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

Dealers report slow sales in Baird survey

APRIL 2013

ISSUE #165

A SURVEY carried out by Robert W. Baird, in partnership with AMD, has reported that overall retail sales and traffic fell short of dealers' expectations in the first quarter of the year. Many dealers cited winter weather and intermittent storms as reasons for sluggish sales, while many acknowledged the strong retail sales they experienced during the same time period last year, and anticipated that trends would continue to be weaker this season.

The survey, which involved 56 Harley-Davidson dealers, not only covered recent sales but also inventories, promotional activity, financing trends, and 2013 expectations.

The survey included over a dozen responses from international dealers in Canada, the UK, UAE and Czech Republic in addition to US dealers. Among those US dealers questioned by Baird, new bikes sales were down

2-4 percent in early Q1, a solid result versus a difficult +25 percent comparison in Q1 of 2012. Used bike retail suffered at responding dealerships, with sales down about 10 percent.

Internationally, Canadian new bike retail fell 7-9 percent, while the region reported a slight uptick in used sales. Dealers in other international markets reported new bike retail fell 8-10 percent, but indicated robust growth in used sales early in the quarter.

Despite the fall in sales, many of those surveyed expected numbers to be down anyway with responses including comments such as: "Sales are down from 2012 but up from 2011. 2012 was exceptionally warm so selling motorcycles was easy. We are back to a normal winter in terms

of temperature, so it's not so easy. I have no fear that our Spring is going to explode. I can 'feel' the tension getting ready to release among riders." Another survey respondent is reported as saying: "It is slower this year than last year, but up from year before. Last year, we didn't have a winter, making motorcycles easy to sell in January and February, so this was expected."

However, the overall response is a positive one with one dealer commenting: "Even though last year's numbers look better, we are fairly steady, and busy for this time of year." Another was equally positive saying: "January and February are much more

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MOTORCYCLE STOREHOUSE

Custom builds from Sweden are typically radical Chops, but Claus Wärefors took a different route with his World Championship entry, opting instead for a café racer build with 'Gryphon'... see pages 63-64

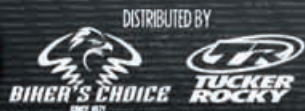


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CUSTOM:ExCel



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'Indy' vs. AIMExpo will not end well

MY comment piece in last month's AMD Magazine was 'penned' in an airport en route home following the 13th annual V-Twin Expo. This month's edition features our customary round-up of vendor news from the show, and includes telling remarks from an interview I did with the show's respected sales manager, industry veteran Jim Betlach.

We spoke just as the show was closing in the pre-Superbowl hours of Sunday February 4th, with the echoes of the rumors and misinformation of the prior 72 hours still ringing in the ears.

I don't want to re-visit my thoughts of last month, as such, though I will reiterate my firm belief in the importance of the event (for that is what it is - not just an industry show, but an industry EVENT!) and repeat that, as I said last month, "if we didn't have the V-Twin Expo in the United States, someone, somewhere would sure as heck be trying to invent it!"

However, that piece was written before the outcome of this year's Indianapolis DealerExpo, which was being staged two weekends after V-Twin Expo.

Since then 'Indy' has been and gone, and the fall from grace of that once powerful progenitor to all dealer oriented events in the US PowerSports industry has now entered 'spectacular' territory.

In the past couple of years my remarks about the 'Indy' Dealer Expo have centered on the ill-fated attempts 'Indy' was making to steal the V-Twin Expo's clothes. Since then the whole currency of industry shows in the United States has become tainted by a most unedifying display of in-fighting, back-stabbing and greed.

Indeed the background to much of the 'Indy' vs. AIMExpo rivalry is stuff that you really couldn't make up. That rivalry has been like the sky finally falling in on 'Indy' - though it has to be said the timing was 'exquisite' from the V-Twin Expo point-of-view.

Like Sauron's gaze being taken by the enemy at the Black Gate, suddenly 'Indy' had bigger problems to worry about than who they could confuse into migrating up the I74.

All this is not to say that V-Twin Expo doesn't have issues, of course it does; but they are mostly to do with the current nature of the market it serves rather than the show itself - though there is somewhat of a belief in some quarters that it behaves them to be a little more open to the ideas and help being offered to them from within their exhibitor community.

Above all though, and by far and away the single biggest and most complex of the issues that 'Cinci' does have, is the still fragile nature of the economy and the damage done to 'where the industry was at' seven years ago.

That too is the issue that has laid open the vulnerability of the Asian vehicle manufacturer dependency that 'Indy' allowed itself to get hooked on, and laid bare the fundamentally superficial and flawed grasp the show actually had of how best to provide a service to the industry it had squeezed for so long.

The reports that have reached me this year from exhibitors at 'Indy' are not only universally negative, again, but there is now a palpable sense that the project

is headed to the buffers at terminal velocity.

AIMExpo has successfully added to that 'vibe' of uncertainty in the past few weeks with confirmation that it does now have the backing of one of the major OE manufacturers in the form of Yamaha, and that it has a dealer meeting being staged there by no less than a certain Mr Erik Buell himself.

With the MIC having announced that it was to pull its annual member conference from 'Indy' several months before the show, the organizers have also added to market confusion with their own uncertainty about when the next 'Indy' show would be staged - apparently the Fall 2013 idea has been dropped and the next 'DealerExpo' at Indy will be in the Fall rather than Spring of 2014!

Also, the addition of consumer elements to 'Indy' has proven a mind-job too far for that show's ever dwindling band of long suffering loyalists.

It would appear that the ill considered formula that Advanstar had lurched into as a knee jerk response to the combined trade/consumer approach taken by AIMExpo just didn't work.

With the IMS series now hugely dependent on Bob Kay's Biker Pros team for the heart beat that their management of the 'Ultimate Builder' bike show series has given the corpse in the past three years, and with the revolving door that there has been in the management and staff at Advanstar in the past four years, I believe that Advanstar has handed market opportunity to Larry Little and the AIMExpo on a plate and reinforced the position of the V-Twin Expo as the only viable domestic US based 100 percent industry EVENT for years to come.

Although Drag Specialties (and others) are looking to beef-up their own control of what they get from their events budgets, there is an umbilical cord between the strongest geographical regions and business sectors of the v-twin market and it's V-Twin Expo.

That is a bond that makes 'Cinci' the lungs of the industry's channels and as such when the market deflates, so will the show - but when sustainable growth translates into profits, both will inflate again, though for sure on a more rational staples and miles-ridden basis than the eye candy growth that fuelled it before.

Meanwhile, with the recovery in the liquid-cooled street bike and dirt markets even less certain than in the v-twin market, it is anyone's guess what the dealer expo landscape will look like when we gather for the 16th annual V-Twin Expo in 2016, but at this stage the most likely scenario would appear to be market and expo stability for 'Cinci', some progress for AIMExpo at Orlando, and a vacuum where once 'Indy' had so effectively served the wider US powersports dealer and vendor community.

Cinci is the lungs of the industry's channels

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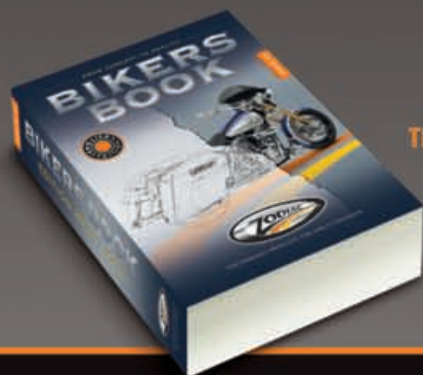


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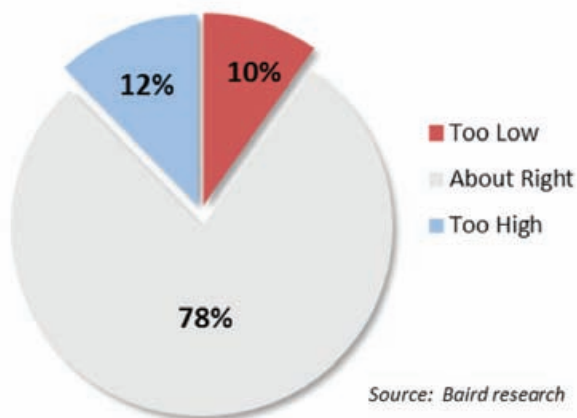
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Source: Baird research

< Continued from page 1

optimistic — better quality of floor traffic.”

While sales may be down, a new strategy put in place by the Factory is beginning to show benefits with regard to the amount of bikes on showroom floors. In the survey 78 percent of the respondents felt that the inventory they held was ‘about right’ for the time of year. This news follows on from Harley executing

surge production at its York facility. The strategy is intended to use flexible capacity to surge production ahead of peak retail season to have the right bikes at the right place at the right time.

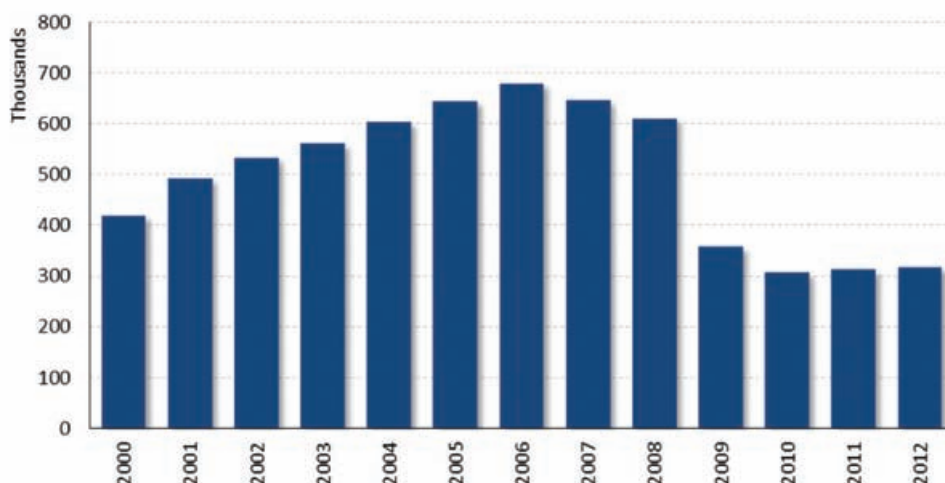
Comments from dealers on inventory level were: “We have the right bikes, and if we don’t, we can get it for [customers]” and “Inventory levels are appropriate for first quarter demand. Harley-Davidson is promoting brand awareness and preparing customers for the Spring riding season,” and “Inventory level is excellent.”

The lean inventories are said to be helping with pricing, even though nearly two-thirds of dealers are selling bikes below MSRP. However, the situation is reported as being an improvement on last year with dealers saying that they are discounting in order to drive showroom traffic through the winter months. It has been noted that with the sales that have been going through, the consumer financing environment has remained stable, with most dealers reporting that credit availability remains unchanged.

On average, dealers expect retail sales to improve mid-single-digits percent in 2013, which follows Harley-Davidson’s retail sales growing 6.6 percent in the US and 5.6 percent internationally in 2012, and the Baird Group expects US retail to grow 5 percent in 2013 and international retail to grow 6 percent for the year.

