

AMDTM

AMERICAN MOTORCYCLE DEALER

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

Big Bike Europe exhibitors to be World Championship Partners in re-built sponsorship scheme

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ROAD TRIP

FOLLOWING the decision to move the AMD World Championship of Custom Bike Building to the BIG BIKE EUROPE expo at Essen in Germany (May 2013), AMD is announcing a re-build of the World Championship 'Official Partner' sponsorship scheme.

From now on all vendors who qualify to be BIG BIKE EUROPE exhibitors will be able to use the special edition World Championship 'Official Partner' logo, and associate themselves with the profile and aims of the AMD World Championship. There will no longer be a specific separate fee structure charged for sponsorship.

The original intention, when the BBE expo was announced in August 2011, was that BIG BIKE EUROPE would host the AMD European Championship of Custom Bike Building.

As a result of market reaction to the BBE concept, the decision was taken a year later to move the World Championship itself from the Sturgis Motorcycle Rally to BBE in Europe. Since then AMD has been waiting for the 2012 sponsorship year cycle to run its course in order to be able to announce this new sponsorship structure.

"Some 25 percent or so of the booth

fees that exhibitors are paying at Essen are, in effect, helping to pay for World Championship staging costs", said AMD, World Championship and BBE owner Robin Bradley.

"The AMD World Championship of Custom Bike Building is the 'ace up the sleeve' in terms of guaranteeing dealer and rider attendance at BIG BIKE EUROPE on a moving forward basis, so this was always going to be a logical evolution of the sponsorship program.

"The original intention behind the Partner program, when it was introduced in 2007, was to make the opportunity to benefit from association with the World Championship available to a wider number of vendors than the typical approach of leveraging the budgets of one sponsor alone", explained Bradley.

"In hindsight this was an even smarter move than even we realized as market conditions since have made it very difficult for all but a small number of vendors to be able to invest the kind of sponsorship budgets that the Championship program has required.

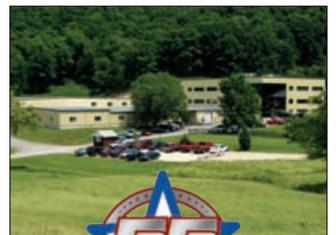
"When we moved the World Championship downtown onto Lazelle Street in Sturgis, the original vision was to make it available to vendors to exhibit and benefit from the

traffic that the exceptional standard of custom bikes seen at the World Championship generates.

"Creating BIG BIKE EUROPE has reinstated that opportunity for vendors, and this new sponsorship plan takes the principle of 'spreading the love' to another level - one that recognizes the budget realities of the times in which we live, but one that also recognizes the reality of how BBE exhibitor monies are being spent.

"While it is difficult to be precise at this stage, the required competition space alone determines that some 20 to 25 percent of booth fees are, in effect, going towards World Championship staging costs. In a very real sense everyone who exhibits at BIG BIKE EUROPE is helping to make the World Championship possible - no matter how modest their booth," Bradley went on to say.

The plan is to evaluate the opportunities for a Premium level of exhibitor benefit, on a moving forward basis, once the first BBE/World Championship has been staged in May. In the future it is expected that additional Championship class and exhibitor product line specific sponsorship opportunities will be available.



PRODUCTS



After winning the Modified Harley class at the 2011 World Championship of Custom Bike Building, Abnormal Cycles returned in 2012 and took third place in the Freestyle class with Speed Demon. See pages 63-64...



Zach Ness' Blown Bagger



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Road Trip: S&S Cycle Inc

19-26

In the first of a series of business case studies AMD publisher met with S&S Cycle's President Steve Iggen to discuss how the company dealt with the impact that the downturn had on their business, and the directions he is taking to move the company forward



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

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MOTORCYCLE STOREHOUSE

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Custom Build: 'Blown Bagger' by Zach Ness

59-61

Do custom baggers get any nicer than this? Zach Ness again shows his credentials as 3rd generation custom bike designer worthy of his illustrious heritage



World Champs: 'Speed Demon' by Abnormal Cycles

63-64

Abnormal Cycles, of Milan, Italy, followed up their 2011 Modified Harley World Championship win with 3rd place in the FreeStyle class at Sturgis in 2012 with 'Speed Demon'



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US vendors report 'busy-ness' while custom market is Europe's beacon of light

G OING into the V-Twin Expo at Cincinnati, vendor reports reaching AMD suggest that there is "busy-ness" afoot, but at this early stage it inevitably raises more questions than answers.

Is the fact that many small to medium sized parts and accessory manufacturers are reporting that they are "busier than ever" a reflection of reduced headcounts, and how far into the season will it sustain? Will it convert into any kind of actual growth, or will it simply be a short duration riding season related spike?

Unsurprisingly the Custom Bagger/Tourer and performance product markets appear to be the busiest, and with demand for 'staples' also buoyant, it looks like the pattern of the past two or three years is now locked-in.

If you can bolt it on, service the bike with it, or make the bike go better with it, then it can sell, and above all, if you can do any of those things with it at low or at least reasonable cost, then it can sell - albeit in most cases still at much reduced numbers, overall, than before.

Regardless of current market size, the good news is that this hallmarks the kind of market stability and sustainability that has been the holy grail we have all been searching for. That after a couple of false dawns we may indeed now be about to enjoy a second consecutive year in which, overall, market revenues are going to be no worse, and generally speaking those vendors who are in the right parts of the market are going to see some modest single digit growth.

In the United States consumer confidence is returning, no doubt about that; though it is a rather different story in Europe.

While the Harley-Davidson aftermarket and custom v-twin parts and accessory industry in Europe is doing 'okay-ish', the 'metric' liquid-cooled market is continuing to suffer.

While there are some signs coming out of the European industry trade associations (most notably ACEM in Brussels) that the bottom of that u-curve may be in sight, the market hasn't reached it yet. Europe's mainstream motorcycle industry would appear to be lagging several years behind the US in cycle terms.

While the economic leadership vacuum in Europe continues to be allowed to be filled by fear, big ticket luxury consumer spending will continue to languish. Fact. Regardless of the European market's demographic, licensing and training issues, unemployment across the Euro currency zone as a whole is on the rise again - not just in the famously dysfunctional Greek, Spanish and Italian economies.

Meanwhile, the custom parts and accessories market is the beacon of hope in

Europe. By doing 'okay-ish' it is a raging success story in the wider European motorcycle industry context and taking ownership of a steadily growing percentage of the total value of the European parts and accessories aftermarket.

This is great news for AMD's BIG BIKE EUROPE expo project and the growing number of exhibitors that are backing it. However, assumptions made two years ago about it reflecting the greater degree of air-cooled to liquid-cooled market cross-over that has always been a characteristic of the vendor and dealer community in Europe have been holed below the water-line.

We fully expect that the 'metric' sector will come back, and that eventually it will engage in the BIG BIKE EUROPE project once liquid-cooled large displacement motorcycle sales are growing again in Europe.

However the experience of being on the road at Europe's mainstream shows last Fall and through this winter so far has not been the most motivating!

This column is being written a week before I am due in Brussels to moderate ACEM's annual conference, an industry gathering that will see the great and the good from Europe's trade associations

and OEs coming together for its annual 'State Of The Market' analysis, and while there will be much relief, overall, at the bullet that has been ducked in terms of the anti-tampering regulations that were confirmed late last year, the wider economic issues that the market is having to grapple with will, no doubt, cast a shadow over proceedings.

The only light at the end of the European tunnel, and the one piece of apparent market good news that does appear to be in-play, concerns sales of large displacement motorcycles.

Unlike the United States and elsewhere, the largest number of new sales have, statistically, been among the small cc sectors of the industry.

However, with the one third of the market that are large displacement motorcycles accounting for two thirds of industry revenues (according to ACEM), it would appear that it is in the 'Big Bike' sector that the bottom of the U-curve is approaching fastest.

Unlike in the US it is too early to talk about market stability of sustainable single digit growth yet, but if the trade associations are right, it isn't too far off.

Big Bikes to the rescue in Europe

Robin Bradley
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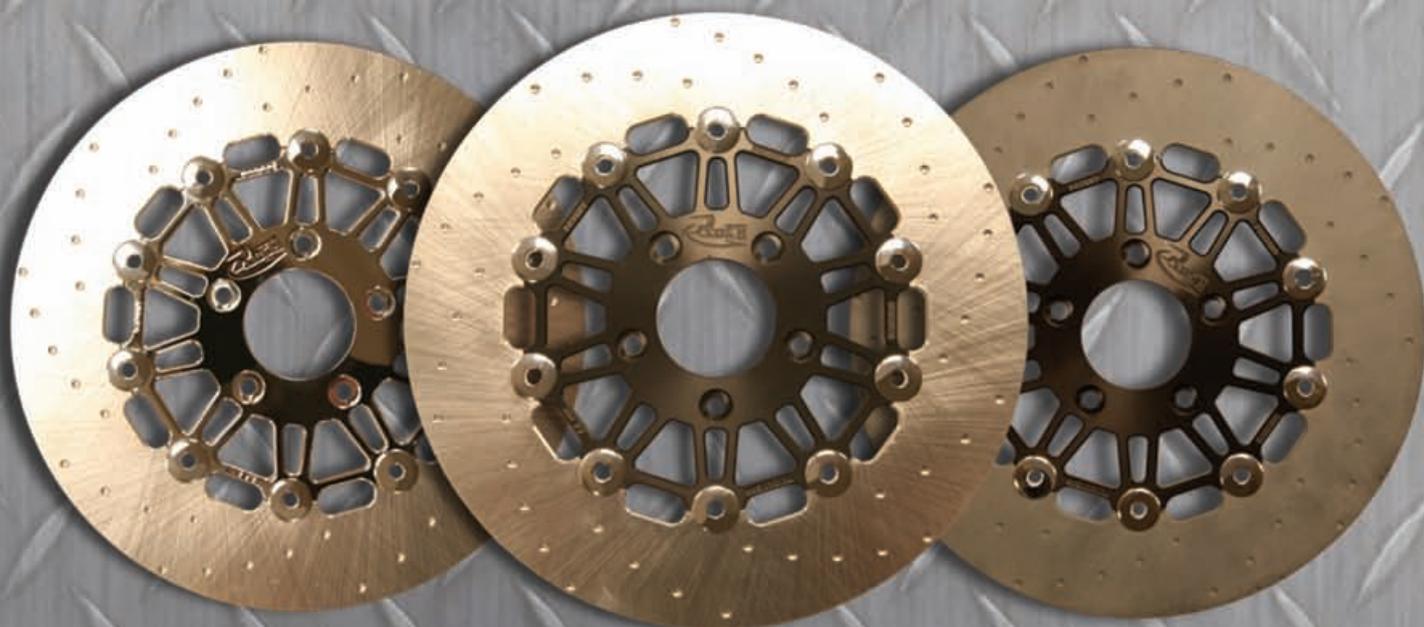


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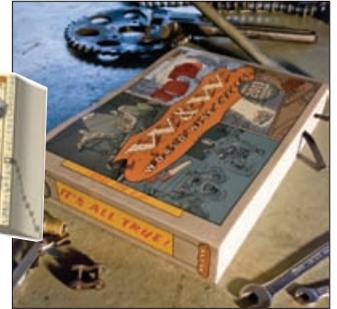
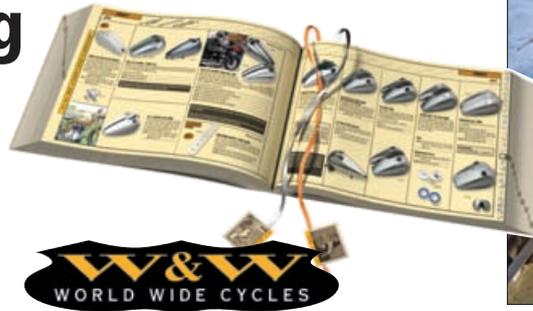
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2013 W&W catalog

GERMAN parts distributor W&W Cycles has released its 2013 catalog.

Available in a choice of English, French, Spanish, Italian and German languages, the 1,000-page publication features 22,319 parts of which 639 are new additions for this year.

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GE Capital provides dealer financing for EBR

GE Capital's Commercial Distribution Finance (CDF) business will be providing inventory financing to Erik Buell Racing LLC (EBR). Based in East Troy, Wisconsin, the motorcycle company was started by Erik Buell in 2009 after Harley-Davidson cancelled the Buell line of bikes. The funds will be used to support the expansion of EBR's dealer network in the US by providing floor plan financing, allowing the dealers to stock, market and sell the Buell designed 1190RS motorcycles. "As we ramp up our production capabilities and introduce other models, it's great to know that we

have a finance company that can support us as we expand," said Erik Buell. "I'm pleased that GE Capital, with its decades of experience in the motorsports industry, continues to support emerging manufacturers like EBR." "We're not just bankers, we're builders," said Sameer Gaur, the commercial leader of CDF's motorsports group. "Across businesses and industries, it's important for us to contribute to the growth of American manufacturers at every stage of their development." www.erikbuellracing.com



Erik Buell has signed a flooring plan with GE Capital to help get his bikes into dealerships

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Free Spirits launch new website

FREE Spirits, the Italian manufacturer of performance parts for H-D, Buell and Triumph bikes, has launched a new website - www.freespirits.it. The new version of the company's site features a new design, new structure and easy access to contents, accessible via simple and intuitive site

navigation. The site, which contains updated information on all their products, alongside news and events, is also mobile phone compatible. When it is viewed through a smartphone or tablet computer, the site will be automatically optimized for those devices.



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Sturgis Motorcycle Museum plans expansion

THE Sturgis Motorcycle Museum & Hall of Fame has released concept drawings of an expanded development. The concept drawings were created by Forefront Design, a Rapid City firm hired by the City of Sturgis, the Sturgis Area Chamber of

Commerce and the Sturgis Economic Development Commission to work on a downtown revitalization effort.

"The drawings are conceptual in nature, but are based on input from the Board of Directors of the Sturgis Motorcycle Museum," said Dave Davis, Museum Board President. "The museum Board is ready to move forward into a feasibility study phase to determine the full scope and time frame for making an expanded museum like the one represented here a reality. We want the community and all the constituents of the museum to understand that we are excited about growing our museum into an iconic



structure that draws visitors to Sturgis on an ongoing basis."

www.sturgismuseum.com



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CUSTOM:ExCeL show in London

OCEAN Events, which organized a UK affiliate round of the World Championship of Custom Bike Building in 2012, is working with UK consumer magazine Motorcycle News (MCN) to promote CUSTOM:ExCeL, which is a custom bike show within the (Carole Nash MCN) London Motorcycle Show 2013.

