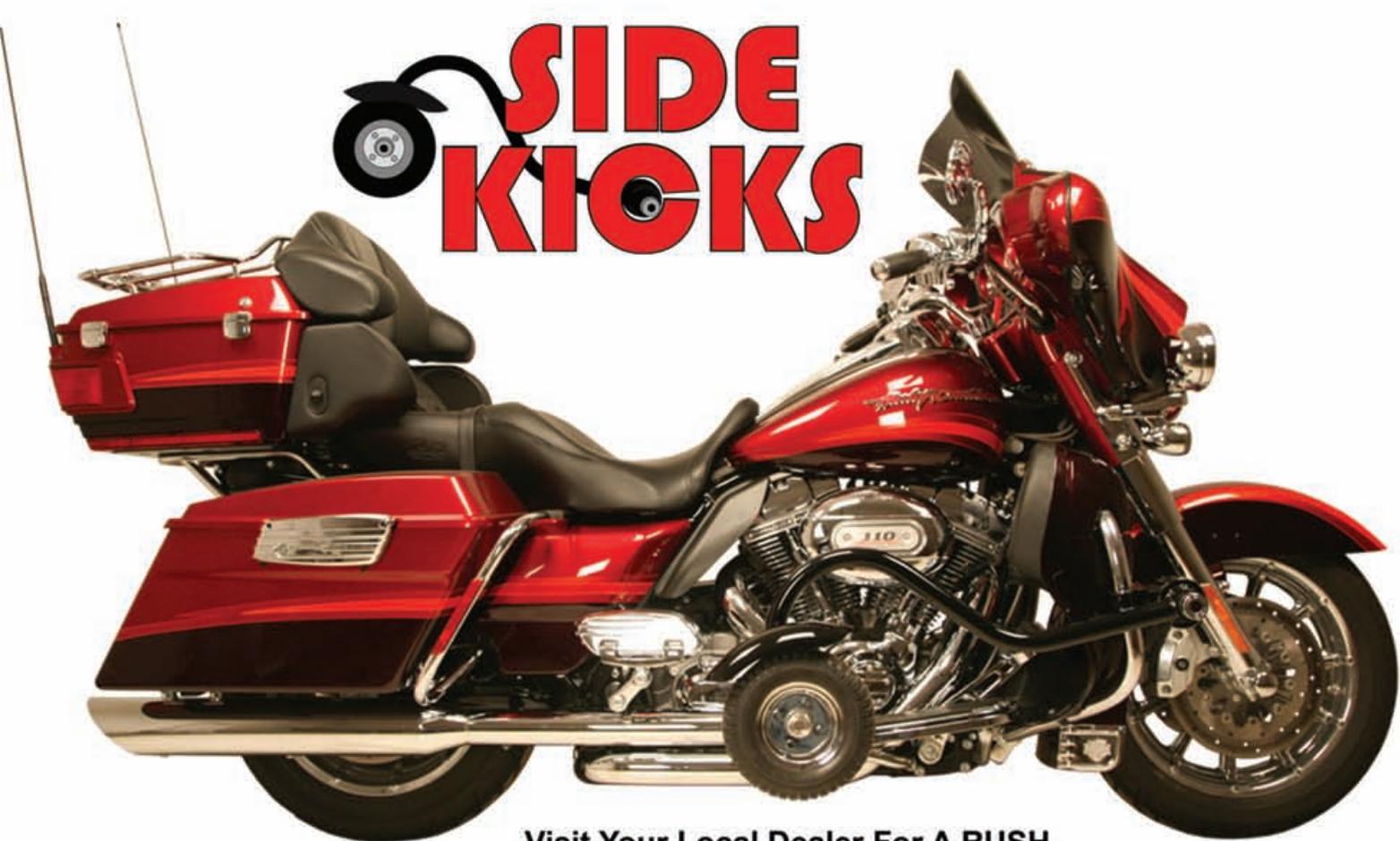
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Warbird kit now available for Dyna Glides

CORBIN has followed-up the release of its redesigned Warbird kit for the FXR with the launch of a version for the Dyna Glide.

The components of the Warbird, while available to purchase separately, are designed to work together for a unified look. The Dyna Glide kit includes of a Warbird fairing, chin spoiler, tail section and custom saddle.

The Warbird fairing takes its lines from the tank and carries them through to the front of the machine. The frame mounted design installs independently of the forks and sculpts to the shape of the OEM tank. Once installed, the fairing stays straight regardless of the handlebar direction. All mounting hardware and instructions are included.

A large duct is built into the design of the chin spoiler to allow for proper engine cooling. It is offered in ABS ready for paint or for a little extra pre-painted in gloss black and ready for installation right out of the box.