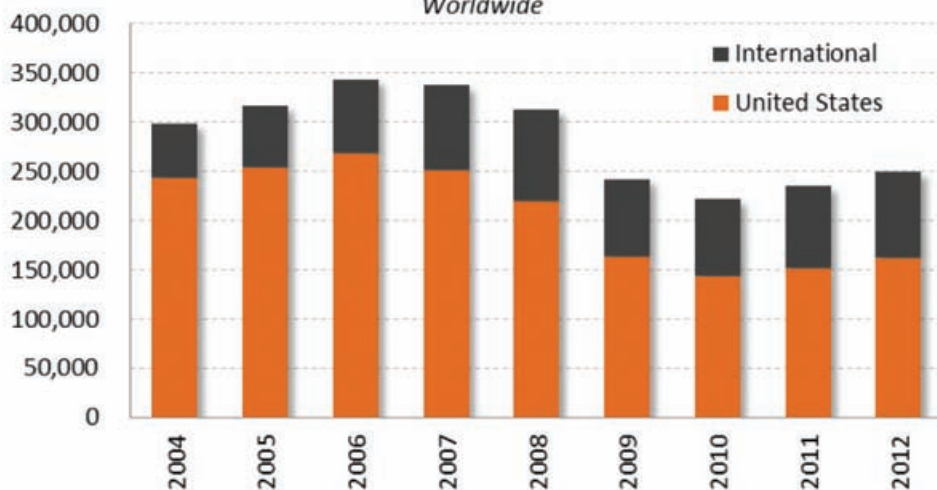
Harley-Davidson dealers were not only confident about improved sales, but also that a revitalized Indian brand would have little effect on sales. When questioned about what they thought the effect of Polaris launching a new Indian model would be, comments ranged from: “I think they were smart to acquire a company and brand name that is so rich in American tradition. It seems that they have bought a product that competes with themselves at Victory. It seems that they need to utilize the Indian name, but go with a mixed product line, using the strengths from both manufacturers,” through “We have to watch how Polaris is doing, but have no reason to panic,” to “[It’s] too late!” and “I don’t think it will succeed this time either. It’s been tried many times before.” •

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IronWorks Innovation Award winners

IRONWORKS magazine used the V-Twin Expo in Cincinnati as the venue for the presentation of its annual Innovation Awards. The awards, also known as the 'Stempys' in honor of the magazine's founding editor Dennis Stemp, have been presented since 2003 specifically to recognize leadership and positive momentum in the motorcycle industry. "The IW Innovation Awards honor efforts that represent a

fresh, forward-looking approach to our industry through creative action that advances interest or fills a need," said IronWorks Editor Marilyn Stemp. "Especially now, when 'wait and see' is the prevailing attitude in business, we feel it's appropriate to identify and acknowledge those companies and individuals who exhibit the courage to keep motorcycling not just viable but thriving." The award winners were headed up by Roland Sands,

who took the award for his Roland Sands Design Clarity Line of products. Sands was followed by Lonnie Isam, who received his Stempy for his work on the Motorcycle Cannonball endurance run. A Stempy went to Performance Machine as Marilyn Stemp praised the company for its "relentless product development and unparalleled industry support." Another business that was singled out for praise was Vance & Hines, which gained a Stempy for its



Trophy close up

Shortshots and Stainless Hi-Output lines and ongoing support of motorcycle racing. The list of award winners was completed by The Sturgis Buffalo Chip, which was recognized for its Crossroads venue.

www.ironworksmag.com



L to R: Toni Woodruff of the Buffalo Chip, IW Rep Paul Holdsworth, IW Editor Marilyn Stemp



L to R: Roland Sands of RSD, IW Editor Marilyn Stemp

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L to R: IW Rep Ben Lamboeuf, IW Editor Marilyn Stemp, John Potts of Vance & Hines



L to R: Performance Machine's Ted Sands, Mark Finnie and Kelli Murrow with IW Rep Ben Lamboeuf

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CUSTOM:ExCeL London

THE first of two World Championship of Custom Bike Building affiliate events taking place in the UK was held in London in February, when CUSTOM:ExCeL took place as part of the MCN London Motorcycle Show.

Over the weekend of February 15-17 an international selection of custom bikes was gathered together in London's ExCel center as competitor vied to win not only travel expenses to the 2013 World Championship event in Essen, at Big Bike Europe, but also €1,000 of merchandise credit from Zodiac International. The prize fund was enough to draw bike builders from Spain, Germany and Switzerland who competed alongside the home contestants.

The trip across the North Sea certainly paid dividends for No Stock Bikes, which is based in Gijano - Villasana de Mena, Spain, when the shop's entry Herejia was named Best in Show. The BMX inspired bike ran a uni-crown style fork with hidden springs and the same style of suspension at the rear to provide a Softail-type ride. The bike is powered by a Suzuki Savage engine with a five-speed H-D gearbox, mounted directly behind the engine's barrel, and connected with a BDL open primary drive. The wheels on the bike were also sourced from H-D, a V-Rod, with the same model donating its gas

tank to the build.

In the Freestyle class the top honor was taken by Mark Boshier with his Sportster-based Speed Bobber. The runner-up places in the Freestyle class went to Dejavu by AFB Custom Motorcycles and Snob's Custom Cycles' Hamdi's Pan.

The Modified Harley class (sponsored by Harley-Davidson UK, who also provided a £1,250 prize for the winner to compete at the World Championship) was closely contested between authorized dealer Shaw Harley-Davidson and leading UK custom shop Krazy Horse Customs, with the latter taking not only first place with its Flat Iron, but also third with Studdy's Knuckle. Between the two Krazy Horse bikes was Shaw's Da Hui in second place.

The second UK affiliate show, again operated by Ocean Events, is now accepting entries via www.thecustomshow.com and will take place during The Custom Motorcycle Show at Beaulieu, home of the National Motor Museum, 15-16th June, 2013.

CUSTOM:ExCeL

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'Flat Iron' brought Krazy Horse Customs a first in the Modified Harley class. The Suffolk business, which recently moved to new larger custom built premises, also took third place with its other entry in the class, Studdy's Knuckle



Mark Boshier's Speed Bobber took first place in the Freestyle class at CUSTOM:ExCeL



Among the custom builds from authorized dealers on the Harley-Davidson display was a V-Rod with a single-sided swingarm conversion from Warr's Harley-Davidson. Other bikes in the line-up included custom builds from Shaw H-D and Guildford H-D



(Left to right) Jose Luis Sanchez Martin, of No Stock Bikes, collects part of his prize package from Paul Timpson, Zodiac's UK Sales Manager, after winning Best in Show in the ExCel Custom Show, with Show Master Neil Blaber



After travelling to the UK from Spain, No Stock Bike's took Best in Show with its radical Suzuki Savage based build Herejia



Zodiac brought its show truck to CUSTOM:ExCeL and sponsored both the Freestyle and Old School classes, donating a €1,000 prize for Best in Show



A pair of Kingpin based customs built by Thunder City Cycles were featured on the Victory Motorcycles display



Paul Beamish, MD of Krazy Horse Customs (centre), collected not only third but also first place trophies and prizes in the Modified Harley class



Cycle Point West brought 'The Monster' over from Germany to compete in the Freestyle class at CUSTOM:ExCeL

Beaulieu Custom Show returns for 2013

FOLLOWING on from its initial success in 2012, the Custom Motorcycle Show at Beaulieu is hoping to attract over 100 bikes this year for the event, which is a UK affiliate round of the World Championship of Custom Bike Building.

Once again the event will feature five classes, with entries being accepted in Freestyle, Modified Harley, Daily Ride, Chopper 'Old School' and Streetfighter styled Performance Custom. The builder of the Best in Show bike will win

an expenses paid trip to Essen, Germany, for the World Championship in May 2014, along with the winner of the Modified Harley Class, courtesy of Harley Davidson UK.

In addition to the extensive display of international custom bikes, visitors will also see displays from aftermarket custom parts distributors Custom Chrome, Zodiac International and MAG Europe. While UK custom painters BLD and Altamura will be exhibiting again and doing



Abnormal Cycles brought 'Speed Demon' over to the UK from Italy for the 2012 Custom Motorcycle Show at Beaulieu and took the Best in Show prize



AMD's Robin Bradley (far left) with some of the team of Abnormal Cycles and (far right) Lorne Cheetham, the organizer of the Custom Motorcycle Show, with Lorenzo Solighetto of Boccin Custom Cycles, who won the Modified Harley class in 2012

custom paint and air brush demonstrations, UK bike builders including Rocket Bobs, Sickboyz and Triple H Bespoke Motorcycles will be displaying various custom builds. Southampton Harley-Davidson will be exhibiting again as well, and visitors will also be able to meet the team from Hard up Choppers and Moore's Speed Shop.

The Custom Motorcycle Show is part of the Custom and Hotrod weekend, hosted by the National Motor Museum at Beaulieu in the New Forest, Hampshire, which will feature a collection of custom

cars and hot rods.

The Custom Motorcycle Show is at the National Motor Museum, Beaulieu, from 15-16th June 2013, Open from 10am – 5pm on both days.



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V-Twin EXPO

by Easyriders®

Cincinnati, Ohio - February 2-3, 2013

AMD presents its annual round-up of vendor news from the V-Twin Expo, and AMD Publisher Robin Bradley reports on an interview about the show's future with sales manager Jim Betlach

Words/pics by Robin Bradley robin@dealer-world.com Pics by Neil Blaber neil@dealer-world.com

"The biggest players are in it for the long haul"

THIS was the 13th annual V-Twin Expo, the custom market having split off from the 'Indy' Dealer Expo, backing Easyriders' concept for a market specific event, in 2001. In that time the market 'boom' that warranted the event has been and gone (reaching its crescendo in 2006), and as we head further away from those heady days, the landscape against which the event was created has changed out of all recognition. That landscape is one that has certainly shrunk, with many of the vendor and brand names that populated the show floor as the facility struggled to keep pace with demand for booth space having disappeared -

either just from the show or from the industry as a whole. "However, while the market that was fuelled by the "builder boom" has gone away, what is left is closer to the market we had when the boom started - namely a market in which millions of riders simply want to be able to ride their bikes and make them go better, handle better and look great. All the essential ingredients of that market have remained constant, if overshadowed, throughout the cycle and the staples that birthed the core business done in independent custom shops are still being gobbled up. Indeed they are being consumed in ever increasing numbers as the

number of bikes on the road grows, the life-cycle of bikes lengthens, and the total number of miles being ridden annually also continues to grow. While conspicuous has given way to cautious consumption, the passion and enthusiasm that drives those miles hasn't gone away, nor has it yet suffered the much vaunted demographic 'die-back' that appeared to be on the cards. Sure, the high volumes of frames, wheels, engines, brake calipers, transmissions, belt drives and other parts that the custom bike building explosion soaked up have gone away, but there are still custom bikes being built, bought and ridden. Indeed the good news is that

their numbers and prices have consigned excess to the trash can of history and embraced something closer to sustainability. Budget bolt-on has been the new mantra, with staples and workshop revenues keeping the lights on. So, yes, a vastly different landscape, and that being the case, where does that leave the V-Twin Expo? Although it is only a very personal view, and one based on a business perspective that often appears to be out-of-step with orthodox thinking, I actually and firmly believe that while it doesn't leave the show in the rude financial health it

Continued on page 15 >>>



BELT DRIVES/GMA BRAKES: As well as additions to the GMA brakes offer, this year has already seen the Californian manufacturer add to its BDL program with an EVB 2SL enclosed belt drive conversion, direct fit Competitor clutch conversion and updated ball bearing lock-up clutch; www.beltdrives.com, www.gmabrakes.com



KB PERFORMANCE PISTONS: Manufactured in Carson City, Nevada, by United Engine & Machine, the KB piston brand owes its origins to legendary tuner Keith Black. Made in 390 Hypereutectic alloy with fully machined crowns and valve reliefs, the company offers over 190 different oversize part numbers and a vast assortment of compression ratios in dish flat top and dome styles for Harley Big Twin and Sportster applications, including Shovel and Knuckleheads; www.kb-silvolite.com



V-TWIN EXPO: Barely in need of any introduction, Joe Teresi's contribution to creation of the market of the past 40 years is the stuff of legend. As owner of the V-Twin Expo Joe was candid and positive about the show's future: "We remain committed to V-Twin Expo. We have made it clear all along that we are in this for the long haul. Would I rather the show was doing as well as it was a few years ago? Of course! We'd all like the market to be stronger than it is at this time, but V-Twin Expo remains the primary expo business opportunity for this great industry"; www.vtwin-expo.com



KIBBLEWHITE PRECISION MACHINING: Best known for their Black Diamond, White Diamond and Tensilite valves, KPMI also offer a complete line of valve train components, including 'beehive' style valve springs and choice of cast or bronze valve guides; www.kpmivalvetrain.com



AVON GRIPS: Ergonomic design, choices of billet or rubber, heated or 'summer', colourways to match any paint job - Avon Grips give a finishing touch for any custom work or deliver market leading improved comfort for stock or near stock applications; www.avongrips.com



SUPERTRAPP/JAYBRAKE: The Cleveland, Ohio exhausts manufacturer has been one of the few exhaust businesses to weather the downturn well as dealers sought refuge in established, respected brands with a reputation for good quality, design and manufacturing. However, that didn't lead to complacency at SuperTrapp - oh no, far from it. Always regarded to make good strategic business acquisitions, SuperTrapp's Kevin Berger walked-the-walk of entrepreneurial theory with purchase of the JayBrake, Jardine and Fluidyne product lines to give SuperTrapp dealers good new sales opportunities as consumer confidence starts to slowly return; www.supertrapp.com, www.jbrake.com



TECHNO RESEARCH: Recent new products from the Royal Oak, Michigan, diagnostics and tuning aid manufacturer include the Centurion U (for USA) Professional multi-brand diagnostics tool, which now includes Harley-Davidson ABS Brake Bleed, and a DirectLink (Flash-Tuner) tuner that now includes speed calibration; www.technoresearch.com



ALL AMERICAN WHEEL: One of the automotive and motorcycle wheel industry's best known brand names, All American Wheel offers volume wheel designers or one-off custom builders access to what the company claims to be the world's leading range of rotary forged billet wheel blank style and sizing programs, with a "soft lip" that is said to be the industry standard design, one that "adds depth" to any wheel design - rotors, pulleys and fat wheels also available;
www.allamericanwheel.com

<<< Continued from page 13

enjoyed in the past, it certainly leaves the concept of a custom parts and accessory specific dealer expo in a way stronger place than before.