CUSTOM:ExCeL will be an affiliate round of the World Championship, and in addition Harley-Davidson UK will be sponsoring the Modified Harley class at the competition, which means that the winning Modified Harley builder

will receive £1,250 towards the costs of travel, accommodation and bike transport to compete in the AMD World Championship in Essen, Germany, in May 2013.

Prizes to the value of £2,800 have been donated by Zodiac for the winning and second and third placed show, bike builders in the show which features Freestyle, Modified Harley-Davidson, Old School Chopper and Streetfighter Performance Custom classes. The trophies for these categories have been kindly sponsored and supplied by UK custom bike

magazine 100% Biker.

Among the European builders who have already entered the show are 7Ages Custom, M.C.Cycles, AFB Custom, Sideburn, Hardknock Motorcycles, Rocket Bobs, Cycle Point West, Stinkeys, Pro Street, Essex County Choppers, IngLOURious Basterds, Zeus Customs, Bozzies Custom Bikes and Szajba Garage. Outside of the competition exhibitors participating include Harley-Davidson UK (as part of the Company's 110th Anniversary celebrations), Zodiac, Crazy Horse Custom Cycles, Harrison

Billet, Altamura/BLD, Fat Skeleton, MAG Europe and Great Pictures.

During each day of the show there will be 'Industry Champions and Celebrities' talking about their experiences of custom bike building, riding and influences, plus visitors will get a chance to have a go at custom spray painting.

The Carole Nash MCN London Motorcycle Show featuring CUSTOM:ExCeL is held from 15-17th February 2013.

CUSTOM:ExCeL

www.thecustomshow.com

Final Edition Indian Chief Vintage launched

INDIAN Motorcycle, now part of the Polaris group of companies, has announced the launch of the 2013 Indian Chief Vintage Final Edition, the final version of the Kings Mountain era of Indian Motorcycle.

The bike's launch marks the end of the Kings Mountain era of the Indian Chief, and as such will be available in strictly limited numbers.

This latest version of the Chief features a paint scheme emulating the iconic Indian Chief displayed at the 1939 World Fair in New York. In addition it also comes as standard with auxiliary driving lamps, black leather solo seat with included detachable passenger seat, windshield, black leather saddlebags, chrome grab rail, leather fringe, engine guards, and chrome fender tips.

Powered by the PowerPlus 105ci engine, this 2013 Chief Vintage Final Edition will wear a custom-designed, numbered emblem on the frame to commemorate the

Indian brand's historic achievements.

"We are working hard designing and building the new Indian motorcycle, but we knew it was important to honor and

celebrate the long and proud heritage of Indian Motorcycle, and the Kings Mountain era played a key role in that continuing history," said Steve Menneto, VP of Motorcycles at

Polaris Industries. "When we acquired the Indian Motorcycle brand in 2011, our strategy was to retain the existing design, quality and high level of detail for which Indian Motorcycle has always been known, while making significant detail improvements in order to satisfy the continued demand from Indian Motorcycle dealers. The Final Edition is an acknowledgment of our gratitude to the team at Kings Mountain for sustaining the Indian Motorcycle story and its heritage as America's original motorcycle brand."



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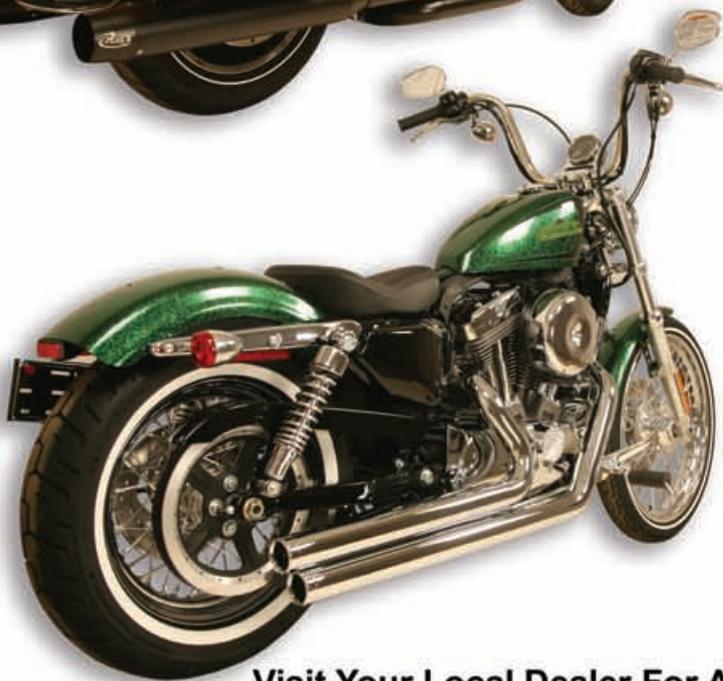


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Daytona Twin Tec training at V-Twin Expo

DAYTONA Twin Tec will be running a training session on its products on Friday February 1st at the Cincinnati Convention Center prior to the V-Twin Expo opening on the Saturday.

The training school, which begins at 3pm, will cover how

to use the company's Twin Scan 2 and Twin Scan 3 plus kit to tune Twin Tuners, Super Tuners, Race Tuners, Direct Link and Master Tuners, and will be

taught by Rob Swartz and Doug Lofgren. Anyone wanting to attend the session on should contact Allen Alvarez allen@daytona-

twintec.com or by phone 386 846 1249 by Monday, January 28th, 2013.

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INDIA BIKE WEEK

INDIA'S largest festival planner, the SEVENTY Event Media Group, together with travel and lifestyle channel FOX Traveller, will be presenting India Bike Week (IBW) 2-3 February 2013 in Goa, India. IBW is being described by the organizers as the first annual festival of bikers, bikes, music and entertainment.

Modeled on the Sturgis motorcycle rally in South Dakota, USA, which attracts over 500,000 bikers every year, India Bike Week is aiming to be the largest gathering of bikers in India's history. This annual event, celebrating biking in India, will bring together about 8,000 fans, including some of India's biggest biking celebrities in Goa.

Martin da Costa, CEO of SEVENTY Event Media Group, says: "We're



loving the idea of creating one of India's biggest ever festivals – this time for the amazing brotherhood that is the bikers of India. India Bike Week is the place to be for hard core bikers, fans of the two-wheeler way of living, travelers and India's many music and festival fans. It's going to be a great party, and we're already working with the hundreds of bike clubs in India, as well as international bikers, brands,



customizers, bike and accessory manufacturers, and musicians to make this an amazing weekend."

Keertan Adyanthaya, MD FOX International Channels, said: "We are proud to present India's first ever biking festival India Bike Week at the biker haven of Goa. The festival will celebrate individuality and freedom,

words which are synonymous with biking and bikers. India Bike Week will personify everything that is close to a biker's heart. We hope to inspire a new generation of bikers and make India Bike Week an annual event for the biker community in India."

www.indiabikeweek.in

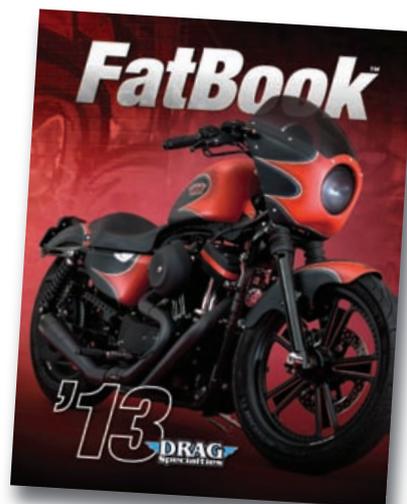
Drag Specialties catalogs published

DRAG Specialties has begun 2013 with the release of three separate catalogs catering for the industry's needs. This year sees the company not only issue the traditional FatBook, but also its OldBook and the new for 2013 Drag Specialties/Parts Unlimited Tire Catalog. The latest edition of the FatBook has seen format changes, which reflect

comments on previous issues from users, and one such example of this is that the previous 'Windshields' section is now called 'Windshields & Fairings'. This is followed up by the new 'Audio & Communication' section, which has been added to reflect the growing popularity of such lines in dealerships. Across the rest of the 1,500

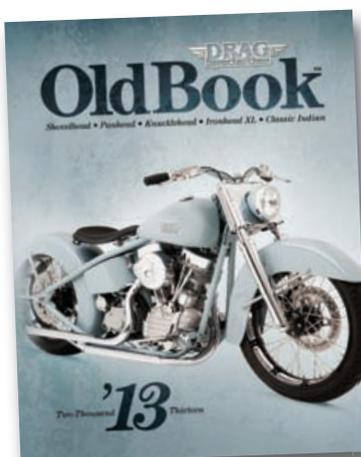
pages of the FatBook there are products and up-to-date information for Evo through Twin Cam models, including expanded selections from names like Python, Saddlemen, Memphis Shades, Vance & Hines, Klock Werks, Covingtons, Carl Brouhard and Revolution Performance amongst others. Old bikes are catered for by the Drag Specialties OldBook, which is for pre-1984 H-D and Classic Indian models.

The 700-page OldBook is organized in an easy-to-use format that features sections specific to Shovelhead, Panhead, Knucklehead, Ironhead XL, Classic Indian and a general section for all-inclusive items. What neither the FatBook nor the OldBook feature, however, is tires. The reason for this is the new for 2013 introduction of the Drag Specialties/Parts Unlimited Tire Catalog with dedicated sections for every



type of riding. The new publication covers all the tires previously listed in the OldBook and FatBook, and the Parts Unlimited Street, Off-Road and ATV/UTV catalogs, along with tire service tools.

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Corbin announces 4th Annual Rider Appreciation Day

FOLLOWING on from the announcement by Hollister City Council of the return of the Fourth of July motorcycle rally for July 5th and 6th, 2013, Corbin has released details of its 4th annual Rider Appreciation Day, which will take place at the same time. Attendees of the 2013 Hollister Rally can expect motorcycle-only parking in downtown Hollister with side streets devoted to a variety of rally vendors. Two large entertainment areas will offer

live entertainment and beer gardens. On Saturday, center lane parking on the main street will be occupied by the official bike show, and motorcycle manufacturers will be in attendance at multiple locations offering demo rides. During the Corbin Rider Appreciation Day, which runs across both the Friday and Saturday, there will be factory tours and a 10 percent discount on all Corbin products throughout. Installation of Corbin products is always free at the Corbin factory and visitors can make an appointment to have a new seat made.



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Zodiac Bikers Book 39th edition



ZODIAC has now published the 39th edition of its Zodiac Bikers Book, the company's 2013/2014 parts catalog.

The latest edition of the Bikers Book is said to contain more parts than ever before and runs to over 29,000 part numbers over 1,584 pages. Among the new products featured are Right Wright Wheels' Fat Daddy 50-spoke wheels, Freedom Performance exhausts, ThunderMax Flitners and camshaft kits, traditionally hand-bronzed and aluminum parts from The Factory, performance parts for Sportster, Big Twin and Twin Cam models from S&S, Jims, Mikuni and others, the complete line of No School Choppers accessories and the full range of Cycle Kraft parts and accessories from Ken's Factory in Japan.

To make it easier to locate specific parts and accessories Zodiac has broken with the tradition of integrating the complete Arlen Ness catalog as a separate chapter in the Zodiac Bikers Book, and for this edition all Arlen Ness parts are spread through the catalog.

As the leading European distributor for Kuryakyn, the company's parts feature in a separate full-color, 260-page catalog from Zodiac.

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The Australian V-Twin market is unique

AUSTRALIA has about the same land mass as the United States, but at twenty million people has only the same population as California. Australia has six states, one of which, Tasmania, is an island, and two territories.

My state of Queensland on the east coast of Australia is about four and a half times larger than Texas and famously, to the North, is a popular tourist destination featuring the Great Barrier Reef and the city of Cairns.

The bulk of the population lives in the south east of the state around Brisbane and the Gold Coast - indeed, 85% of Australia's total population lives on the eastern seaboard.

The country has the world's largest deserts in its center, bigger even than the Sahara, and from the American perspective, just like the UK, we drive and ride on the 'wrong' side of the road!

Most major US fast-food outlets have a presence in Australia, the most notable exceptions being Jack In The Box, Denny's, Taco Bell and Carl's Jr.

Most major US motorcycle magazines and TV shows and some UK publications and TV shows are available in Australia, but for its size of population the country has a high number of its own motorcycle magazines, including three or four specialist Harley-Davidson and custom v-twin titles - the market leader and best known of these being "Heavy Duty."

In recent years, Australia has managed to avoid the worst effects of the global downturn - there have been impacts, but a mining boom and the export of coal and iron ore has kept the Australian economy reasonably healthy.

New Harley-Davidson sales are strong, averaging 6,000 or 7,000 units per year through 46 dealerships, and Victory is making headway in this market with six state Capital City dealerships and one regional city outlet.

There are somewhere between 200-300 aftermarket shops, dealers, engine builders, bike builders and performance tuners and a number of specialty and 'cross-over' parts and accessory importers.

Due to the strong Australian dollar relative to the US dollar, massive numbers of used Harley-Davidsons have been entering the country as grey imports. While the exchange rate is hurting farming and manufacturing exports, for once it is in the importers favor.

Australia has tough motorcycle regulations that have kept radical choppers from being a major part of the road-ridden bike scene.

Compulsory front brakes, limitations on rake and wheelbase, noise controls and controls on some aspects of parts and accessories, such as sharp objects, are enforced with rather too much enthusiasm for the liking of most riders! All states have compulsory helmet laws.

Modified and accessorized bikes are the norm, and just as in the United States and Europe, the most common changes are exhausts and air cleaners, and accessories such as grips, pegs, mirrors, bars, cables, seats, paint, wheels and some power upgrades.

Indeed, performance is a big part of the local market with no EPA laws (yet!) and a major street-class drag race series running in Queensland and New South Wales, lots of Dyno Shootouts, and lots of big inch engines in show bikes.

AMD is pleased to introduce the first in a semi-regular series of news round-ups from the v-twin market in Australia. Industry legend, lifelong rider, former Harley-Davidson man and dealer, importer and racer Neal Bolam is well known both in Australia and the United States. These days Neal runs his own Bolam Family

Motorsports business, providing consultancy marketing, promotions for shows and events and dealer support and training to US-based v-twin industry vendors - notably Neal is S&S Cycle's 'Man In Australia'. This month's report starts with Neal's overview of the Australian motorcycle marketplace.

Words and pictures by Neal Bolam - nealbolam@bigpond.com

Market grows in 2012

TOP 5 by Category - Touring, Jan-Dec 2012

Manufacturer	Model	Total		
		YTD 2012	YTD 2011	%chg
Harley-Davidson	FLSTC	261	248	5.2
Harley-Davidson	FLHR	250	198	26.3
Harley-Davidson	FLHX	164	158	3.8
Harley-Davidson	FLHTCU	133	123	8.1
Honda	GL1800	122	197	-38.1

ALTHOUGH the market is still down some 20,000 units on its peak year of 2008, when sales topped out at 134,279, 2012 saw a 5.4 percent (5,930 units) growth in total motorcycle, ATV and scooter sales in Australia - to 115,488 new units compared to 2011 (according to data released by the FCIA in Australia - the Federal Chamber of Automotive Industries). The road-going motorcycle market continued to be the primary driver of that growth, increasing 12.6 percent to 43,539 for the year. ATV sales were up by 5.1 percent (to 23,570), with offroaders up by 2.5 percent to 37,699.

