

AMD

AMERICAN MOTORCYCLE DEALER

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

BIG BIKE EUROPE concept proven as first show is acclaimed for quality

THE first annual Big Bike Europe international aftermarket industry expo has been judged a success by exhibitors, customizers and visitors alike, and one that provides a start-point from which the event can be grown in the future.

Staged at Essen in Germany on May 10, 11 and 12th, the overwhelming reaction was of "concept proven" with those who saw the event agreeing that a viable start-point had been achieved for an important new expo concept and opportunity.

As expected for a first year event in a downturn, the attendance was low (see Comment and Expo Review features elsewhere in this edition of AMD Magazine), but most exhibitors reported that the quality of the attendance, in dealer buying power and consumer knowledge terms, was enough to point to a promising future for the event.

Staging the AMD World Championship of Custom Bike Building for the first time in Europe, the

builder/competitor community were unanimous in their praise of Big Bike Europe as a host event, saying that the organisation of the event was excellent, the quality of the venue superb, and standard of the bikes on show the best seen in Europe for several years.

Big Bike Europe was universally acclaimed as setting a new bar in terms of the calibre of business opportunity and presentation it offered, with a growing appreciation that in order to reach the customers of tomorrow the custom industry needs to be able to sell itself in a suitably professional environment that speaks the language of the premium buyer.

The need for an international "headquarters expo" had become apparent in recent years and the show has now been conclusively accepted as proving and delivering on that requirement. BBE attracted dealers, custom shops and importers/distributors from some 20 plus different countries in Europe and further afield.

While the largest dealer

attendance was from Germany, the total number of dealers from other countries exceeded the domestic German attendance. There was a widespread appreciation among exhibitors that the quality of trade and public visitor that the BBE formula will attract brings a valuable addition to the international expo calendar.

In public attendance terms the date was widely cited as being a factor in keeping numbers to the lower end of first year expectations, coinciding as it did with a German public holiday and Mother's Day long weekend.

However a projected minimum of around 200 attending dealers and distributor/importers had been forecast as an acceptable first year start-point trade attendance level, and that was, almost exactly, what the show pulled.

With a move to the originally intended second weekend of April date in 2014 (April 11th, 12th, 13th), which will be better for dealers especially, there is now the opportunity to develop attendance of all kinds, now that the overall concept and content of the event is in-play.

JUNE 2013
ISSUE #167

NEWS



HARLEY-DAVIDSON FIRST-QUARTER EARNINGS



PRODUCTS



2013 WORLD CHAMPS REVIEW

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2013 SHOW REVIEW

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The World Championship of Custom Bike Building marked its 10th anniversary with a move to Europe and an Irish builder took top honors in Germany



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If somebody had offered me the BIG BIKE EUROPE outcome that we achieved in May this year 12 months ago, when we were just getting fully underway with booth sales and staging planning, then I'd have bitten their arm off!

This is one of three pieces of BIG BIKE EUROPE coverage in this month's edition of AMD Magazine - indeed four if you include the World Championship coverage in addition to the cover story and show review feature I have prepared.

Each is designed to deliver a specific take on the outcome, and each will bring something to the story in terms of an open and honest approach to the event.

Here though is my opportunity to look forward, rather than back, and to set out how the industry can now build on the much vaunted "start-point" I hoped to provide.

That we have achieved a viable "start-point" is beyond doubt. Of all the ambitions that we set out to meet by far the most difficult was always going to be to bring the concept into existence, to show what a 'ProGrade' expo with a refined and specific series of objectives actually looked and felt like.

In all those respects I am delighted to report that we nailed it.

There really were very, very few seriously negative feedbacks during the weekend, and while the jury is out in terms of viability for a small number of component manufacturers, the majority of exhibitors are already indicating that, overall, they saw enough to convince them that BBE is here to stay, and that provided we do now build on the start the industry has given itself then they are mostly saying that they want to renew for 2014.

Armed with a better date for next year (April 11th, 12th, 13th - the date I actually always wanted!) and the opportunity to now market the previously abstract purity of message from a position of the concept now being 'in-play', developing the profile and attendance of the event now becomes achievable.

In addition to the quality of the look, feel and environment of the expo, the organisation and attention to detail, we can now clearly see that the core concept of a business environment in which the parts, accessories, performance, tuning custom and service products are firmly established as the 'hero' of the undertaking.

So now the development of the event becomes play-book rather than strategic.

Moving forward the mission now is to break through a market whose conventional marketing tools are geared towards numbers and find the dealers and riders who qualify for quality in terms of in terms of their attitude towards store profits and motorcycle handling, looks and performance.

The easy, lazy route is simply to throw money at it; and we will do some of that too (spending money).

**We now
have a proven
concept**

But the overwhelming feedback from exhibitors was that we did deliver "quality" attendees, so armed with that track record the biggest danger would be that by chasing numbers we diluted the value.

Numbers will increase, if for no other reason than the word of mouth from those who liked what they saw - and to judge by the comments we got at the show and have received and seen since that most invaluable of all forms of advertising is already underway.

Numbers will also now increase because we now have a "proven concept" to market, one that speaks a very specific language, and one that will increasingly become self-selecting, self-policing, in terms of the visitors (trade and consumer) that it attracts.