In the late 1990s it could have been argued that while space, hotels and riding culture certainly suggested the desirability of a market specific expo, the industry didn't actually "need" it as such.

There were plenty of customers around, and their numbers were growing quickly, and dealers would have continued to go to the existing dealer expo product in the United States in sufficient numbers to make it profitable for vendors because they didn't, at that stage, have an alternate.

In fact it was the vendors who decided that they wanted such a show, but they shouldn't confuse that with believing they actually needed it. They didn't.

Ironically it is now more than ever that they actually need it - now that there aren't so many customers around, and that those who are spending are doing so more cautiously, are more difficult to reach, and are less cost-effective to find without a specialty expo.

Contrary to the rumors circulating in

Continued on page 16 >>>



ENERGY ONE CLUTCHES: Complete Big Twin replacement clutch kits that include a full set of performance friction plates with a maximum groove pattern for heat dissipation and fluid circulation; www.energyoneclutches.com

www.AMDchampionship.com

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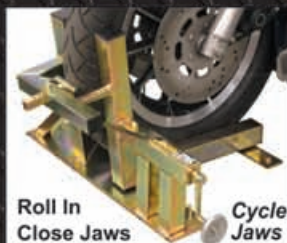


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FREEDOM PERFORMANCE: Available with optional quiet baffles, recent new products from the Gardena (Los Angeles), California based manufacturer include their 'American Outlaw' high 2 into 1 and True Dual systems, and 'Union' touring 2 into 1, which is said to be the world's only 5-step 2-into-1 performance exhaust system. Indeed their True Duals are said to be the only 4 1/2" megaphone 5-step dresser exhaust in the world; www.freedomperform.com



ARLEN NESS: Always prolific new product developers, the much admired blown bagger built by Zach Ness (see AMD February) showcased many of the lines available from the current Ness catalog, from wheels and patent pending modular bars, to brakes, lights, and bags. A particular favorite of ours for 2013 is their Inverted Air Cleaner kit - based on their top-selling patented Big Sucker, an inverted air filter top said to maximize airflow by pulling in air from the face of the air cleaner in addition to the sides; www.arlenness.com



BARNETT CLUTCHES & CABLES: Celebrating their 65th anniversary, important recent new cable product introductions include Barnett's throttle-by-wire extensions for installs of taller handlebars on 2008 and up Baggers. Barnett's Scorpion clutch program for Harley and custom v-twin applications feature a "greatly increased clutch surface area and include a CNC machined aluminum pressure plate, friction plates, steel plates, a steel inner hub and additional sets of coil springs for clutch tuning. They can be run wet or dry in an open or enclosed primary; www.barnettclutches.com



ThunderMax: The new ThunderMax exhaust matched series now includes a performance kit with cruise control option for 2012 and up Softail and Dyna models; www.thunder-max.com



BAKER DRIVETRAIN: It is always tough to select one product highlight from Bert Baker's ever growing and ever diversifying offer, but the DD7 is one that caught the eye for its real-world riding practicality right from the moment it was unveiled. Rather than a simple 7th gear addition making for a deep overdrive, a shortened first and gear-ratio management right through the box deliver a ride that can make full use of the torque and power that Harley's 96" and 110" Twin Cams offer. Reduced mainshaft mass, a Linear Detent instead of the stock arm and spring assembly, an all new shift drum design and tightened dog teeth are said to make for quieter and smoother operation with reduced friction; www.bakerdrivetrain.com

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Cincinnati this year, Easyriders have the facility booked through 2016, and as Jim Betlach said "as far as those who are in shape to play a leading part in the industry are concerned, well, you see pretty much all of them here. "With very few exceptions the V-Twin Expo still reflects the market, and still has all those companies who are in a position to be here. As far as I can determine there are no key

players missing, and very few vendors making alternate expo decisions, with fewer than ever making additional expo decisions.

"The market is the market. While everyone here would, of course, wish that their sales were larger, that their profits were higher, everyone I have spoken with here has told me that their sales were up last year, even if only by low single digits in some cases. I think that as profits also return to those >>>



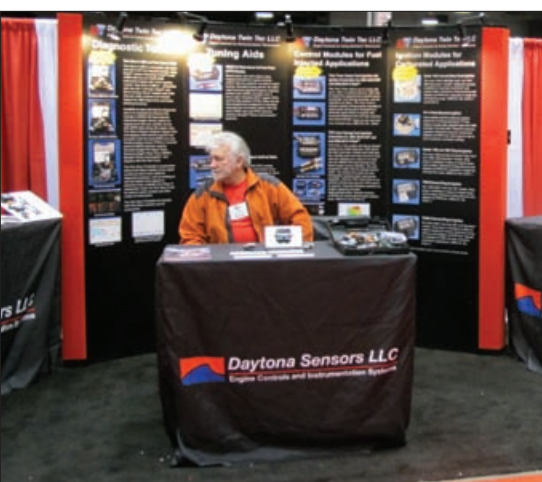
BAD DAD: Featured in AMD Magazine three months ago, the Fort Wayne, Indiana based custom touring parts specialist has been picking up accolades for the design and manufacturing quality of their fast growing program. Recent new product introductions include their 'Cooley' and 'King Midas' bars for Road Kings and Softails, and their all-in-one 'Summit' rear fender - a bolt-on replacement with stretched filler panels that includes a custom run light, brake light, turn signals and license plate mount; www.baddad.com



BIKER'S CHOICE: Under the stewardship of former S&S Cycle man Charlie Hadayia, whose father was one of the long-termers in the original NEMPCO team (the business that became Biker's Choice), new hires (not least ex Custom Chrome man Gerry Bruce) at Biker's Choice continue to boost their Harley-Davidson aftermarket and custom V-twin product offer with strategically selected new third party product lines and additions to their own brand Twin Power program. The company has continued to see sales grow through the downturn, and the word in the market is that further growth in sales and share is on the cards; www.bikerschoice.com



LE PERA: Recent new product line additions from the Californian custom seat specialist is the Nomad II, a stylish two-up solution for bagger owners looking for something that delivers a cool riding solution between a full touring seat and a bar-hopper; www.lepera.com



DAYTONA TWIN TEC: Recent new product introductions from the Florida based electronic fuel injection management and tuning specialist include new tool options to bleed ABS brakes and clear engine trouble codes, available for J1850 protocol and CAN bus applications; www.daytona-twintec.com



DYNOJET RESEARCH: The Las Vegas based specialist's 'Power Vision' is said to be the most powerful and quickest flash tuner on the market and will allow touch screen tuning on any Harley model with a Delphi ECM; www.dynojet.com

growing sales, the V-Twin Expo will start to reflect that again in the future - it is just that none of us can really know when that will be."

It was more obvious than ever this year that Easyriders have had to 'house-keep' in order to keep the show in the black, but there is nothing wrong with that. Quite the reverse. It is a process that we have all had to go through, and to be honest I think that it has been a timely if brutal reminder for an enthusiast-driven market that sales and profits are not the same thing.

"One of the difficulties confronting vendors at this time is the rumor-mongering and the collapse in confidence in trade shows because of the way in which certain other projects have been conducting themselves. "There has been a clear attempt to cause market confusion in recent years, and there clearly are ill informed rumors that continue to sap confidence. I have no wish to

Continued on page 18 >>>



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DIAG4BIKE/ATAL: Making their debut at the V-Twin Expo this year as they start to look for US business partners, the Czech Republic based manufacturer of motorcycle diagnostic tools offers independent shops, especially, access to Harley-Davidson fault code analysis and engine tuning management. CEO Josef Hořejší told AMD that "with the DIAG4 independent workshops and tuners can now analyze data under key criteria such as correct function of sensors and fuel injection actuators. By accessing the error messages stored in the factory unit it allows tuners to check the electronic setting of a throttle, of injection valves, of ignition function and the performance of the security system. A diagnostic device for serial diagnostics is basically equipment enabling a person to communicate with the electronic systems of the motorcycle. However, it is more than just a reader as in many cases its use is indispensable for various settings functions during maintenance and repairs, or for replacement of some components"; www.diag4bike.eu, www.atal.cz



KIWI INDIAN MOTORCYCLE CO: Celebrating 25 years in 2013, 'Kiwi' Mike Tomas is a 'singular' an enthusiast as you are ever likely to meet, and his singular dedication to the cause has seen his line of parts and complete bikes win awards the world over for their fine craftsmanship, attention to detail, and authentic interpretation of the intrinsic spirit of the iconic marque; www.kiwiindian.com



HELMET CITY: The helmets and apparel market has suffered just as badly through the downturn as the hard parts and accessory industry has, but Florida based specialist Helmet City continues to be a leading choice for independent shops and authorized dealerships looking for access to designs and shells that have proven popular in the custom bike market; www.helmetcity.com



JAMES GASKETS: Internationally respected for their manufacturing quality and mastery of materials science the Dayton, Nevada based manufacturer's gasket boards have become an iconic essential for all the best dressed workshop and parts department walls all around the world; www.jamesgaskets.com

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comment on what is going on elsewhere in the powersports industry show scene in the United States, but I do believe that the specialty of our focus is more of a business advantage for all involved now than ever before.

"For our part we are not seeing pull-outs from among what you

could term the major players, indeed in the case of Drag Specialties Fred Fox is firmly on record as saying he believes in V-Twin Expo and intends to continue backing it.