The only sector to see a softening of sales was scooters, which was down by 8.7 percent to 10,680.

Honda led the road bike market with 8,783 units sold, however, it was the premium European and American brands that showed the most notable growth - such as Aprilia (up 58%), BMW (up 24%), Harley-Davidson (up 22%), Ducati (up 21%) and Moto Guzzi (up 17%).

TOP 5 by Category - Cruisers, Jan-Dec 2012

Manufacturer	Model	Total		
		YTD 2012	YTD 2011	%chg
Yamaha	XVS650	981	813	20.7
Harley-Davidson	FLSTF	770	541	42.3
Harley-Davidson	FXDF	769	459	67.5
Harley-Davidson	FXDWG	598	326	83.4
Harley-Davidson	FXST	596	516	15.5

Yamaha was the leading volume Off-Road producer for 2012 with 11,024 units sold, and Honda headed the ATV sales list with 5,491 units.

Honda also led total sales for 2012, with 26,034 units sold, followed by Yamaha with 20,185 units, Suzuki with 12,463 units and Kawasaki with 10,908.

TOP 5 by Road Bikes - Cruisers, Jan-Dec 2012

Manufacturer	Model	Total		
		YTD 2012	YTD 2011	%chg
Honda	CBR250R	2514	2172	15.7
Honda	CT110X	2145	2227	-3.7
Kawasaki	Ninja 250R	1984	1984	0.0
Honda	CB125E	1398	0	100
Kawasaki	Ninja 300	1066	0	100

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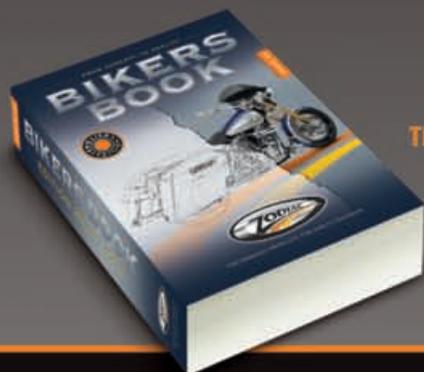
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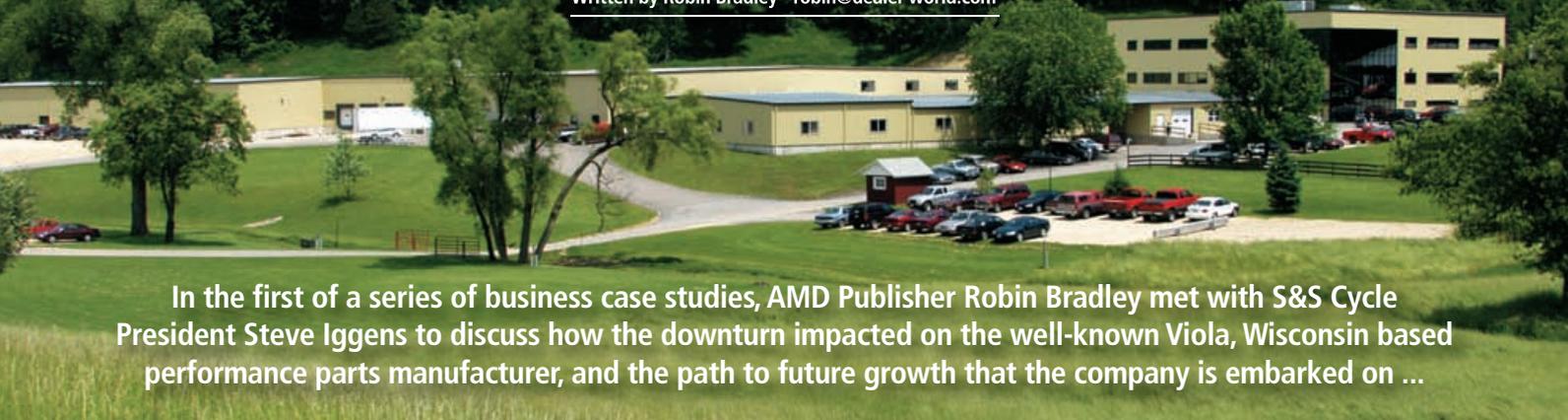
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A performance we should all be proud of

Written by Robin Bradley - robin@dealer-world.com



In the first of a series of business case studies, AMD Publisher Robin Bradley met with S&S Cycle President Steve Iggen to discuss how the downturn impacted on the well-known Viola, Wisconsin based performance parts manufacturer, and the path to future growth that the company is embarked on ...

NOBODY in the Harley-Davidson aftermarket has been immune to the effects of the downturn, but few businesses can have found themselves as potentially exposed to the collapse in the market as S&S Cycle did.

Unquestionably a victim of their own success and status, the circumstances that S&S found itself in during the boom years, many of the initiatives that were taken under the presidency of founder's grandson Brett Smith were smart moves.

The training programs, the re-manufacturing and race departments, the acquisition of additional capacity closer to employee catchment at La Crosse, Wisconsin, the pivotal role played in the EPA endorsed Engine Certification Program, the internet re-seller policy, the launch of the X-Wedge, even the bolt-pattern thinking that the new engine brought with it, can still be argued to have had its place.

However, when the tide went out, the flood of growth that had floated S&S in those directions also left it high and dry above the waterline as the rest of the industry scrambled for buoyancy.

As the custom build market had grown, the demand for complete engines and complete custom bikes saw the aftermarket lose sight of its core competency. S&S found themselves sucked along by currents that took them in directions that could,



Make a diary date for June 21st and 22nd this year at La Crosse, Wisconsin - S&S plan to announce details of a 55th anniversary weekend soon.

potentially, have proved their downfall had it not been for massive and rapid doses of realism, refinement and reinvention.

But who knew? The problem that confronted S&S in the 'Noughties' was that had they stood on the sidelines while the market demanded engines, engines and more engines, others would have gladly filled the void if S&S hadn't embraced the opportunity, exposing it to the risk that their core business could also then have been usurped.

Much of what the company did during the boom years was as defensive as it was proactive.

Just as Harley-Davidson regard themselves as guilty of allowing the custom bike boom to happen, so too S&S ran the potential risk of allowing their position in the industry to have been eaten by 'wannabees', had they not tried to get out in front of the curve, and tried to steer the market towards their own balance sheet.

Built by Roberto Crepaldi's CR&S (Cafe Racers & Superbikes) operation in Milan, Italy, this is the highly-regarded 'Duu' ('Two'), an S&S X-Wedge based muscle bike that, while being built in low volume, is one of the new breed of air-cooled v-twin OE projects that is alive and well





Steve Iggens, President, S&S Cycle

A native of Milwaukee, Wisconsin, this is Steve Iggens' second tour of duty at S&S Cycle, having been hired as CFO by Brett Smith in 2003, leaving in 2006.

A qualified CPA in Wisconsin, and MBA graduate of Marquette University, Milwaukee, Steve is no stranger to S&S, and is also very at home in the family owned manufacturing sector.

"My background is in finance, and I had been in CFO positions for going on 15 years, all of that experience in family owned manufacturing businesses. The industries I'd been in have been varied, from sand-casting and die-casting, to printing and label manufacturing, so the mechanics and operations of a manufacturing business are pretty familiar to me.

"The unique thing about family owned businesses is that the lead family member is usually a CEO, and the business is generally run, in effect, by the CFO. So although this is my first official role as President, this is far from being my first rodeo in terms of operating a manufacturing company for its family owners.

"The new exciting portion of the job for me is the Sales and Marketing to end consumers. All of my previous sales/marketing experiences have been B2B. Talking to and working with the end consumer is much more gratifying." Others will be able to better judge how I am doing in that regard, but having been riding ever since I left home I have been one of those consumers, so this feels very comfortable to me."

If his credentials as a smart financial operator need any reference, check this out - his first bike was a Honda Interceptor 600, but he bought his first Harley outright (a two-year old example) by recycling his \$1,000 dealership deposit and investing wait-list "futures" profits three times in five years!

S&S had as much to lose as it theoretically had to gain - and while some siren voices were 'calling it' in both strategic and economic terms, standing still is akin to going backwards, and it is counter-intuitive for any business not to embrace opportunity.

Following Harley-Davidson's dropping of their crate motor program in the 1990's, the S&S product line was drawn center stage - when they made a complete engine available as a single part number for the first time in 1999, the faucet they opened turned into a gusher ... nobody knew that the pipe would break as dramatically as it did; nobody appeared to understand that the market was water logging its own foundations.

Fast forward to this second decade of what was once a bright and shiny new millennium, full of promise, hope and seemingly inexorable growth, and the good news is that regardless of what it has taken, there stands S&S Cycle - still tall and proud as it heads into its 55th year, and still the market leader, but now with a restored and renewed sense of self.

Steve Iggens spent three years as CFO, but left the company during the Brett Smith years. It took George Smith and the S&S board three attempts to finally lure him back to captain the ship as President in 2011.

Being allowed the space to "get real" about the shortcomings that needed to be addressed and opportunities that needed to be embraced, Iggens has set about humbly but firmly re-building a center of gravity that plays to core competencies and heritage.

"S&S was always primarily a performance parts company," Iggens explained. "Race-driven, race-tested, and race-proof performance parts for the street. Pure and simple. Yet it had allowed itself to stray, allowed itself to become its own kind of 800lb Gorilla, and allowed itself to become difficult to do business with," Iggens told me when at the Zodiac International dealer show in the Netherlands in November last year.

"Was the company entirely to blame for the position in which it found itself? No. Was it a company whose time had been and gone? Absolutely not. But while it was a company that needed to re-connect with its core activities, the opportunity to do so was there because this is a market that needed it to do exactly that. The whole market had been suckered down an unsustainable

route. Regardless of the impending economic issues this was, and remains, a market that just wasn't equipped to take the path being asked of it."

Steve is refreshingly candid about the steps that had to be taken if S&S was going to be able to deal with the situation it found itself in.

"The company clearly had to shed weight. Headcount came down by over 50 percent to 180 people by 2009, and is presently back up to over 240, with another 35 with Crane in Florida. This is still a very large workforce for a motorcycle aftermarket parts manufacturer, and still one that is packed with talent, innovation and dedication.

"Some of the new facilities at La Crosse were no longer financially viable, but we still have a distribution center there, along with purchasing, emissions testing some manufacturing and the S&S service and speed center.

"The race-support, sales, tech and some management were moved back to their spiritual home at Viola, re-connecting them with product development and customer service. New work was sourced to help keep the very seasonal spindles turning while we focussed on new product and new machinery.

"We have achieved massive efficiency and cost improvements by replacing older machinery. With some third of annual income now coming from our manufacturing services in non-branded products, in quiet times we have been

able to maintain the critical mass that allows us to build inventory during the second half of the year.

"Back in late 2008 and early 2009 we disposed of a lot of older equipment, sadly for only pennies in the Dollar at that time. That process set alarm bells ringing in some quarters externally, but what was not reported was the extent of the strategic investments we were making as we cleared the space for new equipment and new manufacturing and product opportunities.

"Principal among these was the deal to buy the Crane motorcycle and electronics product lines. It is well documented that one of the unexpected outcomes of those negotiations was that we also found ourselves the owners of the Crane automotive product line. Having at first allowed the automotive product line to go dormant for a period of time, now, some three or four years on from that shock, we



couldn't be more pleased.

"Crane is one of those unique and uniquely powerful consumer cross-over brand names. One that millions of people outside the (motorcycle and automotive) performance parts industry have heard of, and one that sits wonderfully well with the S&S heritage in the motorcycle business.

"Research we have seen suggests that Crane is one of the five best known performance parts brands among consumers in general. We have the opportunity to leverage that. We are taking the first step this year. It is the 60th anniversary of the Crane brand in 2013, and we are looking to introduce new Crane product, both motorcycle and automotive, and are crafting a broader market strategy to take advantage of the brand's status.

"S&S is presently doing around 60 percent of the machining for Crane, with the custom cam grinds still being done in Florida. S&S will do the cam cores, the lifters and the rockers, and we'll eventually be moving all the electronics up to S&S too - some of that has been outsourced, but it will come back in-house again."

The electronics market is one that Iggens is very aware of, and he is of the firm belief that when it comes to keeping pace with where v-twin technology was headed, "S&S took its eye off the ball while the custom build market ramped up."

"Harley brought in fuel injection, fully, in 2001/2. S&S had always been a fuel management company, with its E and G carbs especially, but we missed the dawn of v-twin fuel injection completely. The Fuel Pack came out, and everybody else came out with their tuners, but we didn't have anything. That market

should have been owned by S&S, and it wasn't.

"During the 10 years when we were supplying engines to custom bike builders, we didn't focus on performance parts, we put all our time and energy into engines. As a result our core product line suffered, and not only in terms of missing the fuel injection opportunity.

"There are still some aftermarket style OEs out there, and we have some strong and promising partnerships and opportunities developing. There are still engine sales too, but the focus is different now compared to what it was in 2006, and ours must be too.

"We didn't make engines for the first thirty plus years of the business, we made parts that made other people's engines work better. That is our heritage and core competency - to make stock engines run better. I am conscious of the responsibility that I have to make sure that this company moves forward in a way that recognizes its heritage. That is a huge responsibility.

"In the late 1990's and early 2000's, like everybody, S&S figured that the chopper market would be around for ever. But it was only there because, whether by design or short-sightedness, Harley allowed it to be there.

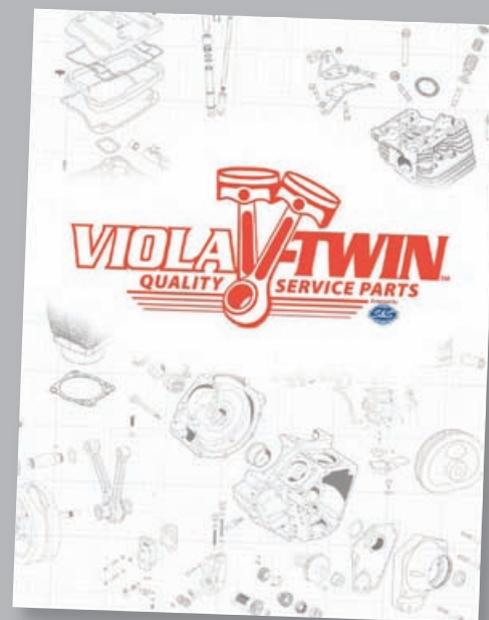
"Once they decided it needed to go away, that those bike sales needed to be repatriated to their own balance sheet, it ended pretty quickly. It is no coincidence that Harley came out with its CVO program in 2005 and that by 2008 the gig was up for the aftermarket and their quasi OE rivals.