The Warbird tail section is designed to replace the fender and inner fender as a single unit. It includes an integrated license



plate frame that is frenched, in and inside the tail is a hideaway for small items, which has been lined to keep them safe and secure.

Designed to work specifically with the Warbird tail section, the Warbird saddle is made using high density comfort cell foam and covered with leather in a choice of colors and styles, including custom stitch patterns and Warbird logo embroidery.

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Fenders and exhausts from Paughco

PAUGHCO has extended its product range to include 'skirted' rear fenders for Baggers. Designed for '09 – '12 FLHX Street Glide, FLTR Road Glide and FLHR Road King models, the fenders incorporate built-in full length filler side panels that cover strut and saddlebag gaps. Made from steel, they are available in a choice of smooth or ribbed styles and with or without cut-out and license frame. The cut-out model is supplied with a chrome full function LED for signals, running and brake lights.

A second new fender option from Paughco is its line of trike fender kits. Available for both US and imported axle applications, the American made steel fenders measure 8½in wide with an overall length of 42in. Custom brackets clamp to the axle tube housing and the fenders attach to the brackets with button head screws, or can be welded in place and smoothed. Sold in sets, the fenders have been designed to work with 195/65R 15 tires only and are available in raw steel or black powder coat.

The 'Build Your Own' custom pipe kits from Paughco include all the pieces needed to custom fabricate a 1¾in exhaust system. The kits are made up of a combination of bends, straight pieces and flanges for most of all popular models and available for Iron Sportsters, Pans, Shovelhead and STD heads,



Trike fenders



Megaphone slip-on mufflers

EVO Big Twin, late Sportsters and Twin Cam machines.

Once a custom exhaust system has been constructed it can be finished off with a slash-cut megaphone slip-on. A new introduction from Paughco, the slip-on mufflers were originally designed for Dressers but can be adapted to many applications using 1¾in head pipes. Each megaphone is 29in long and measure 3¾in diameter at the tip. They are fitted with steel baffles and finished in chrome. Each muffler is fitted with a single dual hole mounting bracket for easy installation.



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Running boards for Vortex trikes



MOTOR Trike has released a new running board package for the Vortex, its Victory-based trike conversion. The Vortex Trax boards feature a patented 'step and walk on' design, and optional auxiliary fog lights are also available. Color matched paint is also an option on the Trax.



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Rivera Primo lighting options

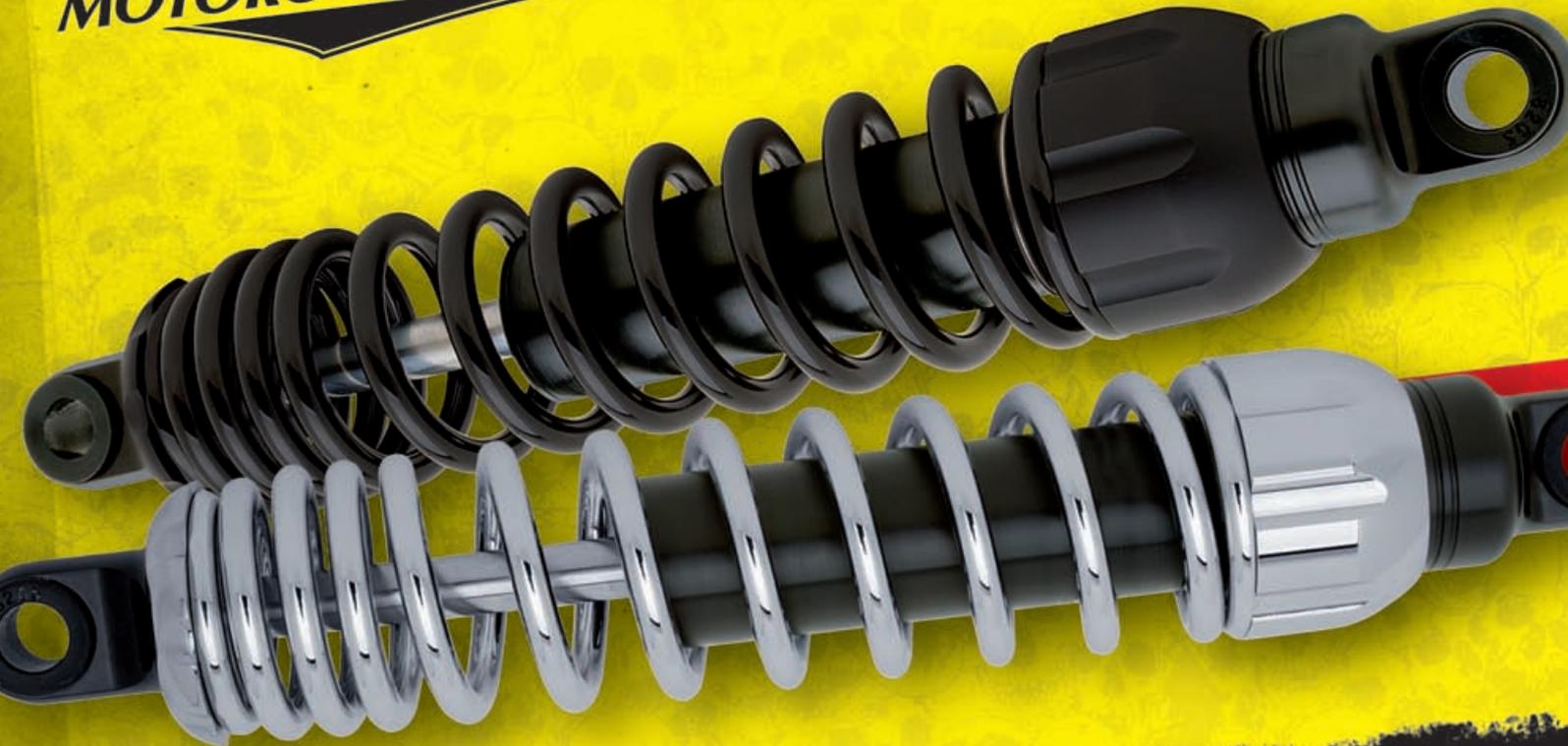
IN 2009 Rivera Primo offered the motorcycle lighting market the Mighty Magnum and Mini Magnum headlamps, which combined halogen bulbs with LEDs and the RFB HID that used both LEDs and a HID bulb. Now the company has created another lighting option – the Alien Black headlamp.