"Far from being uncertain about their future participation, the overwhelming response from what you could call the other

Continued on page 22 >>>

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WOOD PERFORMANCE: The Cropwell, Alabama based performance specialist is best known in the v-twin market for their 'King' high performance 40.5mm maximum velocity street carbs and Knight Prowler cams. Precision machined to Wood's specifications by Andrews, recent new single roller link chain drive cam grinds include their "super high torque" 'Triple Deuce' TW-222s for 96", 103" and 110" street and touring models, and the TW-888s for '06 Dynas and all '07 and up Harley big twin models; www.woodcarbs.com



DARKHORSE CRANKWORKS: Celebrating 30 years in business, "horsepower with precision" is the name of the game at the Newton, Wisconsin based crank assembly re-build specialist; www.darkhorsecrankworks.com



VANCE & HINES: With all slip-on, head pipe, full system, Fuelpak and VO2 product fits for 2012 Harley-Davidson Touring, Softail, Dyna, Sportster and V-Rod models carried over to Harley's 2013 model offerings (excepting for Sportster Fuelpaks, which have a new part number), a new 2013 tourer version of the patent-pending Throttlepak is also available. Designed for throttle-by-wire motorcycles and said to be compatible with any exhaust system, the easy plug-in install Throttlepak is said to improve engine response (whether running stock or aftermarket exhausts) by eliminating the factory-programmed electronic lag; www.vanceandhines.com



SPECTRO OILS: The hot news for Spectro this year is that they are the oil blender selected by S&S Cycle to make their new line of 'Proven Performance' v-twin specific oil formulations. Recent Spectro brand new product introductions from the Brookfield, Connecticut manufacturer include their fully synthetic heavy duty transmission oil formulated for Sportster and Buell applications; www.spectro-oils.com



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MID-USA: The Hazelwood, Missouri based distributor's 1,024 page 2013 'En-Cycle-Pedia catalog features over 10,000 parts and is "loaded with hundreds of exploded diagrams, tech advisories and is the most comprehensive aftermarket parts resource you'll ever need," according to the company; www.mid-usa.com



PINGEL: Recent new products from the Adams, Wisconsin drag race fanatics include a branded kickstand for 1 and 2 inch lowered FL baggers (stock replacement also available), new products for the VRXSE Screamin' Eagle V-Rod 'Destroyer', including a steering stabilizer kit for those who are concerned that their bike can get a tad "squirrelly" at high speeds, and for street going V-Rods and other Harley models check out Pingel's air shifter kits and Nitrous Oxide Kit; www.pingelonline.com



S&S CYCLE: This is already proving to be a banner year for the Viola, Wisconsin manufacturer of "Proven Performance" parts. As well as new Stealth Air Cleaner program and 4" tourer muffler additions, the launch of their 'Viola V-Twin' service parts program was followed by their equally well received entry into the own brand v-twin oils market. This year will see the company mark its 55th anniversary at the Oktoberfest grounds in nearby LaCrosse, Wisconsin, on Friday June 21st and Saturday June 22nd; www.sscycle.com



KLOCK WERKS: Said to deliver a straighter and more relaxed wrist position at near stock height in the standard version, Brian Klock's ERGO bars are also available in 2 inch taller versions that reach back closer to the rider, allowing for a more relaxed sitting position and posture, without the need for cable or wiring extensions; www.klockwerks.com

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FEULING: Starting from the famous Feuling oil pump, which is still offered, but now as a much refined three model program, Luke Leatherman and the team he has assembled at Feuling Parts have broadened out the "Feuling Offer" to now also include camshafts (the 'Reaper' brand), camchest kits, camplates and components, oil coolers, oiling system kits, 'Beehive' brand valve springs, lifters and more; www.feulingparts.com



RIVERA PRIMO: Celebrating their 40th anniversary this year, recent new products from the Californian specialist include the TransparaGurad, a polycarbonate optically clear UV and shatter resistant outer guard for most open belt drives, and several new Brute IV open belt drives for various applications, including 2007 and up tourers; www.riveraprimo.com



K&P ENGINEERING: Cleanable and reusable high performance stainless steel micronic oil filters that are said to be unaffected by water, heat or pressure with magnetic pre-filtering and high flow rate; www.kandpengineering.com



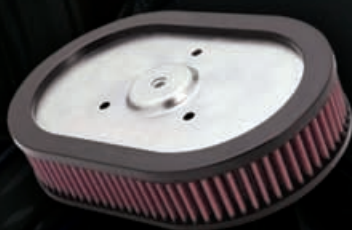
JIMS USA: Recent new product additions from the Californian specialist include Race Flow Air Cleaner backing plate kits (now available in chrome finish) for most H-D Delphi throttle bodies and CV carbs, OE electrical component compatible 53mm Elipse throttle bodies for '06-'09 EFI throttle cable style models, and .005" oversize Powerglide II tappets; www.jimsusa.com

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DRAG SPECIALTIES: With their annual slew of new catalogs now in-play, the Janesville, Wisconsin headquartered distributor turned its attention to its own West and East Coast dealer ShowCase events in March and April as an antidote to the ever dwindling returns that owner Fred Fox felt he got from the 'Indy' Dealer Expo. However, rumors that the company may next be set to pull-out of the V-Twin Expo altogether following a scaling back of its involvement for this year appear to be greatly exaggerated according to Fox and show manager Jim Betlach. Indeed we here at AMD Magazine have heard the terms "mischievous" and "misleading" in connection with such reports; www.dragspecialties.com



RENEGADE WHEELS: Manufacturer of the 'Paul Jr' signature series wheel designs program, this year sees the Orange, California manufacturer add to its popular wheel and matching air cleaner combo lines with three new 'Phantom-Cut' designs available in a wide range of sizes - the 'Winslow', the 'Lincoln' and the 'Pacific'. For those seeking the clean-lines look, check out Renegade's stock 1" and 25mm case hardened 'Hidden' axel kits for 2000 and up FLH models, featuring choice of chrome or black powdercoat endcaps; www.renegadewheels.com



MAXI CHARGER: Claimed to be a "truly plug and play blower," the Maxi Charger for Harley-Davidsons has been developed by British drag racer and landspeed record holder Richard Albans' Silverstone, UK F1 race circuit based engineering concern TTS Performance Parts. Said to be a "fully integrated package," the Maxi Charger is described as a silent internal chain drive, with super strong shafts, gears and toothed belt that will allow the Rotrex blower to deliver maximum horsepower to the throttle body with the least amount of boost. Complete with oversized injectors and full EFI tuning module, it is said to install in under 2 hours and features a cast aluminum airbox plenum that doubles as an intercooler; www.maxi-charger.com



MIDWEST MOTORCYCLE SUPPLY & ULTIMA PRODUCTS: The Pevely, Missouri headquartered distributor has been making significant strides with its Ultima Products business. The hot news is of the summer release of their 'T-VO' engine. Described as a single cam replacement for the Twin Cam 'A' Series isolation mount engines (1999 - 2003 carb FLs), it is due to be available in 100, 107, 113, 120 and 127 cubic inch configurations. The company is claiming "dramatic improvements in durability and performance, with the design dual oil pump eliminating a cam, two drive chains, two sprockets and the cam support plate. They say that it will fit the stock chassis, that it doesn't require a special manifold, and has the stock crank trigger position provided; www.ultimaproducts.com



K&N ENGINEERING: Backed by K&N's unique million mile limited warranty, the Riverside, California manufacturer's multi-layered cotton gauze filters are available either as OE replacements, or in a selection of high performance air intake kits that are said to boost torque, horsepower and acceleration; www.knfilters.com



NAMZ: With another book coming out, Jeff Zielinski's Orelan, Pa., based motorcycle wiring emporium, he continues to be regarded as the 'go-to' source for complete OE replacement or custom harnesses and the widest possible range of wiring and motorcycle electrical accessories. New 2013 catalog now available as an online download; www.namzcorp.com

<<< Continued from page 18

major players here is to ask what they can do to help the show in the future. There is an overwhelming level of support for the business opportunity that V-Twin Expo represents. Disappointment and concern about market conditions are an altogether different issue. "Sure, vendors need to feel that they can increase their chances of increasing their sales by

being at a show like this, but I sense that there is realism about the difference between giving yourself the chance of increasing sales by being here, and not."

For our part here at AMD Magazine we are 100 percent dedicated to continuing to support V-Twin Expo. •



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2. Joe Phillipson - Adjure Inc
3. Brenda Vasknetz - City of Sturgis Rally & Events Dept.
5. Mike Taylor - Barnett Tool & Engineering
6. Yota Fujita - AIM Corp.
7. Toni Woodruff - Sturgis Buffalo Chip
8. Christine Paige Diers - Sturgis Motorcycle Museum
9. Robin Bradley - Dealer World/AMD Magazine
10. Paul Holdsworth - Ironworks Magazine
11. Lenny Sinnet - Gardner-Westcott
12. Ron Paugh - Paughco
13. Paul Lyndall - Lyndall Racing Brakes
15. Tom Hinderholtz - Autogem
16. Marilyn Stemp - Ironworks Magazine
17. Steve Yetzke - Belt Drives Ltd
18. Kent Foltz - Energy One Clutches
19. Mike Tomas - Kiwi Indian Cycles
20. Steve Fisk - Zynthrum
21. Vincent Stemp - Ironworks Magazine
22. Jill Parham - J&P Cycles
23. John Parham - J&P Cycles
24. Sam Wakim - Ride Wright Wheels

25. Jim Betlach - Paisano Publications
26. Kevin Bean're
27. Lee Wimmer - Wimmer Custom Cycle
28. Kae Chang - AIM Corp.
29. Chuck Frederick - Renegade Wheels
30. Wayne Pingel - Pingel Enterprise
31. Ron Radeko - Powersport Institute
32. Dana Counts - Avon Tyres
33. Elaine Mixon - Helmet City Inc
34. Josef Horejsi - ATAL
35. Doc Robinson - Heavy Duty Magazine
36. Donna Pingel - Pingel Enterprise
37. Joel Felty - Headwinds
38. Greg Karpe - Dakota Digital
39. Mike Merritt - Dakota Digital
40. Bill McCahill - Spyke Compufire
41. Allen Alvarez - Daytona Twin-Tec
42. Ski Kosmoski - House of Kolor
43. Jerry Korrekt - ThunderMax
44. Jeff Zielinski - NAMZ Custom Cycle Products
45. Tom Seymour - Saddlemen
46. Paul Gomez - National Cycle

47. Hector Melendez - H&M Marketing
48. Jerry Haurinche - Gardner-Westcott
49. Charlie Hadayia - Bikers Choice
50. Johan Rauff - Scandinavian Brake Systems
51. Lee Chapin - Inside Line Marketing
52. Allen Mueller - Memphis Shades
53. Scott Hakins - S&S Cycle
54. Bernie Thompson - PowerSport Institute
55. Darryl Bassani - Bassani Exhaust
56. Arlen Ness - Arlen Ness Enterprises
57. Carolyn Tomas - Kiwi Indian Cycles
58. Dan Parks - Cruz Tools
59. Gerard "GG" Voilqué - Mag Connection
60. Ralph Cholez - James Gaskets
61. Tamara Smith - James Gaskets
63. Jeff Wells - SuperTrapp
64. Lisa Barton - Yuasa Battery
65. Christine Le Pera - Le Pera Enterprises
66. Ray Pratt - Road Rage Customs
67. Bob Le Pera - Le Pera Enterprises
68. Cory Ness - Arlen Ness Enterprises
69. Ian Buchanan - Road Rage Customs



V-TWIN EXPO 2013

FROM an initial idea by Joe Philipson (number 2 here) in 2006, a now traditional feature of V-Twin Expo has emerged, and one that has already proven to be a valuable record of the friendships and business partnerships that have shaped our industry.

This is the 8th time we have staged this 'Industry Picture' and every time the enthusiasm with which the vendors who make it to our booth in time never ceases to give me a warm glow - some people even shape their travel plans to be sure that they are around for it!

With the show now reduced to two days (the Saturday and the Superbowl impacted Sunday) the changes in our market since Joe first came up with the idea have been remarkable. It isn't only the downturn that has taken its toll, but the inevitability of the march of time has itself had its effects, with

several industry friends, who have appeared in prior pictures no longer with us, and others no longer attending the show for all sorts of other reasons.

However, the most noticeable, the most striking feature that emerges every time we stage this gathering is the unique sense of community and common cause that marks out the V-Twin Expo as more than 'just' a trade show - as I have said elsewhere in this edition of AMD Magazine, it is also a genuine EVENT and I can't tell you how many people I saw in the aisles who didn't have a booth to work anymore but who nonetheless just had to come along to renew old friendships and make new ones.

Long may that 'vibe' continue, because so long as it does, then the V-Twin Expo will remain a catalyst for way more than 'just' a trade show!