"The opportunity arose because of the wait lists, of course. Because dealers could sell at way north of

VIOLA V-TWIN

S&S announced the launch of the new Viola V-Twin program late last year, and have based it on an evolution of an OE cross-reference guide that they published the previous winter.

Neither performance nor replacement parts, Viola V-Twin will give independent custom shops access to a growing program of service parts which the company hopes to grow into the most comprehensive such offer available on the market.



Cross-referenced by OE part number and assembly line drawing art, the program is a combination of existing and planned new S&S branded product, respected third party product from selected vendors, and new product that S&S will have selected and respected manufacturing partners make specifically for the program.

"We recognized just over a year ago that our dealers were doing more service work than performance work. They shared with us that they were having trouble sourcing quality service parts. S&S had many of these parts in our inventory but we had not effectively communicated that to the market. Viola V-Twin is that communication avenue."

"We have spent the last 12 months further developing the offer, and this year's catalog is 214 pages. Everybody gets and uses the giant distributor catalogs, but they are essentially designed to up-sell a dealer order, and to sell optional products such as chrome and billet accessories and the like.

"Even where staples are concerned, they are not designed and cannot be either comprehensive or practical as a cross-reference or model-specific service and comparison tool. Viola V-Twin Program will fill that gap. It is a "Brake/Fix" concept - if something is broken, or a specific service product or part is needed, then that is what the program will deliver.

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BUB Motorcycle Speed Trials • Bonneville

MRSP and pretty much compel the customer to invest in several thousands of Dollars of extras, so his \$1,000 deposit was worth it from the dealer point of view, they opened up a premium price point that let in the lower volumes of the aftermarket based bikes.

"Regardless of the credit crunch impact, once Harley had plugged that gap with the CVO program, it was always going to be game over. All the housing market collapse and resultant credit crunch did was to hasten the inevitable.

For S&S the answer to the pre-CVO world was the

development of the X-Wedge. It was predicated on the assumption of a premium market that had two contradictory things - longevity as well as volume.

"There still is a premium market outside of the Bar and Shield, but it is, of course, way smaller, and isn't necessarily one that is primarily accessed through conventional motorcycle industry market channels. It isn't necessarily the same people.

"The X-Wedge was an engineering achievement and the way emissions are going it may well turn out to be the last new complete aftermarket v-twin engine. I hate to say it, but you have to accept that

"Making sure our customers can be all they can be"

LAST year saw S&S Cycle return to Bonneville for the first time in years, and while they plan to do so again in 2013, Steve Iggens is keen to make sure that this isn't an S&S record setting undertaking as such.

"We didn't compete ourselves as a company, and have no intention of doing so. We are not in the market to compete with our customers, but we are very enthusiastic of helping them - helping them to be what they can be. "Our contingent were there to provide teams using S&S product with factory grade support. We set out expecting to help 12 teams that we knew would be there racing with S&S parts or engines, and once there we hooked-up with another six - 18 teams all told.

"Those 12 teams walked away with 8 world landspeed records. The timing of the undertaking is tough for us as a company, and until various teams and riders have confirmed their plans and intentions for this year we won't know for sure what shape our presence will take.

"However, let me assure everyone of two things. First, we will be back there, and entirely in support of our customers because, secondly, regardless of what speculation you may hear, there isn't going to be a Tramp IV!"



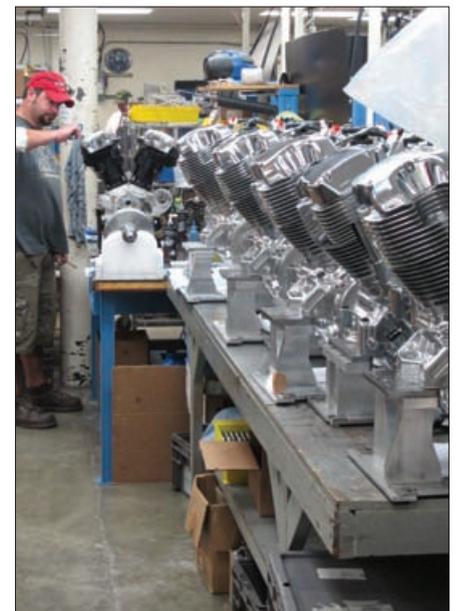
Sadly for those of a "Salty" disposition, Steve Iggens says there isn't going to be a Tramp IV at Bonneville

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276.51 MPH RIDER DAN KINSEY

the days of air-cooled motorcycle engines may well be numbered at some stage.

"When it comes to environmental issues you have two choices. You can be an Ostrich, dig your head into the dirt and hope they are going to go away, or try to embrace them and move forward.

"S&S has always been a company that has embraced the new and the novel and tried to move forward. If George Smith Sr had thought the status quo was fine in the 1950's, he never would have gone racing, never would have gone to Bonneville



and never would have started doing what he did in the first place.

"He was a pioneer, and being so is in our DNA. I still think that the day of the X-Wedge may yet come, and it certainly is taking us into that premium market that exists outside of the reach of the conventional channels and enthusiasms of the motorcycle industry - the Morgan three-wheeler and projects such as Roberto Crepaldi's CR&S 'Duu' in Milan, Italy, are classic cases in point.

"One is a motorcycle, but because it is unlike anything the market has seen in any kind of volume before, it speaks to different buyers, ones we never would otherwise have sold S&S products to. The Morgan is a product that is selling to buyers entirely outside of the reach of the motorcycle market, ones that will be new to any motorcycle industry balance sheet."

While S&S is, rightly, doing all it can to leverage benefit from prior investments, Steve Iggens' focus is firmly on the future - a future in which S&S core revenues again flow from "Proven Performance".

"The 'Proven Performance' lineage that we have is our core value. We have always been able to stand by every product we sell because we know it is good. Take the new Viola V-Twin program. Just because it



The S&S 'P-Series' 74 inch rounds out their engine offer - however, anyone looking to see a complete Flathead Power engine may have a long wait as the company remains focused on volume opportunities

is a service part doesn't mean it has to be low quality and of unknown source. If you want to buy a factory part, you can. Alternatively, what is the next best factory to buy from? We are trying to fill that niche, but in a very S&S way. We want that to be the

Flathead Power

In addition to the deal to buy the Crane product line and brand, another notable addition to the S&S portfolio at the height of the downturn was the acquisition of Flathead Power.

Steve Iggens says that "the FHP program rounds out our offer, so we can go right back to the knuckleheads now. But it really goes to being a "preferred vendor" with completeness rather than volume. "There were only 40,000 knuckleheads ever made, and we are not going to sell parts or replacements for all of those bikes - many of which don't even exist any more.

"When you look at the late model market there are about 2.5 million bikes on the road - the magnitude of scale is beyond comparison. If we continue to grow the KN-series for another 10 years there may be more S&S Flathead Power versions on the road than originals."

"Will we go further back and produce complete flathead engines? Currently we have heads, cylinders and flywheels for some flathead engines. The biggest hurdle would be the crankcase. If there is enough demand then maybe it is something we will look at in the future, but the challenge right now is to make product where there is significant demand. A complete flathead engine right now would be a vanity project for the public more than a decision that is validated by the balance sheet."

www.flatheadpower.com



British car maker Morgan has resurrected its iconic three wheeler with the S&S X-Wedge as their power plant of choice



S&S Oil program

AS announced in AMD magazine last month, after many years of recommending Mobil-1 oils, S&S cycle has now introduced its own brand oils. Noted American blender Spectro Oils (Intercontinental Lubricants) of Connecticut, is their partner-of-choice for the program, which includes transmission and primary oils as well as engine oil. Said to exceed S&S and Harley-Davidson warranty requirements, enhanced levels of zinc and phosphorus have been engineered into the blend to reduce engine wear, with 'high flash' additives that are safe for catalytic converters. Available in petroleum or full synthetic, in easy pour "long neck" bottles, the blends are specifically designed for air-cooled v-twin engines. The oil is offered in cases of 12 one-quart bottles and in a convenient 4 quart S&S oil change kit, complete with a premium oil filter. At the top end of the engine oil range is a SAE 20w50 Premium Synthetic engine oil for "the ultimate in protection," according to S&S.



The premium synthetic base stock has been combined with an exclusive S&S additive package that is designed to deliver reduced engine wear and lower oil temperatures. Providing consistent viscosity, it is said to resist thermal breakdown and oxidation. S&S' Heavy Duty engine oil is a petroleum based oil for air cooled v-twin engines that is based on superior petroleum stocks blended with advanced anti-wear additives for extended engine life. Anti-carbon additives are said to eliminate a primary cause of valve sticking, and this formulation is said to be a good choice for both older/vintage and modern engines under normal and touring driving conditions. This is available in 20w50 and hot climate and big inch friendly 25w60 grades. The new program also includes heavy-duty petroleum based (85w140) and premium synthetic transmission oil (75w140), and an extreme duty primary oil (85w).

program's credential. We want consumers and their dealers to know that Viola V-Twin is a reliable choice that offers consistent quality. The program is from and by S&S, but they are service parts, not replacement parts or performance products.

"In the past couple of years we have started to address the fact that our core product line needed development. We have come up with new, simple to install air cleaners that cost less and out-perform the competition, we have a new line of exhaust products out there that perform better and are cost competitive, and we have new full systems on the way for the Sportsters.

"The historical stigma about the Sportster being entry level, or a 'mere' girl's bike is disappearing. Harley-Davidson have done an outstanding job of re-deploying it and redefining its look and role to be a fashionable product in its own right that helps the



company reach new markets. The Sportster has become the platform where Harley test drives all its new styling ideas.

"That is where Harley is putting its emphasis, so that is where ours must be too.

"My ambition for 2013 is for S&S to release at least one new product, or new initiative, most, or hopefully, every month. We need to get dealers and consumers back to the point where their default response to needing a performance product is "no brainer, S&S will have that." We have introduced simple bolt-in performance products such as the Easy Start Cam and the Gear Drive Cam; we are working on further new cam grinds and we have refreshed our 883 to 1200 conversion kits.

"We are looking to put a second conversion kit version on the market too, one with an S&S specified, designed and branded high compression piston. We haven't done a piston before, so this will be brand new for us, and will be made for us by a chosen partner.

"Pistons are incredibly difficult to make, and unless you are into the hundreds of thousands in volume terms, it is cost prohibitive to get into piston manufacturing. I don't think many people realize that pistons are not perfectly round - if they were then anybody with a lathe could make one, but they are not."

Another of Steve's ambitions is to offer a complete performance solution, not only in terms of engine

Manufacturing responsiveness and flexibility

AMONG the new machinery investment that S&S has made is their first MultiPlex machine. To see this in action is mesmerizing. Instead of changing parts and tools in the way a conventional CNC machining center does, the MultiPlex does it all automatically (except making the coffee in the morning) and massively increases efficiency and manufacturing flexibility.



Steve Iggen explained that "up to 70 pre-programmed pallets are loaded with part-specific materials and made available to the machine, with the pallets changed automatically as required by any given day's production requirements. This allows us to do high quality low volume parts in an efficient manner. The machine is manned on the first shift, loaded with all the required raw materials, and the machine then runs for all three shifts, making whatever is being loaded into it by the pallet.



"If we just need to make six carburetors quickly, then this machine gives us that responsiveness and flexibility. Some of the outsourcing work we do is very low volume, so the MultiPlex gives us a real competitive edge.

"The machine is triggered by the pallet and works seamlessly from one to the next without the need to unload and reload every time. All our machine tools use RFI (Radio Frequency Identification) data tagging, so you are always assured of the right tool for the right job being loaded quickly and efficiently. The quality control and reliability this gives us can make all the difference between making money on a run, or it costing us dearly.

parts and tuning, but also in terms of the age of the Harley product line itself. From the Flathead Power program right up to the electrics and beyond - and maybe even to forced induction.

I asked Steve if the experimental V4 cylinder designs that George Smith Sr had worked on many years ago (and that are on show in the S&S museum at the Viola factory) might be a direction that the company might re-evaluate, but he gave short shrift to that one... "not on my watch we won't."

But purely based on brand logic I asked him about Turbo Charging or Super Charging. Well, that got an altogether different reaction.

"That's not really an area I want to discuss," he said. "I guess its possible. It might have a certain logic to it," he 'fessed!

"The problem with turbo chargers or superchargers is the complexity and aesthetic packaging. Typically they are difficult to install, to tune properly and to live with while generally look awful. We asked the product development team if there is a way to implement this technology for a modestly competent home wrench to install, tune and live with day in and day out without detracting from the look of the bike. "If we can come up with a product that was a genuine bolt-on and easily maintained, we would research taking it to market.

The aesthetics of the system is very important, much more so than in the automotive aftermarket. When you install most forced induction systems in a car they are generally



under hood and out of sight."

I wrapped up by asking Steve about his take on the future of the market, in strategic terms - how does he see the next years evolving?

"Well, the sport isn't going to go away anytime soon. There are still and always going to be people riding. I don't think riders are going to be spending as much on their bike in aftermarket terms, that much is clear.

"We also have to recognize that Harley is doing a great job, in terms of its own parts and accessory offers, and in performance terms. Another respect in which the carpet got pulled from under the aftermarket engine and builder market is that whereas stock Harley engines were once underpowered and prone to vibrations, they aren't now. Not so much at any rate.

"Stock Harley engines are now a lot more powerful and smoother. They are also doing a very smart thing with their warranty programs, have managed to get out ahead of the curve with their

finance options, and for those who do want some extra power, they now offer some much better options than ever was the case until relatively recently.

"It isn't just the downturn that has changed the landscape in which the aftermarket has to find customers; Harley has played their part too.

"If there is one part of the market that will grow faster than expected it is the Ultra Premium. Not the high volume Premium market of before, but the serious toys boys. They are largely immune from sticker shock - for them it is about what they are getting, not what it costs, and I can see that continuing to prosper.

"But the mainstream market is going to remain tough. For me there still is oversupply out there, and there's no question that we will continue to see further consolidation - in shop and vendor terms.

"There are still players out there, there are still strong vendors out there, and they are continuing to get even stronger. There are still strong partnerships to be built and there are still opportunities, but there's no question that it is still going to get even harder. That probably always will be the case - but in reality hasn't it always been that way?"