The Alien Black utilizes the same body as the Rivera Primo RFB HID, but houses a less expensive 55/60W halogen light. However, the LED fitted bezel is retained with a choice of gloss or matt black



Alien Black

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powder coat rather than the previously used chrome.

Rivera Primo has further continued the expansion of its lighting line with the creation of the Flamethrower Max, which takes the chrome body and halogen light of the original Mighty Max and then adds an amber halo into the halogen.



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Flamethrower Max

Principia dynamometers from Bazzaz Performance

BAZZAZ, a company which has built its reputation on the production of engine management systems, has expanded into the construction of a full line of motorcycle, kart and ATV dynamometers under the Bazzaz Principia name.

The data logging and processing on the Bazzaz Principia dynamometers is claimed to be unlike anything in the US market due to its intelligent ignition pick-up, a chrome-on-glass encoder, and dynamic load control with self-tuning of control loop. Principia's connection is fiber optic for high EMI immunity and 10 times more bandwidth than typical serial.

The software running on the dynamometer offers user-friendly commands that are said to reduce training and operating time with linear, step and new testing methods such as 'Speed Squared' for wind-drag simulation. Bazzaz Principia dynamometers are available

in a range of models with single or dual rollers to accommodate motorcycles, karts and ATVs. Models are available as load control versions with an eddy-brake or inertia-only versions. Numerous upgrades are available including gas loading ramps and a complete 160mph ram-air simulation kit.

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Drag Specialties increases product range

ALONGSIDE its extensive range of custom and aftermarket parts and accessories, Drag Specialties offers a line of OEM replacement parts. Among those is its kickstarter rebuild kit, which contains everything required for a complete kickstarter rebuild and includes shaft, gears, bushings, seals, O-rings, gaskets and other internal components. Kit applies to many years and engines including '36 - '84 Big Twins with four-speed transmission.



The kickstart rebuilt kit from Drag Specialties is available for many applications including '36 - '84 Big Twins with four-speed transmission

A long-term collaborator with Drag Specialties, Don Hotop has now moved beyond parts and on to tool design with the introduction of the Drag Specialties/Hotop Designs battery lift tool. It has been designed to work on Touring models and other bikes where the battery is removed vertically. It is said to allow technicians to easily remove and install a battery without the worry of damaging a customer's bike or injuring themselves. This tool grips the battery in the case seam on each end and works on most sealed brands. Use on YIX30L batteries and other similar size batteries



Don Hotop worked with Drag Specialties on the design of the battery lift tool

with approximately 6 $\frac{1}{16}$ in overall length. It is not recommended for use as a battery carrier, and the user should always support the battery weight once it is accessible. The Drag Specialties 4 $\frac{1}{2}$ in, high-power LED spotlight is claimed to provide a power saving of up to 85 percent compared to incandescent and halogen lighting. The thermal dissipation design is said to have twice the efficiency of other lights and last up to 35,000 hours. Each light is contained in a chromed steel housing with a $\frac{3}{16}$ in-16 mounting stud. All spotlights are SAE approved and sold individually.