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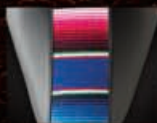
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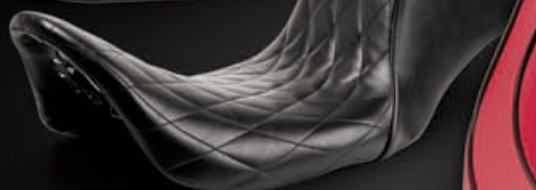


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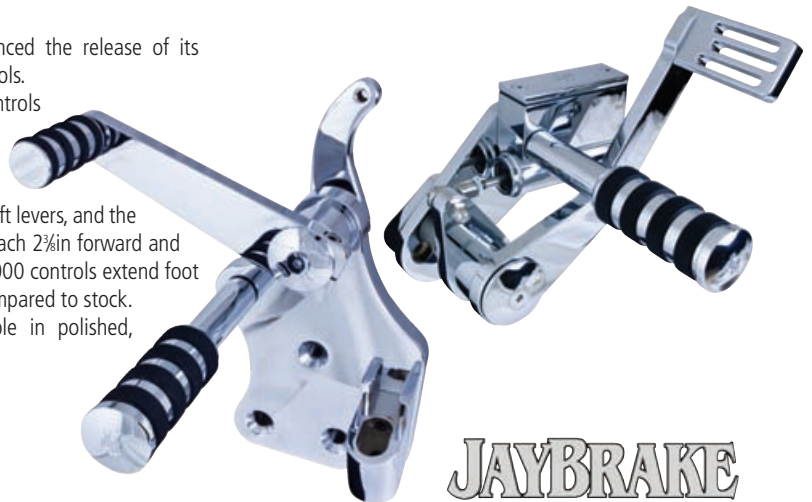
JayBrake Classic forward controls

SUPERTRAPP Industries has announced the release of its JayBrake brand Classic forward controls.

The JayBrake Classic forward controls feature an Old School design with solid levers that can be matched with JayBrake's solid lever hand controls. They feature adjustable brake and shift levers, and the 2000 and up controls extend foot reach 2½in forward and ½in lower compared to stock. Pre-2000 controls extend foot reach 1in forward and 1in higher compared to stock.

The Classic controls are available in polished, chrome or black finishes.

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



JAYBRAKE

Scorpion clutch for Ironhead Sportster

BARNETT has introduced a version of its Scorpion billet clutch for use on the '71 – '85 H-D Ironhead Sportster.



Compared to the stock dual spring clutch, the Scorpion is said to feature a 250 percent increase in clutch surface area and utilizes six coil springs for smoother shifting, a more linear engagement and reduced lever effort.

Three different sets of heat-treated and shot-peened springs are included for a variety of pressure options to suit virtually any application. Precision machined from billet aluminum and steel, and featuring the latest clutch plate technology, the Scorpion is a direct fit with no machining or modifications required.

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Spectro Oils Platinum Heavy Duty STL

SPECTRO Oils of America has launched its Platinum Heavy Duty STL Sportster transmission lube. The fully formulated, synthetic transmission lubricant is engineered to work in all applications where the same oil lubricates the clutch, primary and transmission.

Spectro Oils VP of Sales Rollin Karoll says of the new oil: "Since the introduction of Spectro 'Six-Speed' transmission lube for H-D big twins, Sportster owners have been asking for a lube of their own. That day is now here with the introduction of Spectro STL sportster transmission lube. Like our industry leading Heavy Duty 6 Speed



transmission lube, Spectro STL provides easier shifting, less gear noise and reduced heat for Sportsters. Our proprietary wet clutch formula also reduces clutch chatter and slippage."

Spectro STL is claimed to provide superior performance and deliver high levels of protection for the Sportster drivetrain. Proudly made in the USA, with an API GL-1 rating, STL exceeds all known OEM and Harley-Davidson warranty requirements.



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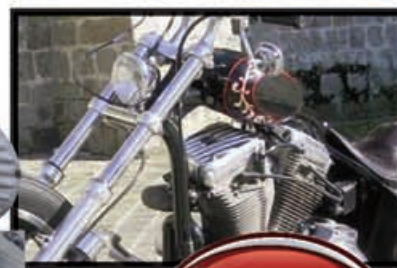


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Aeromach Cruisin' Pegs

AEROMACH'S Cruisin' Pegs are floorboard-mounted foot pegs. In addition to a version for Harley-Davidson's Traditional and Sweptwing floorboards, the company has recently released a version for stock H-D Half-Moon and Tapered (Softail Deluxe) floorboards. Machined from billet aluminum, which is then chromed, four styles of arm are available; smooth, ball milled, flame and tribal. Once installed the pegs provide an alternative to traditional highway bar mounted accessory footpegs. Riders select one of three positions for the most comfortable position. The pegs are designed with a 'heel-dip' to prevent sliding off the peg while riding.



AEROMACH USA
Charlotte, North Carolina, USA
Tel: 704 599 1333
sales@aeromach.net
www.aeromachmfg.com



Ness Inverted air cleaner kits

ARLEN Ness has had its Big Sucker air cleaner available for over a decade, and the company has now brought to market the Inverted Series air cleaner, which combines its patented Big Sucker

technology with an inverted filter top that maximizes airflow by pulling in air from the face of the air cleaner, as well as the traditional method of pulling air from the sides.

Three styles of air cleaner are being made available; Slot Track, Deep Cut and Beveled, and all three are machined from forged billet aluminum. Inside the air cleaner there is a pre-oiled, black stainless steel jacketed filter, which is handmade in the USA, and features an inverted pleated top with pleated sides to maximize airflow. The air filter housings feature built-in velocity stacks and hidden breather hardware.

ARLEN NESS ENTERPRISES
Dublin, California, USA
Tel: 925 479 6350
contact@arlenness.com
www.arlenness.com



ARLEN NESS



Bad Dad Long Strokes exhaust

FOLLOWING the introduction of its line of stretched bags, Bad Dad has taken the step of producing an exhaust to match.

The company's Long Strokes exhaust pipes are chrome slip-on mufflers, stretched to show the angled cut-out at the back of stretched bags. The slip-ons fit '95-'12 Touring models and have a deep idle with moderate exhaust.

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Mikuni HSR45-5 performance carb 'Easy Kit'

MIKUNI offers its HSR45 carburetor as a performance upgrade kit for Harley-Davidson Big Twins and other American V-twin engines that are being run with a modified exhaust, cam kit, performance ignition, performance heads and possibly a big bore kit.

The HSR45 provides significant increase in the amount of fuel mixture it can flow compared to Mikuni's own HSR42 carburetor, which itself is suited to stock and lightly modified engines.

Included in the Mikuni HSR45-5 'Easy Kit' is a 45mm HSR carburetor and stock air box adapter. The kit can be used with the H-D

Screamin' Eagle higher flowing manifold kits.

Easy Kit applications include H-D '99 to present Twin Cam, and '90-'99 Big Twin Evolution models.



MIKUNI AMERICAN CORPORATION

Northridge, California, USA

Tel: 818 885 1242

www.mikunipower.com



New covers from Kuryakyn

KÜRYAKYN has further extended its range of chrome covers for H-D bike parts with the release of its 'Rocker Switch Cover' kits. The covers, which are available in combinations for most late model Harley-Davidson Touring models, are finished in brushed stainless steel and cover the stock black OEM rocker switches.

The clutch cable adjuster cover from Kuryakyn replaces the stock rubber 'bellow' boot with a new two-piece, chrome steel design, which telescopes to

adjust to the same length as the adjuster, creating a more compact look. It fits '87-'13 H-D models with stock clutch cables.

Completing the latest range of new covers from Kuryakyn is the Mach 2 horn cover. Specifically designed to match the style of its Mach 2 air cleaners, the Mach 2 horn cover is available in chrome or black and just chrome. It features a die-cast construction with a mesh insert and fits '95-'13 H-D models with a cowbell horn assembly.



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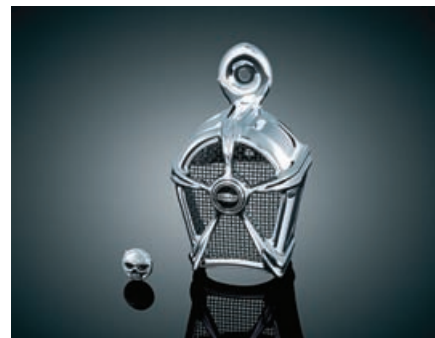
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The brushed stainless steel rocker switch cover goes over the stock black switch cover



The chrome steel clutch cable adjuster cover from Kuryakyn replaces the stock rubber bellow



Kuryakyn's Mach 2 horn cover has been designed to match the style of the company's Mach 2 air cleaners

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Misfit Series floorboards

SUPREME Legends' latest collaboration is with Misfit Baggers to create the Misfit Series floorboards.

Made in the US, from US-sourced billet aluminum, the floorboards offer lateral adjustability and a sturdy grip. They measure 17.5in long by 6in and are offered in chrome or black anodized finishes.



SUPREME LEGENDS USA
Anaheim, California, USA
Tel: 714 504 0715
info@supremelegendsusa.com
www.supremelegendsusa.com



Feuling Econo Beehive valve springs

FEULING Econo performance Beehive valve springs are made from the same stress relieved conical ovate wire as the company's 'High Load' springs, but have been developed for use in economical budget engine builds.

The springs are claimed to have an excellent level of fatigue life and are designed to handle the demands of performance engines with .585in and smaller lift camshafts. The Feuling Beehive valve springs use a much smaller and lighter weight retainer, which drastically reduces the valve weight for a much quicker revving and smoother motion than comparable dual valve springs.



All Beehive spring kits include Feuling Econo Beehive valve springs, lightweight seven-degree steel retainers, machined, heat treated chromoly spring seats, seat shims and valve locks and a set of premium Viton valve seals equipped with a spring loaded valve stem wiper system. The Beehive valve spring kits are offered for EVO/Twin Cam '84-'04 Big Twins and '86-'03 XL models as seven-degree, Standard 3/16in valve stem and keeper groove, or for Twin Cam '05-'11, seven-degree, 7mm valve stem with stock triple keeper groove.



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SuperTrapp Road Legends

SUPERTRAPP'S Road Legends range of pipes includes options for Sportsters and Softails. Designed by Paul Yaffe, the Road Legends X Pipes have a classic over-and-under shotgun look and include three-piece, ventilated spot heat shields. The end caps of the pipes, which are available in chrome, black ceramic and brushed silver ceramic, feature a hole design to complement the style of the heat shields.

The Road Legends X Pipes are offered to fit '04 – '13 Sportsters, '91 – '11 Dynas, '86 – '11 Softails and are available in a 'Custom Builders Kit' too.

A second Road Legends option is the Original Phantom Pipe. Once again designed by Paul Yaffe, this option is a non-disc based 2:1 drag pipe. The 2in primary pipes and 3.5in diameter collector provide optimum flow and the four-piece, chrome-plated heat shield is pre-installed. The Original Phantom Pipe is available in brushed silver ceramic or black and fits '86 – '11 Softails and right side drive customs.

For use on not only Softails but also Dyna models, SuperTrapp has the Road Legends Phantom II Pipe available.