When it comes to weathering the storm, reinvention, and providing market leadership, the performance that S&S has given us through the downturn so far is one that we can all be proud of and thankful for!

www.sscycle.com

Internet re-seller policy to focus future discount structure on shop services

WHEN S&S introduced its take on trying to manage and control how its products are sold over the internet, it was taking on one of the trickiest of propositions, and one that has been challenging many specialist vendors in many specialist markets, Steve Iggens is not convinced that the company got it right first time round, or that the plan they originally embarked on was ever going to be practical.

"This is something that I am very conscious of because of what happened in the automotive market, and it remains

something that channels-based vendors have to be very cautious about.

"The question of the role that internet sellers play in the retailing of performance products and assemblies that require specialist installation and tuning knowledge remains a difficulty. Price is only part of the story for a lot of vendors in the v-twin industry, and we all need to strike a balance.

"We can't pretend the issue will go away, but equally we do have to protect our consumers as well as our dealers and distributors. As an interim step a year ago

we announced that we would refine our stance to one of advertised pricing, but there still has to be more to it, there still has to be a way of allowing consumers to see beyond price and embrace the added value that their local brick and mortar store brings to the ownership and riding experience.

"The problem with a pricing policy is that it is pretty easy to get around, both from a domestic US federal as well as international law point-of-view. So we have to develop a different, more refined strategy, and we are still working through that.

Training & Certification

THE closure of the training center at their La Crosse, Wisconsin facility didn't mean the end for the popular S&S Training and Certification programs. Instead the training has been outsourced to the PowerSport Institute near Cleveland, Ohio.

Steve Iggens told AMD that "in these hard economic conditions shops are finding it more difficult, and while it isn't so much the cost of the training as such, the travel and shop down-time is a big factor for a lot of the independent stores.

"The original shop certification structure is still in place, but it was always the intent to refine and modify it over time in the light of experience in operating the scheme. We are doing that, have been doing that and will continue to do that as we continue to evolve the entirety of our relationship with our dealers and distributors.



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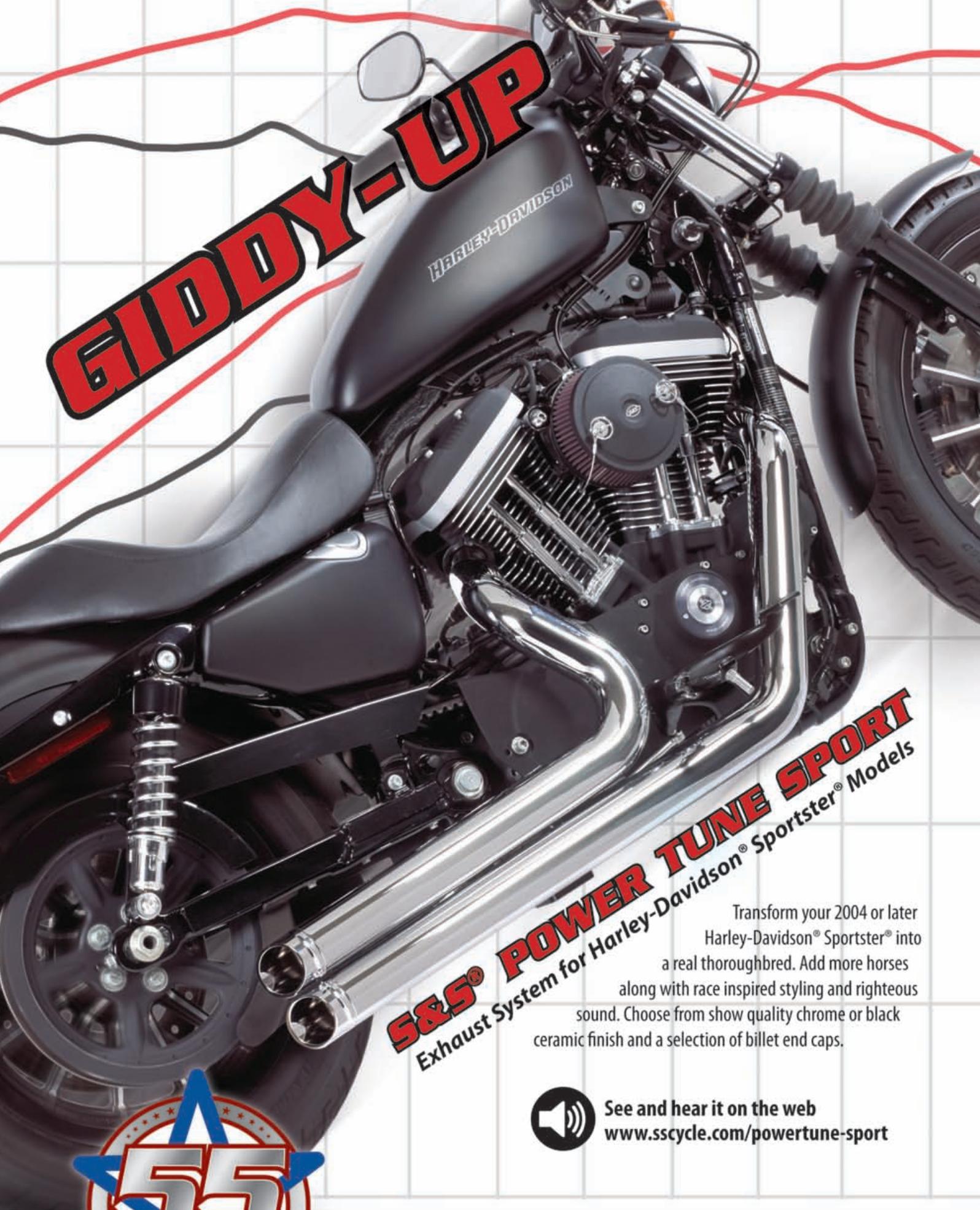


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Atomic from CC Cycle Wheels

COLORADO Custom's wheel division, CC Cycle Wheels, states that it has reinvented the three-spoke wheel with the introduction of its Atomic wheel.

Available in sizes 16in – 30in with matching pulleys, sprockets and one-piece or two-piece rotors, finish options include black, Contrast Cut, chrome or polished.



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www.coloradocustom.com



M-Grip and M-Blaze turn signals

MOTORCYCLE Storehouse is now carrying stock of the Motogadget M-Grip handlebar grips and M-Blaze turn signals.

The M-Blaze turn signals are designed for use on the ends of the handlebars and use special LEDs in amber (turn signals), red (rear marker) and white (front marker) in each unit. The combination is described by Motogadget as providing a 'total lighting system'. The M-Blaze turn signals are EC approved as front turn signal only.



The M-Grips, also being stocked by Motorcycle Storehouse, are available with or without end caps and can be used in conjunction with the M-Blaze turn signals.

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www.mcseurope.nl



Le Pera's Nomad II seat

THE Nomad II, new seat by Le Pera, is yet another completely new design from the company. The side "slashes" are the obviously design stand-out here. These "slashes" play off the lines of the tops and sides of bikes' hard bags, creating a bad ass low sleek custom look. No, this isn't a cross country touring seat... and yes, it's a lot more than a "Bar Hopper". The Nomad creates an outrageous look for any bagger and is ideally designed for those weekend adventures.



LE PERA ENTERPRISES
 North Hollywood, California, USA
info@lepera.com
www.lepera.com



Road Legends Phantom Pipe II

SUPERTRAPP Industries, now in its 42nd year of business, has launched an updated version of the original Phantom Pipe for Softails and the baffled FLH Phantom Pipe. The new version, the Road Legends Phantom Pipe II, is a curvy 2-into-1 system.

The Road Legends Phantom Pipe II is a baffled, black ceramic pipe that includes a 2in removable and rebuildable core. The four-piece stylized, chrome-plated heat shields are pre-installed and the 'Turned-

Up Claw End Tip' features a domino dot-engraved decorative billet end cap. The pipe, designed by Paul Yaffe, has a 2in primary pipe and a 3.5in diameter collector and fits '07 - '13 Softails and '06 - '13 Dynas.

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



New tools from BikeMaster



Under their in-house tool brand, BikeMaster, Biker's Choice has released details of a new tool option.

The BikeMaster four-piece carburetor tool wrench set has been designed for servicing carbs and is made up of two slotted, one hex, and one Allen style drive for removing carburetor jets.

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Zodiac increases product range

ZODIAC International has been appointed by AV&V (Advanced Valve and Valvetrain) as its exclusive European distributor. AV&V is described as a pioneer of technological innovations for Harley-Davidson cylinder head components, and as such it offers more than 66 different valve profiles, 17 valve guide models and 12 different valve spring kits.

Alongside its range of valvetrain components AV&V offers specialist tools with options such as its carbide reamers, specially designed for use with manganese bronze material. The reamers feature a unique design and a longer pilot for a perfect alignment with the valve guide while reaming. One size allows users to fit both intake and exhaust if using AV&V valves and guides.

AV&V valves, valve guides, valve guide oil seals, valve spring kits and valve guide reamers are now available from stock at Zodiac.

The Kiwi Indian leaf spring fork, which can now be purchased through Zodiac, is made from 1020 DOM tubing. All other parts are CNC machined and the welding throughout is TIG.

The forks will accept wheel sizes from 16in through to 23in and the forks are 20 1/2in when measured from the top side of the lower triple tree to the center of the axle and will work with 95 percent of applications. The stem diameter is 1in and



Kiwi Indian leaf spring fork

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the forks have a standard right side disc set-up. The use of a Narrow Glide style wheel hub is recommended for easy fitment.

Another new product at Zodiac is the Airhawk line of seat pads. The pads use Airhawk's 'Shape Fitting Technology', which is a patented system said to eliminate painful points and promotes consistent blood flow for a longer, more comfortable ride. Two versions of the Airhawk are being made available. The first has a Neoprene rubber interior and a three-year warranty, while the second option is the lower priced Airhawk II, which has a polyurethane interior and an 18-month warranty. The Neoprene version is available in the following sizes: 18 x 14.5in, 14 x 14in, 18 x 12in, 14 x 11in, 11 x 9in and 14 x 15.25in, and the Airhawk II in 14 x 14in, 18 x 12in and 11 x 9in sizes.

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Lottermann's air cleaners

LOTTERMANN'S latest range of air cleaners have been released. Machined from aluminum, they are available in five versions.

The air cleaners, with TÜV approval, feature a specially machined air intake is combined with a K&N filter element to ensure maximum air flow, with tests showing a power increase of up to 10hp. The cylinder head breather is routed so that it is hidden inside the housing.

The Iron Cross, Dark and Network styles are supplied in machined and anodized black finish. The Baby Moon and Flower are polished only.

The air cleaners are supplied in kits complete with chrome fittings to fit all Sportsters '88 on, Evo Big Twin '93 – '99 (except FLH and FLT Injection '95 – '98), Twin Cam Dyna '99 on, Twin Cam Softail '00 on and FLH and FLT Injection '02 – '07 and '08 on.

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Side covers for Touring models

CORBIN has launched side covers that fit all Bagger models '09 to present.

The new side covers, for Road Kings, Road Glides, Street Glides and Electra-Glides, have been specifically designed to work with or without Harley-Davidson saddlebag crash guards and/or heat deflectors. The covers are constructed from ABS, and are supplied either raw or pre-painted in a single color to coordinate with stock H-D color schemes. Mounting hardware is



included and preinstalled on the side covers for simple installation.

Corbin says the lower profile design and smooth shape allows for cleaner air flow, which in turn helps to evacuate engine heat from the rear cylinder that can build up and become uncomfortable with bigger engines like the 110ci Screamin' Eagle motor.



Corbin

CORBIN
Hollister, California, USA
Tel: 831 634 1100
corbin01@corbin.com
www.corbin.com

Electronic FI kit for Twin Cam engines

PERFORMANCEFI has released a new version of its Pegasus electronic fuel injection kit specifically for Harley-Davidson Twin Cam engines. The new kit carries over the features of the PerformanceFI Pegasus Evo kit and is claimed to deliver outstanding torque and horsepower.

The kit can be installed on any Twin Cam motorcycle, but will be especially suitable for bikes with the early Magneti Marelli fuel injection system. The Pegasus kit completely replaces the fuel management and ignition systems on those motorcycles. Once installed it is said to eliminate the low horsepower, hesitation, poor mileage, and other performance issues on Magneti Marelli equipped bikes.

The PerformanceFI Pegasus kit includes a throttle body, air cleaner, ECU, fuel pump, fuel filter, petcock,



coil, and all necessary wiring and fuel lines. The special Magneti Marelli kit does not contain some of those parts that are already in the fuel tank.

PerformanceFI also states that the Pegasus for Twin Cams is not just for replacing a stock EFI but that it can also be used by builders who want to use a Twin Cam engine as their power platform, and who want extra power.

Mil Blair, technical consultant to PerformanceFI,

says: "We have seen clear improvements in performance when we removed a stock Twin Cam system and installed the Pegasus unit. On one 80ci Harley engine we saw a jump from 55hp to 75hp by making the switch. We also saw the engine running cooler by 30 degrees and an increase in gas mileage by 10mpg. I think this type of power boost will be really attractive to riders looking for torque and horsepower increases, like guys riding heavy baggers."

Robert Tracy, President of PerformanceFI, added "Since introducing our original Evo Pegasus kit, we have heard from many owners of later model Harleys asking for a similar fuel injection system to give them better horsepower and full control over the performance characteristics of their motorcycles. We are happy to be able to offer this solution with our new Twin Cam kit and cover the whole Harley market."

PERFORMANCEFI
Burbank, California, USA
Tel: 203 676 3020
support@performancefi.com
www.performancefi.com

EXPO HEADQUARTERS HOTEL



AMD has negotiated a bulk-booking room rate with the Atlantic Congress Hotel, Essen, as the exhibitor headquarters hotel. Located 400 metres from the show entrance, on the expo campus, and right by the U-Bahn station (underground train station - central Essen main station is just six stops away), rooms start from 129,00 Euro per room per night for single or double occupancy - all the rooms in the show block booking are described as Deluxe. That rate includes many items that are usually charged as extra - such as 'American-style' breakfast buffet, sales tax (VAT), and in-room WiFi internet access ... the rate even includes a daily bottle of (still!) mineral water in the room, and, should you have time, free use of the hotel's spa and fitness facilities. Rooms can either be booked through the AMD office by e-mailing Exhibitor Services Project Manager Sara Viney at sv@BigBikeEurope.com; alternatively Sara can provide you with a direct link to the BBE-branded hotel booking portal for the bulk-booking room rate.

Show Hours

SET-UP days for the show are Wednesday May 8th and Thursday May 9th, with 'tear-down' and move-out to be complete by midnight on Sunday May 12th.

The Show opening hours are -

**FRIDAY MAY 10TH
10:00 hrs - 17:00 hrs
SATURDAY MAY 11TH
10:00 hrs - 17:00 hrs
SUNDAY MAY 12TH
10:00 hrs - 16:00 hrs**

Dealer Registrations underway as unique 'Invitation Day' program unveiled

THE first day of BIG BIKE EUROPE marks the debut of a brand new approach to dealer expo attendance - one that provides dealers with unique benefits for their best customers, and allows exhibitors to add massive value to their participation and dealer relationships.