The 'Slotted' wide blade levers from Drag Specialties are die-cast in aluminum

Also being retailed as an own brand part is the 'Slotted' wide blade lever set from Drag Specialties. Constructed from die-cast aluminum, the slots are then CNC machined. Each set includes anti-rattle clips and clutch lever pivot bushings for smooth operation. Available in chrome and matt black finish, the levers fit '04 - '12 XL models.



A power savings of up to 85 percent compared to incandescent and halogen lighting is claimed for LED spotlights



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Arlen Ness billet wheels

THE Arlen Ness product line includes the Ness-Tech range of billet wheels. Each Ness design is tested extensively using computer simulated stress analysis and a series of rigorous physical tests to ensure optimum performance.

Among the range is the 10-Gauge wheel that ranges in sizes from 16in to 26in. Each wheel is supplied with everything needed for easy bolt-on installation, and matching floating rotors and pulleys are also available.

A second wheel choice from the Ness range of billet wheels is the Blitz, which features

eight split spokes and is offered in the same size options as the 10-Gauge. For use on most H-D models, available in chrome or black anodize finish.

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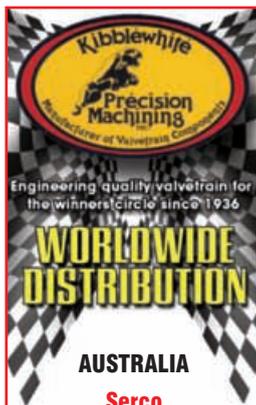
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SuperTrapp adds Jardine accessory program

FOLLOWING their acquisitions of the Jaybrake product line and the Fluidyne (FPS Racing) radiators and oil coolers programs, Cleveland based exhaust specialist SuperTrapp continues to blaze a diversification trail with the purchase of the Jardine Performance Products line from Summit Industries in California.

Best known for exhausts and accessories such as highway bars, forward controls, backrests and

luggage racks for the Harley-Davidson aftermarket and metric cruiser, sportbike and off-road markets, Jardine's Rick May will continue to be a part of the Jardine program management team for a transitional period.

Commenting on the deal SuperTrapp Industries President Kevin Berger told AMD Magazine "this is another program with a great fit for us, both in terms of our manufacturing

capabilities and continuing to expand our offer. The Jardine product line brings synergies and diversification to SuperTrapp. We are excited about the opportunities it represents and believe the combined resources of our brands will bring great benefit to our customers and to the marketplace".

Summit Industries retains its automotive product lines, including the noted Doug Thorley Headers program.



www.supertrapp.com
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Harley kicks-off 110th anniversary celebrations, announces US and European events

HARLEY-Davidson kicked-off its 110th Anniversary celebrations in August with two rides, on opposite sides of the world, that gave the company an opportunity for a social media blitz to reach its fast growing new consumer markets. Two groups of riders set off on very different journeys - one, a group of riders who had never been to the Sturgis Motorcycle Rally before (itself a telling 'spot' by the 'Milwaukee Marketeers') rode through South Dakota's Badlands en route to the Black Hills Motor Classic (as Harley chose to

reference it in their media release); the other being a ride led by Harley-Davidson Senior VP and Chief Marketing Officer Mark-Hans Richer and H-D Asia Pacific Managing Director Dave Foley across the Tibetan Plateau in western China. Participants of both rides were able to "tell their stories of discovery and exploration in real time through social media" on Harley's new 100th Anniversary Experience website - www.h-d.com/110 - a site that will be "powered by content from official Harley-Davidson anniversary celebrations as well

as fans from around the world". Since his arrival from Pontiac, Richer has been point-man for Harley's "outreach" marketing programs, contributing much to the thinking that has seen the company able to dramatically add young and 'minority' riders to a market share that prospered through the downturn. Richer was the man behind Harley's appointment of a new ad agency, Victors & Spoils, and the first fruits of their 'crowdsourced' ideas hunt, the now iconic "No Cages" ad concept that announced Harley's new found embrace of late model factory platform customization. Harley's domestic US 100th Anniversary events program began at the Harley-Davidson Museum's Bike Night in Milwaukee on August 30th, at which they also gave a public debut to the 2013 model range following the Milwaukee based Dealer Convention ten days



Harley CMO Mark-Hans Richer led Harley's 110th anniversary charge to freedom across the Tibetan Plateau in Western China in August

earlier, and internationally at their European Bike Week the following weekend at Faaker See in Austria - both events featured an AMD World Championship program affiliate custom bike competition that included Modified Harley-Davidson as well as FreeStyle classes. The anniversary program will reach a crescendo next year with official anniversary celebrations in Rome, Italy, June 13-16 2013, and in Milwaukee August 29 to September 1st.

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