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



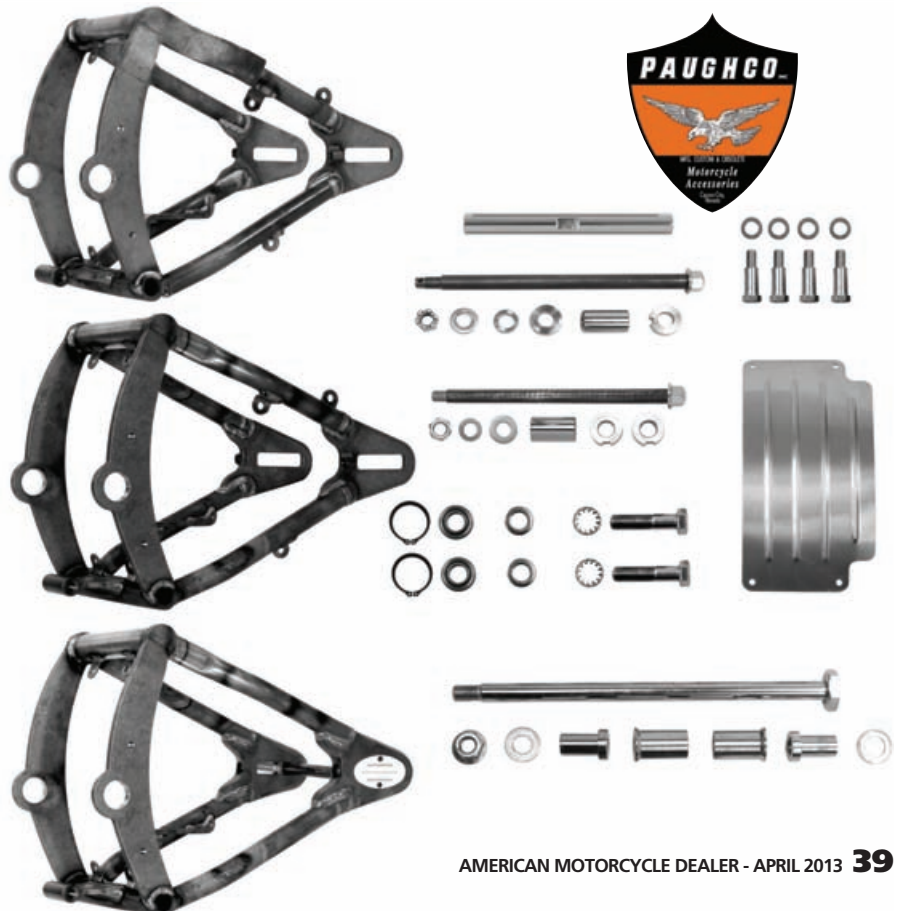
Easyride swingarm suspension

PAUGHCO is now able to offer its Easyride swingarms in a variety of styles for most chassis, and also manufactures complete mounting hardware kits for straight forward installation to its own Easyride and OEM frames.

The mounting kits, which are sold separately, include pivot kits, axle kits and rock guards.

In addition, various spacers, bolt kits, pivot tube bolts and star washers and other pieces can be purchased individually or in pairs where required. Paughco even offers a hidden axle version which includes billet aluminum axle covers.

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Daytona Twin Tec Twin Cam FI controller

DAYTONA Twin Tec has launched a fuel injection controller for use on '12 - '13 Harley-Davidson Twin Cams with CAN Bus connectors.

The new controller is a fully programmable plug-in replacement for the 36 pin controller with CAN data bus used on '12 - 13 Softail and Dyna models and is not compatible with '11 Softails which use a different size controller.

Once installed the unit continuously auto-tunes fuel curves for front and rear cylinders while riding. In addition the unit offers extended data logging and diagnostics with the 'Data FLASH' memory storing a full 60 minutes of operating data at 10 samples per second.

The new Daytona Twin Tec controller uses Windows software for custom programming and extended data logging and diagnostics, and has two programmable user inputs for functions such as two



stage rpm limiter, nitrous retard, and shift kill.

The Twin Cam kit includes the WEGO IIID dual channel wide-band exhaust gas oxygen interface that allows auto-tuning during dyno tuning or actual on-track riding conditions. The kit includes Bosch LSU 4.2 wide-band sensors for both front and rear cylinders. The user programs a table with the desired air/fuel ratios, the system then does the rest.

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RSD Pro Step bars and Nostalgia risers

ROLAND Sands Design (RSD) has expanded its handlebar range with the introduction of the new line of Pro Step designs.

Inspired by motocross handlebars, the new Pro Steps feature a 1 1/2in base section and a 1in upper part to allow for mounting of stock or aftermarket hand controls. Separating the two tube diameters is a machined billet ring, and each half has a different finish. The bars are available in Black Ops or Contrast Cut.

Three versions of the Pro Step bars, which are slotted and drilled for internal wiring, are offered; 4in Pro Step - 32in wide x 4in rise 6 1/2in center width, and 2 1/2in pullback; 6.5in Pro Step - 32 1/2in wide x 6 1/2in total rise, 4 1/2in end rise x 6in center width and a 4in pullback and 12in Pro Step - 34in wide x 12in total rise, 7 1/2in end rise x 6 1/2in center width with a 4in pullback.

To work with the Pro Steps RSD is offering its two bolt and four bolt Nostalgia risers. The four bolt version is available in 1in and 1 1/2in diameter for use on Pro Step handlebars or other bars with a 1 1/2in diameter clamping area.

The CNC machined billet aluminum risers feature stainless steel hardware and are drilled and tapped for 1/2in - 13 mounting bolts.



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Burly Stiletto shocks

A new addition to the product range available from MAG Europe are the Stiletto shocks from Burly.

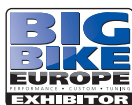
Designed for use on Sportster models, the 15in shocks combine a coil spring with a hydraulic damper. The spring combination used on the shocks has been created to allow it to deal with subtle road noise and imperfections, while the main coil handles the big hits and controls bottoming.

The Stiletto shocks fit most '86 – '03 Sportster models.

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Performance braking for late Baggers and Softails



BDL'S new GMA 500 Series calipers have been designed specifically for use on '08 – '12 H-D Touring and '00 – '11 Softail models. The high performance billet calipers are CNC machined for a precise fit and offered in chrome or black, for single and dual disc models, and all mounting hardware is included.

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Saddlemen Lariat seat

ONE of the new products displayed at the V-Twin Expo, in Cincinnati, by Saddlemen was its new Lariat solo seat for H-D applications.

The low-profile Lariat uses a distressed 'Rodeo Brown' leather cover, the company says will break in differently on each seat, creating a unique and distinctive appearance that ensures that no two seats will look alike. The genuine tanned cowhide is paired with SaddleGel construction to add shock-absorption and improve weight distribution.

The Lariat positions the rider lower and forward, and the seat is contoured to allow riders to securely place their feet on the

ground when stopping.

A driver's backrest and pillion pads in matching leather are available separately. The Saddlemen Lariat is available for certain years of Sportster, Dyna, Softail and Fat Boy models.



SADDLEMEN
Rancho Dominguez, California, USA
Tel: 310 638 1222
saddlemensales@msn.com
www.saddlemen.com



Game Changer rear fender



SINISTER INDUSTRIES

JOHN Shope's Sinister Industries is claiming that its new Game Changer rear fender is the first NYB Polymer injected fender available for use on H-D Touring models '09-to-present. Said to be virtually unbreakable, the fender is supplied ready to prep, and easy to paint. It is designed to be a direct bolt-on replacement for the OE rear fender and available only as shown, 'smooth' with cut-outs.

JOHN SHOPE'S SINISTER INDUSTRIES
Phoenix, Arizona, USA
Tel: 623 465 5263
michelle@sinisterindustries.com
www.sinisterindustries.com

W&W expands product range

W&W is now carrying fuel system products from Helix. The range includes the company's polyurethane fuel line with a hardness of 85 durometer, which is said to help provide resistance against abrasions, kink, tear, oxidation and chemical influences. It has a melting temperature of 188 degrees Centigrade and an operating temperature range of -59 degrees to +68 degrees Centigrade. The line is available with a 3/16in outer diameter and a choice of internal diameters of 1/16in or 1/8in and in colors: red, yellow, green, blue, purple and clear.

Another fuel system part from Helix being stocked by W&W is the company's filters. The sonic-welded filters feature a sintered porous bronze element, which

filters particles down to 60 microns. The filter for 1/4in fuel line is cone shaped and 52mm long, while the cylindrical shaped 3/16in line filter is 60mm long.

W&W is now also able to offer Old STF's Panhead cylinder head oil lines. The split type oil line kits

include pre-bent lines ready to install, with all necessary fittings. There is the option of brass lines with brass fittings or satin finish stainless steel lines with chromed fittings.

In terms of bodywork options, W&W has hand-made steel fenders from The Gasbox. The US-made fenders have a profile which has been designed to sit closely to vintage and classic style tires like the Avon MKII or Coker Classic on 16in and 18in rims.

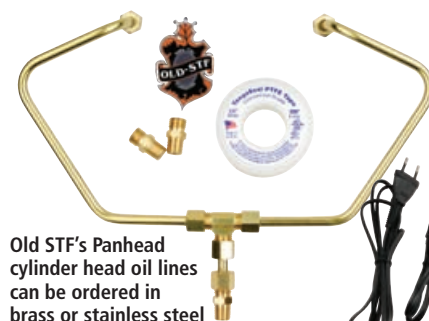
Maintenance options at W&W include the product range of the Deltran Battery Tender.

The Battery Tender has a 100-

240 VAC 50/60 Hz voltage range. Micro-chip technology provides four-step fully automatic charging (initialization, bulk, absorption, float/ maintenance).

It is claimed to charge as fast as a 3-amp taper charger and then switch automatically from charge to long-term storage. It includes two output cords, one with eyelets for permanent attachment, and one with clamps.

The Deltran Battery Tender has a 100-240 VAC 50/60 Hz voltage range



Old STF's Panhead cylinder head oil lines can be ordered in brass or stainless steel



Helix offers its fuel line in two internal diameters and a range of colors



The 3/16in fuel line filter from Helix uses a sintered porous bronze element



The Gasbox fenders are hand-made in the US

Deltran



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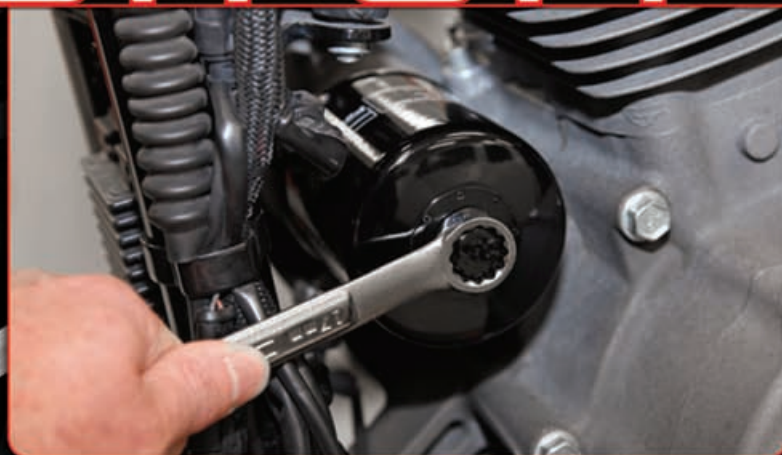
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Metzeler ME888 Marathon Ultra

AS it celebrates 150 years in business, Metzeler has launched a new tire for the V-twin market. Debuted at the Cincinnati V-Twin Expo, the new tire is the ME888 Marathon Ultra, also known as the 'Triple 8'.

Characteristics of the Triple 8 include new compounds, updated structure and an innovative tread pattern design. All of which is said to result in increased mileage, while maintaining the ME880's trademark stability, handling, traction and safety in wet conditions.

"As opposed to rushing the market with a tire that called for compromise, we took the time to engineer a high mileage tire while maintaining all of the characteristics that make a Metzeler tire," said Chris Wall, Metzeler's Director of Marketing and Key Accounts. "We fine-tuned all the features that made the ME880 such a success and then focused on a significant mileage improvement."

With an emphasis on mileage improvement through reduced structural fatigue and better wear uniformity, the Triple 8 employs a ply line with a more distributed and wider geometry than conventional tires. This allows for any added stress to be

dissipated towards the sidewall without causing additional fatigue on the contact patch. Additionally, an improved tread pattern design with compound bridges aims to increase stiffness underfoot, which in turn prevents stress transmission from the tread to the belts and carcass plies. The tread also features a variable width tread groove, which maximizes the channelling of water in extreme weather conditions.

The Triple 8's contact patch is 15 percent wider than the ME880, making the Triple 8 better suited to distribute force necessary to transfer engine torque on the ground. This results in reduced overheating of the tire's surface often experienced with slippage under hard acceleration.

Metzeler's new ME888 Marathon Ultra is available to fit popular Harley-Davidson motorcycles, including the new FL Touring, Softail and Sportster models.



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Zippmag cable tie magnets

PREMIER Trailer Towing Products has released a new cable tie magnet called Zippmag.

The Zippmag has a 3/4in diameter and a 1/2in height, with over 10lbs of pull strength and was created to provide an extra hand and the ability to hold many things at arm's reach.

Zippmags are currently available in three different packages, ZPMG1, a four-pack of Zippmags in a hanging tube, ZPMG2, a single Zippmag with one

releasable cable tie in a blister pack, and ZPMG3, a four-pack of Zippmags with one releasable cable tie in a blister pack. Premier Trailer Towing Products has a counter display available that holds 10 of the blister packs.