The first day, Friday May 10th, sees admission to the expo restricted to select dealers and their Guests, on strictly by invitation-only basis. Using a voucher supplied by AMD, exhibitors can invite their dealers to attend, as their guests. When dealers register with the AMD Office they will be sent badging that includes the logo of the exhibitor whose invitation they have accepted. But the benefits don't stop there. Registered dealers will then receive up to 25 invitation vouchers for free-of-charge 'access-all-areas' admission, for all three days for the show, for their best customers and riders.

These invitees will be BBE's VIP Guest Riders, and when they register with AMD they will in turn receive VIP invitations branded to the exhibitor and dealer concerned.

This Win-Win-Win approach delivers stunning value and prestige for exhibitors, stunning value and prestige for their dealers, and recognises the contribution that high-spending, high mileage riders make to the market - they are the true VIPs!

As this edition of AMD Magazine went to press the first such exhibitor promotions were being sent to dealers, and the first direct registrations from AMD Magazine and International Dealer News readers were already being received - a bottle of Champagne awaits Frans Bertrams, of MotoLife, in The Netherlands, as the first dealer to register for his free tickets when he did so in January!

For full details of the invitation scheme, or to register for your free tickets, contact Exhibitor Services Project Manager Sara Viney at sv@BigBikeEurope.com

Public Ticket Sales underway

AS THIS edition of AMD Magazine went to press, BIG BIKE EUROPE's public ticket sales site was opened for business.

Available for Saturday 11th and Sunday 12th May, admission costs 20,00 Euro a day at the door, but tickets can be pre-purchased for 15,00 Euro if bought online in advance (up to April 30th 2013). A two-day/Weekend ticket is available for 25,00 Euro if bought online in advance (only). A family ticket (for two adults and up to 4 children, minimum of 5 years of age) is available for 40,00 Euro on the door, or 35,00 Euro if purchased online in advance. No children under the age of 16 will be admitted unless accompanied by an adult.

"Get the bikes, and the people will come"

THAT is what one noted customizer in Europe said to us last year, and that shows just how the decision to move the AMD World Championship of Custom Bike Building to Europe for the first time is being viewed in Europe.

It is of MASSIVE significance to the market there, and is as near to a guarantee of both dealer/customizer and consumer attendance as is possible to get.

At the time of going to press some 90 custom bikes from 19 different countries worldwide had already pre-registered for the competition's five classes. This is an unprecedented level of pre-booking; with some four months still to go (at time of going to press) we have never seen that many competitors staking their claim to bike show space this early before - neither at the European nor the World Championship.

Clearly the decision we took in November to re-build the show floor-plan and increase potential competition capacity by a further 25 percent was a necessary one, but as we get closer to the expo, our options to increase it further become ever more limited - so competitors are urged to get their entries in as quickly as possible, and they can do so online by following the links at www.amdchampionship.com - where a full list of pre-entries can also be seen.



By pure coincidence last year's World Championship winning bike was from Germany, the first German winner, and was also the first custom bike by an authorized Harley-Davidson dealer to scoop the top prize. Even spookier still the winner, ThunderBike (Andreas Bergerforth and his team of trusty side-kicks) are based at Hamminkeln, which is practically local, being some 60km north west of Essen - making the World Championship an even greater potential draw for Essen area riders



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2012 CHAMPION



2010 CHAMPION



2011 CHAMPION



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The AMD World Championship of Custom Bike Building thanks the exhibitors at Big Bike Europe for helping to make the World Championship program possible.

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We are proud to acknowledge and thank them for the contribution they are making to the future of our industry. These exhibitors include...



JayBrake Quad Series brake calipers

JAYBRAKE, now owned and manufactured by SuperTrapp Industries, Inc., has a product line that includes forward controls, handlebar controls, foot pegs, grips, brake calipers, and other motorcycle accessories to fit Harley-Davidson and American V-twin motorcycles.

Among the range of brake options being offered are the JayBrake Quad Series calipers. The calipers are CAD-designed and CNC machined from billet aluminum and feature progressively sized bores for optimal heat distribution and pad pressure.

Front and rear applications require brackets for mounting. Shallow back versions are available for low clearance spoke patterns with larger diameter rims and all versions are compatible with stock

master cylinders and lines, but aftermarket brake lines are recommended for best performance.

Made in the USA, the Quad Series calipers are available in black anodized, chrome or polished finishes.



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



Dub risers

DUB Performance, the French billet aluminum parts specialist and custom bike building business run by Fred Duban, has released a new line of handlebar risers. CNC machined from billet aluminum, the risers are black anodized and then machined for a contrast finish. The risers, which hold 1in bars, are offered in a choice of heights; 40mm, 60mm, 80mm, 100mm and 120mm.

DUB PERFORMANCE
Millery, FRANCE
Tel: +33 3 83 23 68 49
fred.duban@wanadoo.fr
www.dub-performance.com

New tool options from Daytona Twin Tec

DAYTONA Twin Tec has introduced new tool options that cater to the specific needs of modern Harley-Davidsons. The new tools are used to bleed ABS brakes and clear engine trouble codes. One for J1850 applications and the other for new CAN bus applications.

Both feature antilock brake system (ABS) brake bleeding functions, read and clear diagnostic trouble codes from the ECU, BCM, ABS, speedometer, and tach, real time display of engine data on instrument panel type display and built-in data logging to store up to one hour of data, which automatically triggers when a trouble code is set.

TSCAN2-ABS is for use on '01 – '13 fuel injected models using Delphi systems with J1850 data bus (includes the V-Rod) and '03 – '06 carbureted models with 12 pin ignition module, while TSCAN3-ABS is for '11 and later H-D fuel injected models with CAN data bus.



DAYTONA TWIN TEC
South Daytona, Florida, USA
Tel: 386 304 0700
allen@daytona-twintec.com
www.daytona-twintec.com



Latest releases from Drag Specialties

DRAG Specialties continues to expand its line of own brand parts, and one of the latest additions to the range are the 1½in **Big Buffalo Chopper T-bars**. Intended for '96 and newer models, the bars are available in chrome or gloss black finish, and 10in, 12in or 14in rise. The predrilled and dimpled holes and the large, open radius of the bends make for easy wire routing and there is a single opening where the wires exit.

There are optional gauge mounts available for further customization.



As well as gloss black, the Drag Big Buffalo Chopper T-bars are available in chrome

Available for late '96 – '13 models, the Drag Specialties **Skull gas caps** are available in vented, unvented and dummy styles. The dummy cap replaces the fuel gauge on the left side of the tank.

The simple dress-up options offered by Drag Specialties continue with the company's **dipstick covers**. Made from billet aluminum they featuring machined sides for better grip, and are available in chrome and re-machined gloss black finishes. The dipsticks are a straight replacement for the stock cover. They have been designed for use on '07 – '11 Dresser models.

Along with parts and accessories to customize a bike, Drag Specialties also offers its line of



Drag Specialties Skull gas caps are available in vented, unvented and dummy styles

AGM maintenance-free batteries. Designed for use with heavy-duty starters on high-performance engines, the batteries offer radial-grid technology and specially absorbed glass-mat material inside, eliminating water loss, making it possible to permanently seal the battery after acid is added.

Each battery includes a quick-disconnect harness designed for Drag Specialties' battery chargers, to simplify recharging when required.

The batteries also feature modern, flush-mounted terminal adapters. This feature eliminates the need for spacers, makes installation easier, and allows for a more direct, vibration-resistant connection.



The batteries from Drag Specialties include a quick-disconnect harness designed for the company's battery chargers



Billet aluminum is used for the dipstick covers

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



MGS Bagger True Duals

MGS Custom Bikes' newest exhaust is a high performance line of True Duals for '95-2013 Baggers and Dressers.

This latest exhaust option is the result of over a year of research and testing by MGS President and founder Mike Stafford, which included using the company's in-house dyno to verify increases in horsepower.

The True Dual exhaust system by MGS Customs is claimed to produce an average increase of 12 ft lbs of torque on a stock FL model Harley-Davidson.

Available in black ceramic or chrome with a choice of three different style tips, the True Duals have been designed so that one part number will fit all '95 – '13 Harley-Davidson FL Touring models, meaning dealers only have to stock one set of pipes in order to fit all FL Touring model applications.

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Putoline Oil introduces V-twin range

PUTOLINE Oil has launched a new range of lubricants created specifically for use in V-twin applications.

The new 'Genuine V-Twin' product range consists of three specialties that are specifically designed for use in V-Twin engines, and consist of the latest generation of base oils, combined with unique additive technologies, to provide unparalleled levels of performance, reduced wear, minimal oil consumption and optimal clutch operation.

The range includes an SAE 20W-50 full synthetic motor oil, a synthetic transmission oil and a mono grade



SAE 50 mineral motor oil. Genuine V-Twin Motorcycle Oil 20W-50 and Genuine V-Twin Gearbox Oil are suitable for all types of V-twin engines. Genuine Motorcycle Oil SAE 50 is especially suitable for use in older V-twin motorcycles.

The V-Twin products come in a solid tin packing with an authentic look. The range is supported with various promotional items and advertisements, all with the unique Putoline Oil V-Twin look, said to give the range a distinguished character that contributes to an exclusive look in a retailer's shop or showroom.



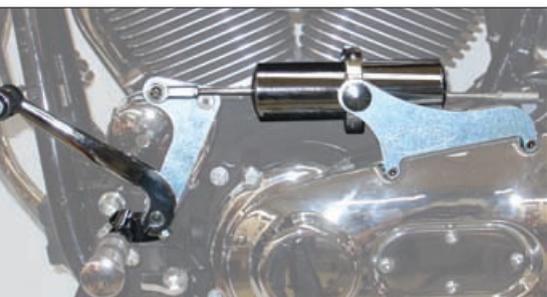
PUTOLINE OIL
Almelo, NETHERLANDS
Tel: +31 (0)546 818165
info@putoline.com
www.putoline.com



Electric shifter kit for H-D trikes

PINGEL Enterprise has expanded its line of electric shifter kits to include a version for use on the Motor Company's trike models: the Tri Glide and Street Glide.

The shift kit electronically suspends the ignition system while simultaneously shifting the transmission up or down at the push of a button. Clutch use is eliminated except for starting and stopping. The unit works for normal riding or full-throttle shifting and the ability to clutch and shift normally is retained.



The complete bolt on kit contains Pingel's slim line dual-button handlebar bracket with polished finish, miniature solid-state control modules, wiring harness, chromed shift cylinder, polished mounting bracket and complete instructions.



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Use FHP!

Finding parts for a vintage v-twin engine is tough. New old stock (NOS) parts are even tougher to find and you better bring your checkbook if you do! The alternative? You can refurbish used stock parts (POS #1). Not practical! Imported reproduction parts (POS #2)? We've all heard the stories! S&S® Cycle has been in business for more than 50 years... since what we now call vintage was new. Our USA made Flathead Power® line of vintage engine parts offers high quality, stock-looking, components that will get your motor running right away, at a reasonable price. So if you can't find or afford NOS, don't settle for POS. Use FHP!

Visit us at www.sscycle.com/vintage

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BDL direct fit Competitor clutch conversion

BDL's new CC-130-BB Competitor clutch assembly has been designed for use with high output/large capacity motors. The all inclusive conversion has been developed as a direct fit into the stock '98 - '12 H-D clutch basket. The conversion package includes BDL's patented ball bearing pressure plate, which is claimed to ensure a smooth transition, with the Kevlar discs providing 60 percent more surface area to virtually eliminate slippage.

Each Competitor clutch kit includes a ball bearing lock-up pressure plate, diaphragm spring, clutch hub, spring retainer, shoulder bolts, adjustment screw assembly, one .120in steel plate, six .059in steel plates and seven Kevlar fiber plates.

For higher horsepower applications BDL recommends the fitting of its 'Carbide Ball Bearing' kit, which includes eight carbide ball bearings to be spaced intermittently among the steel pressure plate ball bearings that are supplied in the Competitor kit.



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Custom fenders

HIGHWAY Hawk offers a range of parts suitable for professional custom builders and these include body work such as gas tanks and fenders.

One example is the universal fit rear fender manufactured from 2mm steel, which fits 15in or 16in rear wheels or a 17in wheel with a low-profile tire.

HIGHWAY HAWK

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 Barneveld, NETHERLANDS
 Tel. +31 (0)342 490208
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info@highwayhawk.com
www.highwayhawk.com

WanaRyd Adrenaline wheel

WANARYD Motorcycle has announced the introduction of its Adrenaline wheel in chrome. The five-spoke, 3D design wheel is part of the company's Starkline Series of 3D forged one-piece billet wheels.

The Starkline Series also features the option of a new finish that is proprietary to WanaRyd Motorcycle. The wheels are 3D machined, polished, black powder coated and then re-machined a final time to create the unique finish.

The Starkline Series is made up of six different wheel designs as well as matching rotors in three different styles and sizes and matching pulleys, (including cush drives) available for all '84-present Harley-Davidson and many Victory models.



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Rick's 'Good Guys' design fork

RICK'S Motorcycles has further expanded the Good Guys product line, launched last year, with the introduction of a front fork.

The Good Guys Design fork, available in polished or black anodized finishes, features clean looks with all mounting and axle screws hidden. In stock configuration, the fork has matching 3D machined triple trees with stainless steel fork stops and tight-fit down tube covers, hard chromed fork tubes, and progressive springs.

Custom options for the fork, with German TÜV and Swiss homologation, include triple trees and are available in zero-degree and three-degree rake, fork lengths from -4in to stock FXST to allow mounting the homologated Rick's 23in



and 26in front wheels to a stock Softail frame while retaining the handling characteristics. On request, over stock lengths up to 12in can be manufactured.

Further options include an OEM brake caliper bracket or Rick's own six-piston 'Design' caliper (single disc or dual disc) and fender mounts relocated to the rear of the fork legs. Another option are Rick's risers that sink into the triple tree, as well as Rick's headlamp bracket for a V-Rod headlight.

The new fork will fit all Softail, Evo and Twin Cam models. A 230mm Mid Glide version will follow shortly, as well as already in development versions for Dyna and V-Rod models.



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New Softail and Dyna gauges from Dakota Digital

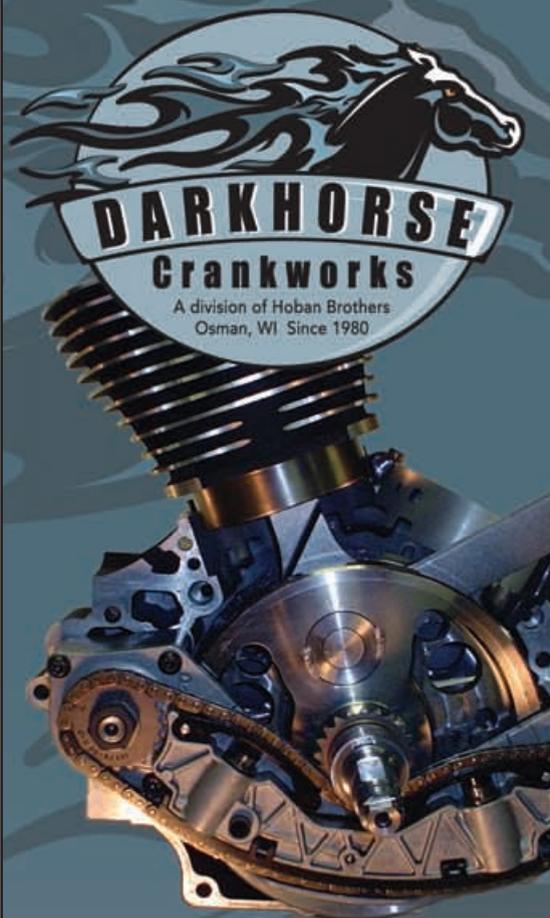
DAKOTA Digital's MCL-3212 series gauge is more than just a replacement speedo for use on 2011-up Softail and 2012-up Dyna models with 3 3/8" or 4" bar mount and tank mount applications, as the company describes it as being a digital information system for CAN bus use.

Features on the MCL-3212, which plugs directly into the stock wiring harness, include an adjustable speedometer (MPH or KPH), adjustable tachometer that can also be displayed in the digital readout, fuel range to empty, clock, odometer with two resettable trip meters, cylinder head temperature, check engine indicator, security, low fuel, voltmeter reading with low voltage warning, resettable service miles, resettable hour meter, high speed recall, high rpm recall, user-settable countdown service meter with warning, 0-60mph timer, 1/4-mile timer, 1/4-mile speed, gear position display compatible with three-speed through seven-speed transmissions, and adjustable rpm warning point with output for external shift light. The odometer is user-settable at installation

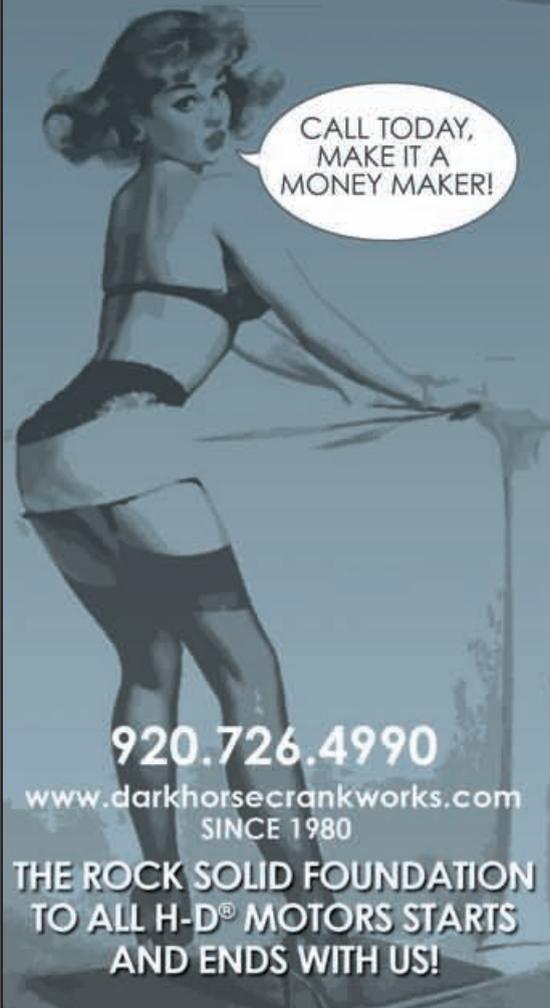


to match vehicle mileage. The MCL-3212 can be ordered with the choice of a blue or red LED gauge and either a black or chrome bezel.

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Performance Machine horn covers

PERFORMANCE Machine, while best known for its line of wheels and brakes, makes a wide range of motorcycle accessories,

including a collection of horn covers. Three designs of horn cover are available; Merc, Array and Scallop. The Merc horn

cover features the ribbed circles and curved shape that are used across the entire Merc line of parts, while the Scallop and Array are narrower and more angular.

Available for '91 – '12 Big Twin models, the covers are can be purchased finished in chrome, Contrast Cut, or Black Ops.



Merc



Scallop



Array



PERFORMANCE MACHINE
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Tel: 714 523 3000
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www.performancemachine.com



LAT high performance lubricants

OVER the past five years LubeATech Performance Technologies (LAT) has introduced a range of lubricants with an emphasis on the V-twin market.

Among the company's range of products is LAT 75w140w gear lubricant, which is blended specifically for use in American V-twin transmissions. The lubricant is said to provide maximum protection under extreme loads and high temperatures encountered by high performance street machines and Baggers alike by offering superior shock load and wear protection while enhancing smoother,



more precise shifting. It is formulated from synthetic base oils fortified with VI improvers, rust inhibitors, foam suppressants and LAT's exclusive LFR extreme pressure additive.

LAT's range of engine oils are specifically blended for both street and track applications. The company's full synthetic and new semi-

synthetic motorcycle oils are claimed to provide superior levels of wear protection, high stability and exceptional resistance to thermal breakdown. Consisting of group IV and V base oils treated with LAT extreme pressure additive LFR, they are said to provide superior sustained high RPM protection, high flash point and extreme wear protection for maximum horsepower and torque. Additionally, during independent tests, LAT was shown to provide significant increases in horsepower and torque while reducing running temperatures.

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New parts and accessories from Klock Werks

KLOCK Werks states that its Ergo Bars handlebars offer a more relaxed and comfortable wrist position. Offered in three styles, the Ergo Bars have been designed to cover a large spectrum of riders and their preferred riding positions. The handlebars accept stock controls and housings, and are predrilled and slotted for internal wiring. In addition, they have been designed to work with stock length cables and wires, and even fit with heated grips.

A new piece from Klock Werks, designed to work with the company's Flare windshields, is the 'NAV BAG', which features a



Ergo Bars offer a more relaxed wrist position



The NAVBAG was designed to fit Flare windshields

compartment that displays a GPS, cell phone, MP3 or other device behind a protective screen, and a magnetic closure. The NAVBAG also includes dual audio cable ports, EVA foam inserts to custom fit the device being used, and storage for personal items. The bag is fitted with a soft felt back that won't scratch windshields. Along with the Flare screen, it will also work with stock shields and other aftermarket shields. Designed to improve the looks of the stock floorboards, the Klock Werks' Undercovers are made from ready to paint ABS plastic and simply snap into place and use 3M tape



Undercovers are designed to fit stock floorboards

to hold them in place. The Undercovers are designed to fit stock or streamliner factory floorboards.



KLOCK WERKS
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Ultima complete carburetor kits



MIDWEST Motorcycle Supply is now offering its Ultima range of 'Performance' carburetors for sale as complete kits. Ultima Performance carburetors are directly interchangeable with S&S Super G and Super E carburetors and will also accept S&S jets and S&S bolt pattern air filter assemblies.

Midwest states that its patented design improvements over S&S carburetors, which include a relocated accelerator pump nozzle, offer increased throttle response and that Thunder Jets are a bolt on, which can be achieved by removing the plugs and screwing in the Thunder Jet with no machining required.

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Mustang covered hard trunks



MUSTANG, best known for its line of aftermarket seats, has expanded its operation with the introduction of a line of new top cases matched to its line-up of hard saddlebags for Harley-Davidson models.

The new covered trunks, which measure 22in wide, 18in long and 13in high, are large enough to accommodate two full-face helmets. The trunks also incorporate a padded backrest for passengers' comfort.

Made from reinforced fiberglass and covered in the same durable expanded vinyl as the company's seats, the trunks are available in a plain finish or with a choice of chrome studs and conchos to match seats and saddlebags.

A chrome latch keeps the lid closed, and the lid itself is double-sealed for additional protection from the elements. The skirted lid also features a braided edge trim for a finished look.

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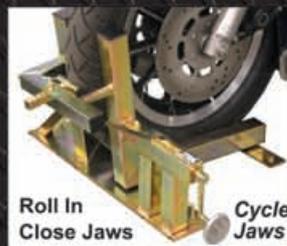
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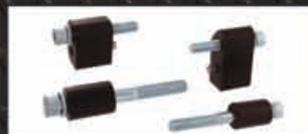
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Precision Billet extends Darkside line

PRECISION Billet Products (PBP) has launched new additions to its Darkside line of parts for customizing Harley-Davidson Sportsters and other motorcycles. The parts are limited to only 2,500 sets, making them exclusively unique.

Precision Billet says its Darkside collection, machined from T6061 aircraft grade billet aluminum, is inspired by 16th Century symbolism. The new pieces in the Darkside collection are available in black anodized contrast cut or chrome finishes.

The Darkside brake cover replaces the stock master cylinder cap. The derby cover for Sportsters has virtually no flat surfaces. The



The derby cover for use on Sportster is a part of the new Darkside line of limited edition parts from Precision Billet Products

Darkside air cleaner cover fits all K&N Hi-Flo air filters, while the shift linkage for Sportsters is fully adjustable and includes Heim joints and all mounting hardware. For V-Rod owners, the Darkside V-Rod clutch cover replaces the stock part.



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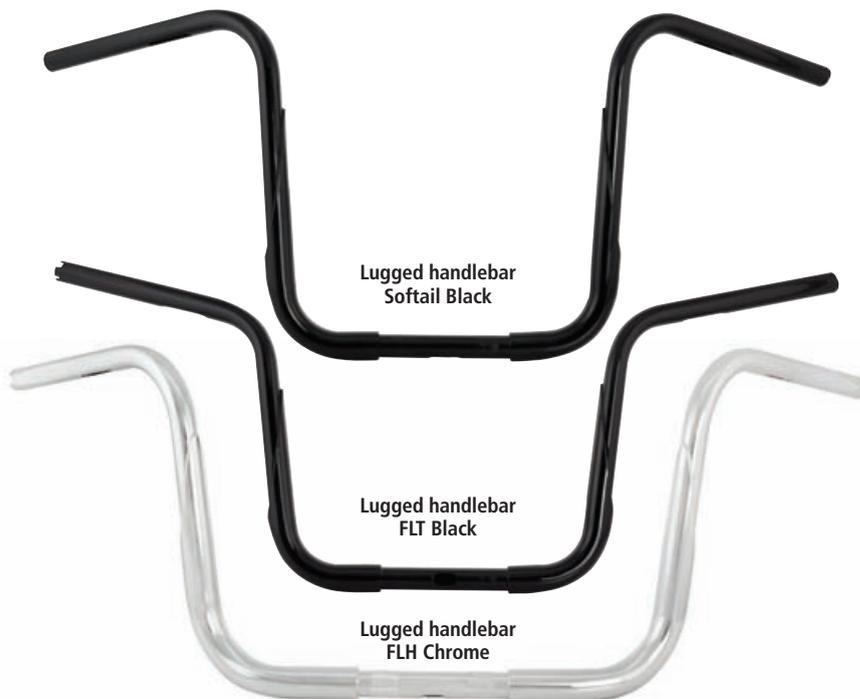
New PM parts at MAG Europe

AMONG the new parts from Performance Machine now stocked by MAG Europe are the company's lugged handlebars.

The lugged handlebars, which are available to fit FLH, FLT and Softail models, are manufactured using CNC bending and laser cutting for accuracy. The lower section of the bars is 1.25in diameter, and it then becomes 1in for the upper section. The bars can be purchased in a choice of chrome or gloss black powder coat.



MAG EUROPE LTD
 Denton, Manchester, UK
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www.mageurope.eu



Rivera Primo narrow belt drives

RIVERA Primo's line of open belt drives includes the newly launched ultra narrow option for '90-'06 Evo and Twin Cam Softails. The Slimline belt drive kit features a 1 3/4in wide 'dense pack' Kevlar Polychain Super Belt, which the company says has been tested to withstand horsepower loads in excess of 150hp.

In addition, the Pro Clutch, with wide-slotted Kevlar plates, is included to allow the drive to be used with powerful engines.

The drive makes use of a one-piece motor plate to help add rigidity to the frame by firmly connecting the motor and transmission. In addition, the motorplate is machined for a center mount oil filter and is also ready to accept the optional Rivera Primo mid-controls, which are single fulcrum and include both the shift and brake assemblies with a designer master cylinder.

Two kits are available with either a billet aluminum outer guard that covers the outer pulleys

or a faux carbon fiber outer guard that fully covers the belt and pulleys for added safety.

RIVERA PRIMO
 Whittier, California, USA
 Tel: 562 907 2600
info1@riveraprimo.com
www.riveraprimo.com



Twin Power lifters and oil

ADDITIONS to the range of parts available from Biker's Choice now include the Twin Power high performance lifters. Made in the USA, they are sold in sets of four and available to fit Twin Cam, Evolution and Sportster models. A second Twin Power product offered by Biker's Choice is a range of oils. The Twin Power Premium oil is specially formulated to protect V-twin motorcycle engines operating under extreme

conditions, with a special additive package to extend engine life and boost performance by allowing it to run cooler. Twin Power synthetic oil made from synthetic-based oils to provide higher film strength, better low temperature performance and superior wear protection meets or exceeds API CI-4/SL Service Classification. The Xtreme Machine grips sold by Biker's Choice are CNC machined from billet aluminum and fit 1in handlebars.



BIKER'S CHOICE
Fort Worth, Texas, USA
Tel: 817 258 9000
bikerschoice@bikerschoice.com
www.bikerschoice.com



Dyna Big Shots

VANCE & HINES has a version of its Big Shots Staggered exhaust system available to fit Dyna models. The Big Shots Staggered is a 2-into-1 system that has the appearance of a 2-into-2 exhaust.

Available in chrome with billet slash-cut tips or matt black with billet straight-cut tips, the exhaust features the company's 'Power Chamber' crossover technology, which uses the volume of both mufflers to increase horsepower and torque, and full coverage heat shields. Optional quiet baffles can be fitted.

The system is fitted with Vance & Hines flat plane mounting panel for the 12mm oxygen sensors employed across the Dyna range, which positions the sensor deeper into the exhaust stream, providing enhanced data feedback to the ECM.

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THE Retro Kool mirrors, which are part of the Mr Luckys product line, are being offered in a range of finish options; black, antique brass or antique copper.