PREMIER TRAILER TOWING PRODUCTS

Albert Lea, Minnesota, USA

Tel: 507 369 6013

sales@ballswappers.com

www.premiertrailertowingproducts.com

New products at Motorcycle Storehouse

AMONG the newest lines being carried by Motorcycle Storehouse is a range of foot and brake and shifter pegs from Arlen Ness. The Fusion pegs are available in several styles, which include Deep Cut, Knurled, Ring Leader, Slot Track and Smooth. Matching shift and brake pegs are separately available. The Fusion name comes from the combination of forged steel reinforcements with anti-slip linear rubber insert and chrome or black anodized aluminum components.

Providing a simple way to change the look of a bike, Highway Hawk's antique copper heat shields are now offered by Motorcycle Storehouse. The heat shields are made from steel and finished with an antique copper finish. They can be used with up to 2 1/4in diameter headers, drag pipes or mufflers and install with a worm-gear type clamp. Available in 9in and 6in lengths.

Roland Sands Design's Avenger and Regulator handlebar levers are now also in stock at Motorcycle Storehouse. Available as a set or as individual items, the levers are CNC machined from billet aluminum and available in chrome, Black Ops and Contrast Cut versions for all '96 - '12 Big Twin and Sportster models. The 'Regulator' lever features adjustable reach to bring the lever blade closer to the handlebars.

Contrast Cut is one of the finish options of the Roland Sands Design Avenger levers



HIGHWAY HAWK
passion for chrome



The Highway Hawk exhaust heat shields are made from steel with an antique copper finish

Deep Cut is one of the styles available in the Fusion line of footpegs from Arlen Ness



ARLEN NESS



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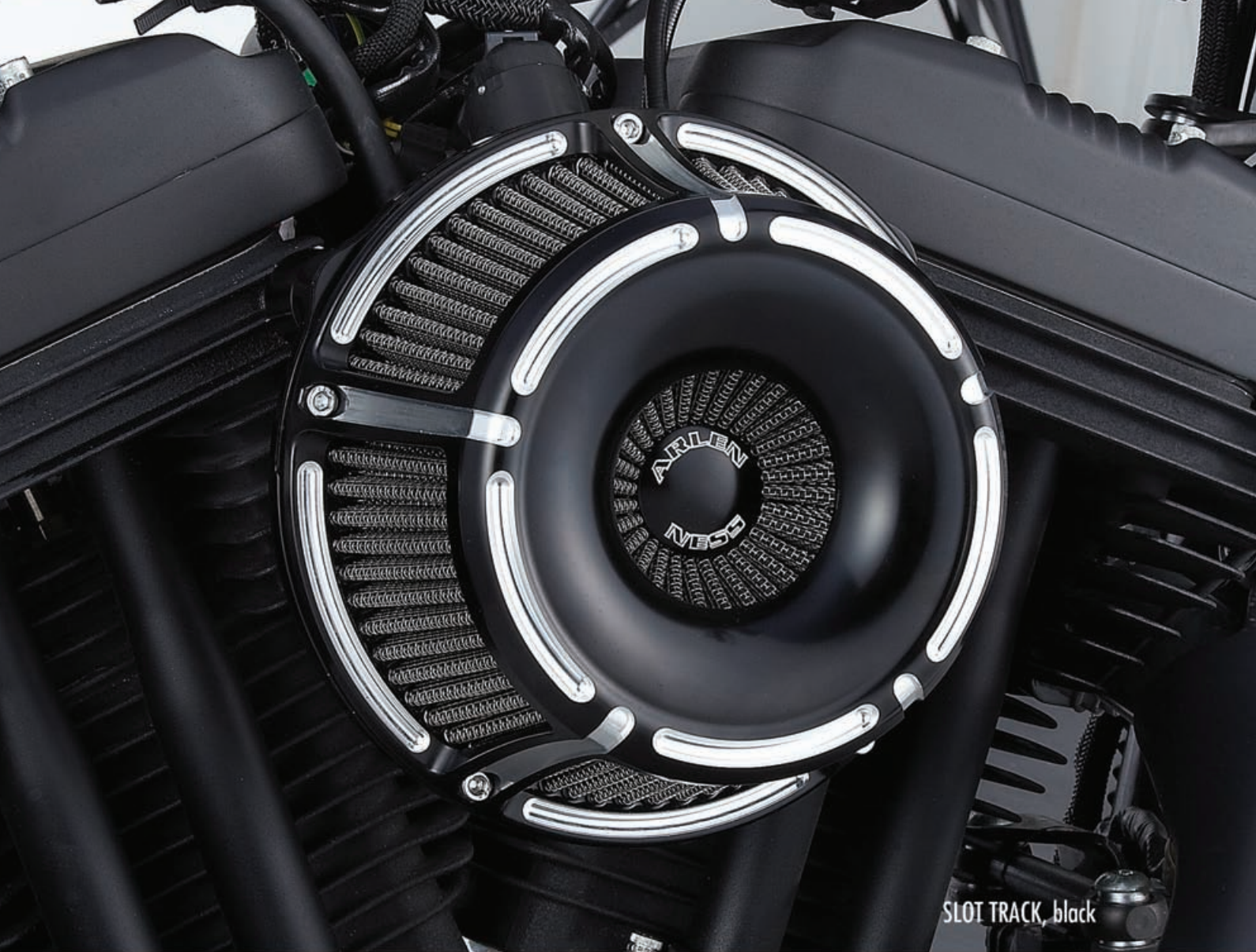
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Latest releases from Drag Specialties

BESIDES its extensive range of parts and service items, Drag Specialties also offers specialist tools such as its battery lift tool. Designed with input from long-term Drag Specialties collaborator Don Hotop, the tool has been designed for Softail bikes where the battery is removed vertically, and it allows the user to get a handle on the battery for removal.

The battery lift tool is all-metal in construction with a powdercoat finish to resist battery acid damage. It is for use



The battery lifting tool was designed for Drag Specialties by Don Hotop

Drag Specialties' 20W-50 semi-synthetic oil is specially formulated for use in V-twin engines

with YTX20-style batteries and other batteries with an approximate size of 6 1/2 in overall length. The service options from Drag Specialties include its own brand of 20W-50 semi-synthetic oil. Specially formulated for V-twin engines, where ambient temperature is between 30 and 100 degrees Fahrenheit, it uses special additives to provide wear protection and durability, while guarding against sludge build-up and oil breakdown, while meeting all warranty performance criteria for H-D engines and does not void new vehicle warranties. It is available by the quart in cases of 12 or in a 55 gallon drum. In its own hard parts range



Drag Specialties now has raised passenger



The raised passenger floorboard mounts place the pillion floorboards 2 1/2 in higher

floorboard mounts. They move the pillion floorboards 2 1/2 in higher and are available in chrome and black. Sold in pairs with all mounting hardware included, they are available for '93 - '13 FLHT, FLHR and FLTR models.

The 'Chopped' one-piece solo seats from are for use on '06 - '10 FXST and '07 - '13 FLSTF models. Available in three designs, smooth, pillow and flame, the seats give the appearance of two seats while molded on a single thermoformed seat pan for the convenience of a single seat.

The seats are made in the USA with molded urethane foam covered with solar-reflective leather in the seating area and automotive-grade vinyl on the sides for maximum durability, style and comfort.



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



The 'Chopped' one-piece solo seats use a single pan, but have the appearance of two separate seats

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Jardine highway bars



FOLLOWING on from its acquisition by SuperTrapp, Jardine is now producing highway bars for various V-twin models.

Heavy duty, thick wall American steel tubing is formed before mounting brackets are MIG-welded in place to create the highway bars, which are then polished and chrome plated.

Jardine highway bars fit a variety of Baggers, Softails, Dynas and Sportsters and are available in chrome or black.



JARDINE PERFORMANCE PRODUCTS
Cleveland, Ohio, USA
Tel: 216-265-8400
jardine@supertrapp.com
www.jardineproducts.com

LAT Break-In Oil

FOLLOWING the introduction of its 5W-30, LAT is now offering a comprehensive selection of break-in oils. The newest break-in blend is said to address issues relating to ring seal failure, extreme stress and exaggerated wear during initial start-up and break-in.

LAT Pro-Break-In Oil is a light viscosity oil containing pump-up additives, refined hydro-cracked base oils and a state-of-the-art additive package with high-shear stable polymer. This one-of-a-kind mix contains a high zinc content to provide excellent ring seal and superior overall engine protection during the break-in period.

LAT is currently offering the 5W-30 and 20W-50 weights by the quart and case, while PRO-15 comes by the gallon and five-gallon pail.



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Pingel kickstands for lowered FL models



PINGEL has created two kickstand options for use on FL bikes that have had the suspension lowered to aid handling. The two options are for bikes with a 1in lowered front and rear or one for 2in lowered front and 1in lowered rear. The replacement kickstands are handmade in the USA from Tig-welded steel and are hand-polished and chrome plated. Designed to mount to the stock mount, they accept the stock spring. Unlike the stock H-D kickstand, the Pingel models have a large surface footpad contact area to better support the bike on the ground. The kick tab is also easily accessible for use with stock and oversized primary covers.

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



D&M Hot Rod slip-ons

D&M Custom Cycle's newest product launch its Hot Rod slip-on mufflers. The slip-ons, which have been dyno tested to show proven increases in torque and horsepower, feature machined billet ends and have a high-flow baffle with an exclusive torque ring.

D&M CUSTOM CYCLE
New Ulm, Minnesota,
USA
Tel: 507 359 1971
2wheelin@newulmtel.net
www.dmcustomcycle.com



Dougz FatBob 1/4 fairing



DOUGZ FatBob 1/4 fairing is an aftermarket bikini style fairing for use on H-D Fat Bob models. The one-piece fairing mounts over the stock headlights. The fibreglass fairing attaches to the bike using the H-D detachable clamps just below the top triple tree. Dougz also has a chin fairing for Dyna models and is currently offering a 5 percent discount to those purchasing the 1/4 fairing/chin fairing combo.

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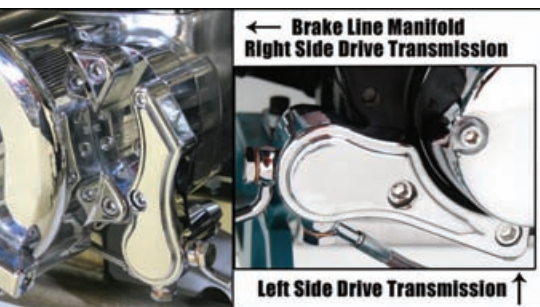
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Billet brake line manifold



RECENTLY introduced by KT Components, a subsidiary of Kendon USA, the company's brake line manifolds clean up the lines of both stock and custom bikes by replacing the stock part.

Precision machined from 6061-T6 billet aluminum, which is then chromed, the manifold, which accommodates the stock brake light switch, is transmission mounted and designed to be compatible with Big Twin EVO and Twin Cam bikes with left or right side drive. Each brake line manifold kit includes mounting hardware and fasteners.

KENDON INDUSTRIES, INC
 Anaheim, California, USA
 Tel: 714 630 7144
info@kendonusa.com
www.kendonusa.com



Vigilante by Superchips at Biker's Choice

BIKER'S Choice is now stocking the Vigilante by Superchips. The Vigilante is an all-new Harley-Davidson engine tuning and monitoring product, which uses Bluetooth technology and an interface that plugs directly into any factory H-D fuel injection (Delphi) ECU diagnostic port. Using an Android smart phone, tablet or pc, (IOS coming soon) the rider can monitor and/or reprogram the ECU for performance.

With the Vigilante users can potentially improve throttle response by remapping the throttle-by-wire for better acceleration, lower engine operating temperatures, monitor vital engine parameters to retrieve, store, display and playback engine data, measure performance time in 0-60mph, 1/4 and 1/2 mile times. In addition the Vigilante will also allow users to read and clear diagnostic trouble codes and download up to three tuning files at a time to try, change, and keep favorites. The stock ECU tuning can be restored at any time.



BIKER'S CHOICE
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bikerschoice@bikerschoice.com
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Falcon exhausts from Fechter

Fechter Drive offers its Falcon exhaust for the Street Bob as slip-ons or as the Falcon Double-Groove 2-into-2 complete system (shown)



FECHTER Drive is making its Falcon exhaust for the Street Bob available in two versions; the Falcon Double-Groove 2-into-2 complete system and the Falcon slip-on.

Both versions of the exhaust are made from stainless steel and use 'Double-Wall' technology to provide a heat shield. The noise-killer baffles that are supplied with the exhausts are removable.

Finish options on the Falcon pipes are polished or

satin black.

Along with the Street Bob, Fechter Drive also has pipes for Dyna, Softail and Sportster models.

FECHTER DRIVE
Weilheim/Teck, GERMANY
Tel: +49 07023 9523-0 (01149 from US)
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MOTORCYCLE EXPERIENCE

Illusion fairing for dual lamp Dyna

ILLUSION Cycles has taken its influence from the European streetfighter scene for the styling of its latest product – a quarter fairing for use on dual headlight Dyna models.



The fairing is fabricated for installation using factory H-D brackets. Currently available exclusively from Illusion, the fairing is offered raw, ready for prep and paint, or painted with brackets. If ordered in raw, the mounting brackets used by Illusion are readily available from any Harley-Davidson dealer.

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The image displays five black, heart-shaped motorcycle footpegs arranged in a circular pattern. Each footpeg has a central mounting hole and a smaller hole at the top. Below the footpegs is the logo for American Motorcycle Specialties (AMS), which features the letters 'AMS' in a stylized, bold font with a motorcycle silhouette integrated into the design. The text 'AMERICAN MOTORCYCLE SPECIALTIES' is written in a smaller, sans-serif font below the logo.

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Jekill and Hyde goes Old School Le Pera Outcast

THE Jekill Bombs are one of the latest products from the company.

The Bobber exhaust, like all other Jekill and Hyde exhaust systems, can be fitted with a switch, which changes the sound of the exhaust. To achieve this, the company uses a nitrite stainless steel flap inside the pipes to change the sound.

With the Jekill Bombs, the possibility now exists to equip a modern bike with an adjustable exhaust system in an Old School design. The system is available for all models from '84, and can, with an X-Pipe (not for Sportster models), be adapted to the classic 'high-low' look.

The sound adjustment mechanism, which was

specially developed for this system, has, like the whole exhaust, a two-year guarantee.



THE JEKILL & HYDE COMPANY
Eisenheim-Kaltenhausen, GERMANY
Tel: +49 (0)9386 978897
info@jekillandhyde.de
www.jekillandhyde.de



LE Pera has responded to customer requests for a comfortable full length seat with a tapered fast back with the introduction of the new Outcast. However, many of those same requests had the proviso of not making it look like there was a sofa on the back of the bike. In order to achieve this Le Pera's new 15in wide seat features a removable back rest for increased rider comfort.

The Outcast seat is also available in the company's 'Daddy Long Legs' version for the rider who needs extra leg room. The Le Pera Outcast is specifically designed for direct fitment to '08 and later Touring bikes.

Le Pera

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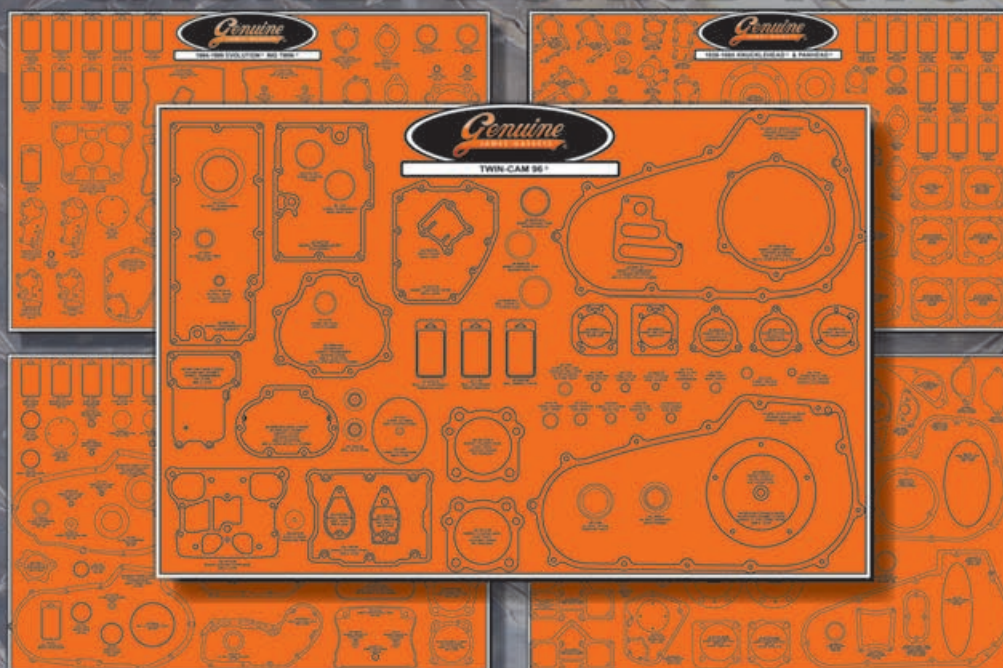
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Swedish café culture



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

Sweden is well known as a country of custom bike builders who produce very distinctive and radical looking choppers. However, that situation is beginning to change as can be seen in the World Championship entry of Claes Wärefors, who has put his take on the café racer theme with his custom build 'Gryphon'

A trend that is continuing to grow throughout the world of custom bike building is café racers. One such example of this increase in popularity is Gryphon, built by Claes Wärefors of Sweden, entered in the 2012 World Championship of Custom Bike Building.

Claes was able to travel to the US to take part in the World Championship after taking top honors at the Swedish affiliate show operated by Twin Club, Norrtälje. It is not uncommon for this event to feature traditional Swedish style choppers with high necks, peanut tanks and wide rear wheels among its various class winners. So the fact that Claes took the overall Best in Show win there demonstrates how much the world of custom bike building is changing.

While Claes did much of the work on the bike himself, as a privateer builder, he did work closely with KDK Performance, which itself is a hobby business run by Kegny Karlsson.

Among the work commissioned from KDK was the construction of the twin down tube, cradle style frame and the matching tubular swingarm, which is suspended on a horizontally mounted Öhlins shock under the seat base.



The custom triple trees were made for Gryphon by Kegny Karlsson of KDK Performance

Öhlins products are also used at the front of the bike, inside the Yamaha R1 forks that are held in place by one-off triple trees from KDK. Further parts from the R1 are used for the braking with the calipers being used front and rear and upgraded with EBC pads and activated by IRS controls.

To get the bike to the rolling chassis stage a set of Marvic Penta wheels were then added. Both are 17in diameter with the front being 3.5in wide and the rear 6in. The wheels have been shod with Bridgestone tires; 120/70-17 and 190/50-17 front and rear respectively.

For the bike to have the performance necessary to match the café racer looks the engine is a 88ci special by Mectec. The basis of the motor is a set of '67 Harley cases that have been built up with Truett & Osborn stroker flywheels, high compression pistons, rods and oil pump by S&S, STD heads, JIMS Lifters and a Sifton Avenger camshaft. Externally, the motor wears a modified CV40 carb and Robbans Speedshop rocker boxes.

Backing the engine is a kick start, four-speed Harley gearbox along with an open belt primary drive, while a chain takes care of the final drive.





While the gas and oil tanks were made from aluminum, the seat unit was hand-beaten from steel to allow it to be blended into the frame rails



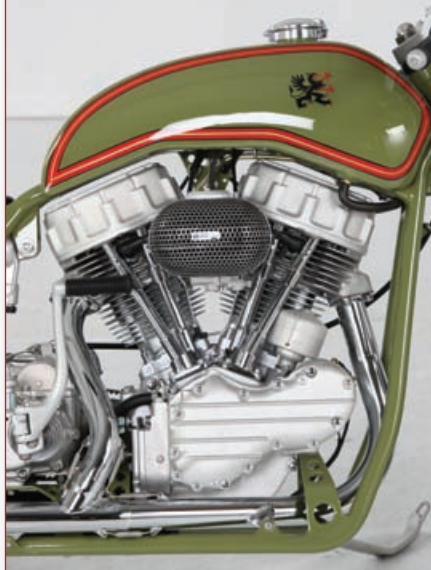
A combination of Swedish and Japanese parts are used at the front of the bike with Yamaha R1 forks held in place by Swedish made triple trees that also carry clip-on bars equipped with Swedish IRS controls

When it came to completing the bodywork Claes once again worked with Kegny Karlsson to create the oil tank that is hidden below the transmission and the aluminum gas tank and the steel seat hump, which blends in to the frame rails and holds the taillight. Once completed the entire package was then handed over to Bo Jensen, who applied the paint work to the frame and metal work.

The popularity of café racers in the custom bike world is exemplified with Claes Wärefors' Gryphon, and not only did the bike place Best in Show in the World Championship affiliate show in Claes' home country, it also placed fifth in the World Championship in 2012.

Claes Wärefors
Strängnäs, SWEDEN

A set of '67 H-D cases form the basis of the 88ci motor built by Mectec using a range of aftermarket performance parts



Yamaha R1 brakes with EBC pads are used on Gryphon with wheels being sourced from Marvic



'Gryphon' placed 5th in the World Championship of Custom Bike Building in 2012



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Steve Veltri joins Mustang

MUSTANG Motorcycle Products has signed long-time industry sales and marketing executive Steve Veltri up as its new Director of Sales. Formerly the VP of Sales and Marketing at Custom Chrome for more than a decade, Veltri joins Mustang after a brief period working in the wholesale irrigation business.

"We have to focus on the ride ahead, and we feel the addition of Steve to the team will help us accelerate the brand's evolution," said Mustang Product Manager, Matt Kulman. "Steve's experience with distribution, business development, strategic planning and leadership in both the metric and V-twin market really



make him the perfect candidate."

After starting with Custom Chrome International as a sales rep in '91, Veltri went on to become a Regional Sales Manager, National Sales Manager, VP of Sales and finally VP of Sales and Marketing for the global distributor.

"Quite simply, he has the skills and the contacts that Mustang needs to add to the mix moving forward," said Mustang Marketing Director, Marilyn Simmons.

"I'm excited to be back in the industry I've called 'home' for many years," said Veltri himself. "The opportunity to help Mustang succeed in its strategic goals and expand the company's reach with my industry friends is a unique opportunity... and one I couldn't refuse."

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WIZARDS selected as official detailing product of World Championship

WIZARDS Products has teamed up with the World Championship of Custom Bike Building to be the exclusive provider of cleaning and polishing products for the 2013 event in Essen, Germany. Damon Willis, National Sales Manager of Wizards' motorcycle division, says; "We are thrilled to be selected for this honor; for over 26 years Wizards Products has been passionate about bringing the highest quality detailing and finishing products to the industry. We appreciate the opportunity to share great products with some phenomenal builders and good friends."

Wizards will be providing a selection of its detailing products to all of the 2013 competitors at this year's World Championship to help perfect their stunning creations. Three days of intense scrutiny and judging starts when the competition opens to invited trade visitors and their VIP guest riders on Friday May 10th.

RJ Star Inc. / Wizards, manufacturer and exclusive distributor for Wizards Products, offers a complete, professional line of appearance care items designed to clean, shine and protect all surfaces of the bikes.

Wizards Products include Mystic

Spray Wax Nano Technology Spray Wax, Mist-N-Shine Professional Detailer, Shine Master Polish and Breathable Sealant, Mystic Cut Nano-Sphere Technology Compound, Turbo Cut and Finish Cut Buffing Compounds, Crystal Clear Plastic Cleaner & Polish, Bug Release All Surface Bug Remover, Power Clean All Purpose Cleaner, Supreme Seal Paint Sealant, Metal Polishes, Metal Sealer, Mini and Metal Buff Kits and Multi-Fiber Cloths.



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