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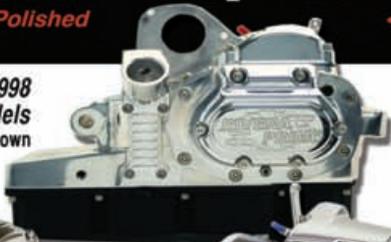
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Zach Ness' Blown Bagger

Pics: Via Arlen Ness; Text: Horst Rosler - motographer@t-online.de

WITH the introduction of the Twin Cam in 1999 Harley-Davidson offered a V-twin that has, since then, become more and more powerful, with increased displacement almost every two to three years. But there are other ways to boost the performance of a V-twin, and when it comes to supercharging motorcycles, members of the Ness family have a long heritage of building very radical designs.

Zach Ness, son of Cory, is the 3rd generation customizer in what seems to be becoming the Ness 'dynasty of custom bike builders', and he is following the Ness traditions in many ways. Equipped with a Pro Charger supercharging system, his Blown Bagger boasts more than 120 horsepower, and has been built as a showcase for the 2012 Arlen Ness custom parts program. Based on a '09 Road Glide that in many respects retains the stock configuration, Zach designed and built his private Bagger ride as a very elegant but powerful ride with plenty of Ness bolt-on components that clearly signal the three decade experience in developing high-class custom parts.



Zach Ness has been at the deep end of the family business for many years, even before he finished school, which has given him the opportunity to develop his own styles and ideas. And he is using this creativity both in the Ness tradition when creating custom bikes of all styles, and in his own way, which is a different, younger and fresher approach, just what the customizing scene is looking for at the moment.

No matter if FXDB hardcore rider, high end Bagger or his latest 2012 Café Racer he created for the introduction of the Victory Judge at New York in January 2012, his bikes have already made covers and headlines.

As Cory's son, Zach built several high end customs even before finishing high school in 2006. While studying he was asked to participate in the design of the limited edition Ness Signature Series Victory

motorcycles, which in 2013 he will again be doing.

It was Arlen Ness who had an important part in shaping the image of the Bagger long before the current hype hit the market. Arlen's customs always have been long, low and stretched, some of them, such as Smooth Ness, could be defined as landmark Bagger designs. Arlen himself rode his 'Eagle Bike' for years en route to Sturgis. It is from this experience that the Ness Bagger parts originate.

The Ness tail end and stretched 'Down 'N' Out' saddlebags are a top selling item for Bagger customizing; available in double and single exhaust versions, every style can be served. A very cool option for customizers, and one used by Zach, is the Ness Winged tank extension. It gives the look of a sleek custom tank at a fraction of the cost with no cutting, grinding or welding needed. Just bolt it right on to a stock Road Glide or Street Glide tank and have the perfect Bagger look!

Zach Ness' charged Bagger serves as one of the Ness catalog bikes to introduce new parts. Naturally, Zach used the full extent of new and established Ness parts to create an eye catching Ness promotion



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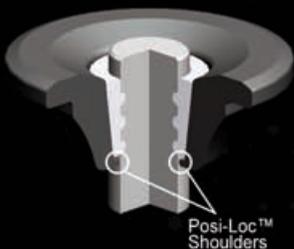
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AMD CUSTOM BUILD



bike. From the Deep Cut design line came floorboards, levers, fork legs, fork boots, exhaust tips and saddlebag latches. The comfort version of the conical Deep Cut floorboards feature soft rubber inserts that grant a smooth ride when covering longer distances. The Ness Rad III controls are combined with the stock switch housings, which can save a lot of time not having to rerun the cables, especially if they don't need to be extended for a new handlebar. Such as is the case with the Paul Yaffe's Monkey bar, which has been painted and had the cables routed inside by Zach.

Working perfect with the Deep Cut look, the 10-Gauge design wheels were introduced in 2011, in the black anodized version, where the cutouts are machined after anodizing to offer a custom look and underline how far the CNC-machined design has advanced.

The use of a 23in front wheel does require some changes to the rolling chassis geometry. To retain the handling characteristics of Harley-Davidson's big tourer, Ness offer a specially developed raked triple tree for such Bagger conversions. As a bolt-on option no frame modifications are necessary.

The stock 96ci Twin Cam is not exactly underpowered, but in the USA, and some other countries, adding additional power is easier than in others. Pro Charger offers a wide variety of mechanical superchargers, which blow the air/fuel mixture into the combustion chamber rather than sucking it in, giving a considerable boost in power. With a charging pressure of 10psi, Pro Charger claims to deliver some 150hp on its website, but Zach Ness uses a lower boost pressure, resulting in 120hp and extended engine life of the internally stock Twin Cam. Hole Shot derby, point and horn covers add to the high-tech look of his V-twin. The complete drive train is finished in matt black. The exhaust system is a co-operation of Rinehart exhaust systems and Arlen Ness. Rinehart is responsible for the exhaust technology, Ness offers a wide variety of exhaust tips, and in this case the Deep Cut are a perfect fit.

Zach Ness himself designed and did the paint job. It is a one-off mix of matt grey and gold pearl highlighted with streamlined graphics, topped with gold-leaf applications and pinstripes. A superb custom Bagger in the best Ness tradition and a superb showcase of what can be achieved with Ness custom parts.

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**ARLEN
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An Italian Speed Demon

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

Abnormal Cycles took the 2011 World Championship of Custom Bike Building by storm when they won the Modified Harley class with the first sidecar outfit to be entered in the event's history. For 2012 the shop was back, and this time a win in the Freestyle class was the aim

IN 2011 Abnormal Cycles was the first custom shop to enter a sidecar in the World Championship of Custom Bike Building with 'Union', which garnered them the top honors in the Modified Harley class. In 2012 the shop returned, this time to compete in the Freestyle class with a regular bike – Speed Demon. One thing that has remained from year to year is the early styling of the machines built by the Italian custom shop, run by Samuele Reali.

Samuele is a fan of the 'Old School' racer look, especially board track racers, and began collecting parts for the build of Speed Demon while he was taking Union, his sidecar, around the show circuit.

From the very beginning his idea with Speed Demon was to transplant an older

Harley motor into an even older H-D frame. The frame he selected was the oldest one he was able to acquire – a VL from 1929. Due to the age and relative value of the VL frame, it has been left stock apart from the paint finish, which like the rest of the build is a custom mix over silver leaf.

To keep the Old School theme, the Spring fork at the front is a 1915 vintage. However, it has been modified with the addition of friction dampers at the rear pivot points, a pair of built-in handlebars and a chromed and painted finish.

The only other original Harley-Davidson piece used on this bike is the 1919 JD 74ci motor. Like the frame, the motor remains basically stock, the only change being the wrapped custom exhaust headers and some

chrome and brass detailing. The open chain primary from the motor connects to a matching vintage three-speed stock factory transmission. Shifting through the gears is taking care of by a hand shift that, thanks to a clever linkage, emerges through a slot in the gas tank just to the left of the frame's backbone.

The gas tank, through which the gear shift pokes, was like much of the bike hand-formed in the Abnormal Cycles shop. The team's metal working skills can also be seen in the shape of the brass trimmed rear fender, which was given the same paint treatment as the frame by Zucchelli Paint. The shop's machining talent can also be seen in the work done to create the oil tank that includes a one-off pump to get the oil to the engine.



Samuele Reali, second from left, and the Abnormal Cycles team with 'Speed Demon'

AMD CUSTOM BUILD



The linkage for the jockey shift on the three-speed transmission takes the shifter through the gas tank



The one-off bars, mounted on original 1915 Springers, feature internal controls including the ignition advance on the left side of the bars



The drum brake sprocket was supplied by fellow Italian custom business Kustom Tech

Further machining skill is evident in the hubs for the custom wheels that are shod with 28 x 2 1/4 in Firestone racing tires. The rear wheel also carries a drum brake sprocket from fellow Italian business Kustom Tech. The foot controls that operate the brake and the clutch are both one-offs by Abnormal Cycles and the hand controls are made up of an internal throttle and an ignition advance, again made in-house.

Having won the Modified Harley class in 2011, there was a lot of interest in how high Abnormal Cycles would place in the Freestyle class in 2012 with a similarly old board track racer inspired bike. While the team could not replicate the previous victory, they did manage a very creditable third place.

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A demon adorns the front of the bike

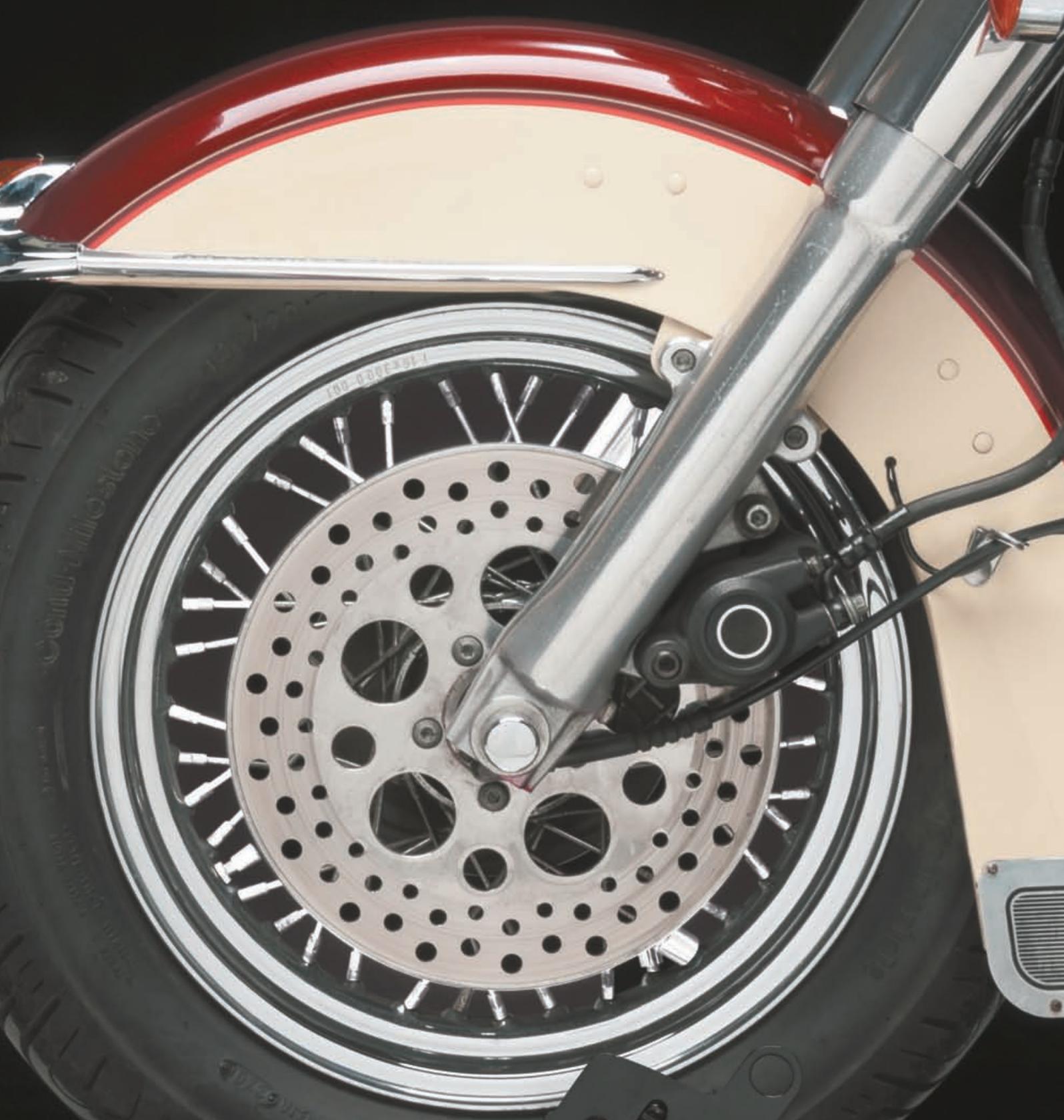


The 74ci motor was first used in a 1919 JD Harley-Davidson and rebuilt and detailed before being put to use powering Speed Demon



The one-off oil tank, made in-house at Abnormal Cycles, incorporates an oil pump to prime the oiling system before starting

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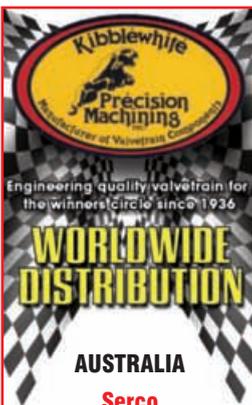
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Gray Indian's Custom Accessories

ITALIAN custom parts and accessories manufacturers have always enjoyed a reputation for stylish design and high quality fit and finish.

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Andrea and his team are making their United States debut this month at the V-Twin Expo, and are now looking for selected dealers in North America.



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AHDRA Championship Points Series cancelled

CRAIG Tharpe, the General Manager of the All Harley Drag Racing Association (AHDRA), has announced that the 2013 AHDRA Championship Points Series has been cancelled. The cancellation of the series is

being blamed on the decline of sponsorship with Tharpe stating: "With our declining sponsorship support, most likely driven by our declining racer and spectator attendance, but most likely driven by our crappy economy,

we are unable to plan a budget that has a positive bottom line. "This would be the 5th year of negative cash flow for AHDRA, and it just can't stand it financially. Although they were committed to remaining as a presenting AHDRA sponsor for 2013, Harley-Davidson is moving most of its sponsorship spending to the NHRA's Sportsman series. Last week's news from the folks at Rush Racing Products, that



they would not be continuing their sponsorship at AHDRA, was the final blow. These were our two largest sponsors and contributed the lion's share of sponsor revenue for AHDRA."

www.ahdra.com

Jims USA, Feuling, Daytona Twin Tec, Rolling Thunder among latest to confirm BBE

THE all new BIG BIKE EUROPE expo at Essen in Germany in May continues to add new exhibitors, with the message about its unique new concept continuing to find favor among vendors.

Being staged at Essen, Germany, in May 2013, BBE's focus on parts and accessories, performance and tuning, service and workshop products and custom motorcycle design and engineering has garnered wide-spread appreciation as the exhibitor

community looks to channel its marketing budgets at qualified audiences.

Its announcement in the summer of 2011 also immediately set a new trend



in combined trade and consumer show attendance targeting, with 'integration' rapidly becoming the new agenda for specialty vendors on a moving forward basis.

The primary driver of dealer and consumer attendance at BBE will be the AMD World Championship of Custom Bike Building, which has been switched to Europe from the Sturgis Motorcycle Rally for the first time as it prepares to celebrate its 10th anniversary.

With four months still to go, some 90

bikes from 19 different countries are already registered to compete in the five classes - marking an unprecedented level of custom motorcycle industry engagement.

Registrations are already being received for the invitation-only Trade & VIP Guest Rider Day (Friday May 10th), and online ticket sales are already underway for the two general rider and enthusiast attendance days (Saturday 11th & Sunday 12th May).

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