Unfortunately the primary conventional and existing marketing routes in Europe are no more geared towards finding those whom spend the money at dealerships and custom shops than any of the shows are.

So in addition to conventional consumer partnerships we will be leveraging the structures of the market - in terms of rider groups and clubs and dealer-custom shop reach - in such a way that we are able to target delivery of the very specific BIG BIKE EUROPE message to the very specific dealers, custom shop owners and riders at who it is aimed.

Whatever the long-term destiny in the market in terms of parts and accessory sales in the coming years, the one thing that will remain as true in the future as it has always been is that there will always be a certain proportion of riders who will account for the majority proportion of industry revenues and on the basis that "the medium is the message" it is the content of BIG BIKE EUROPE that will make the show paradise for some, and a yawn for others.

Having spent so much of my life at shows that are trying to be as many things as possible for as many people as possible, there is no question that in the future our market's mission needs to be to find as many relevant potential customers to market and sell to as possible, and BBE has certainly earned its credential as the first event that has been engineered from the ground up to do that.



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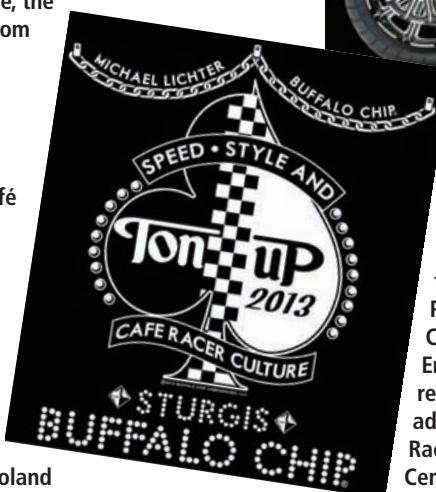
Michael Lichter announces 2013 exhibition

TON Up! Speed, Style and Cafe Racer Culture is the name of the 2013 Michael Lichter exhibition at the Buffalo Chip Campground, during this year's Sturgis Motorcycle Rally and Races. The exhibition will focus on the origins and continued popularity of the café racer movement worldwide.

Michael will be co-curating the exhibition with Paul d'Orléans, of theVintagent.com, and has assembled a comprehensive display of 32 machines from 12 makes and six decades, plus never-published photography - from the original café racing scene in '60s England to the present, paintings by Triumph 'resident artist' Conrad Leach, images from the Ace Café Collection, vintage leather 'Rocker' jackets from the Lewis Leathers archive, the 'One-Show' 21 helmets display of custom painted helmets, painting by Andrea Chiaravalli and photography by Erick Runyon with other artists to be announced.

The bikes for this exhibit include premium examples of '50s and '60s café racers from Herb Harris, Yoshi Kosaka, Mark Mederski, Gordon McCall, plus Willie G Davidson's #0001 1977 XLCR, and machines from Alain Bernard, Arlen Ness, Barry Weiss, Brian Klock, Bryan Fuller, David Edwards, David Zemla, Dustin Kott, Giuseppe Carucci, Greg Hageman, Jason Paul Michaels, Jay Hart, Jay LaRossa, Kevin Dunworth, Ray Drea, Richard Varner, Roland Sands, Shinya Kimura, Skeeter Todd, Steve 'Brew Dude' Garn, Steve 'Carpy' Carpenter, Thor Drake, Vincent Prat and Zach Ness.

This year's exhibition will get more recognition as it will become a



coffee-table book 'Ton Up - Speed, Style and Café Racer Culture' published by Motorbooks International. Michael Lichter will photograph all the motorcycles in his Sturgis studio for the book, which will also include the jackets, artwork, and photographs from the exhibit. Paul d'Orléans' is writing a comprehensive history of the Café Racer movement for the book; from its origins in England in the 1950s and '60s, through its various resurrections in the 1970s, '80s, and especially, with the advent of Internet motorcycle blogs, TV shows, and 'Café Racer' magazines, the popularity of the style in the 21st Century.

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Biker Pros to produce Hollister AMD qualifier

BIKER PROS, the US's largest independent producer of custom bike shows, has announced that it has agreed to produce the Hollister AMD qualifier custom bike show in Hollister, California, on Saturday, July 6, for Worldwide Dynamics.

Biker Pros already produces affiliate shows for the AMD World Championship of Custom Bike Building, across the US, and the winner of the Freestyle class in Hollister will receive an

automatic bid to the AMD Invitational Custom Bike Show at the Harley-Davidson 110th Anniversary Celebration. The Milwaukee winner then has the opportunity to attend the World Championship in Essen, Germany, as a member of Team USA and the chance to win the World Championship. "The entire Biker Pros team is excited to be part of the revival at the Hollister Rally and looking forward to showcasing the

incredible talent in California," said Bob Kay, Partner in Biker Pros. "Many of the outstanding custom bikes that are coming to the show have required hundreds upon hundreds of hours to construct."

The show presents six classes including Freestyle, Mod Harley, Radical Bagger, Mod Street, Performance Customs and Retro Mod, with a total of \$7,000 in cash prizes to be awarded to the class winners.



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The Custom Motorcycle Show, Beaulieu, UK

RETURNING to the National Motor Museum at Beaulieu, The Custom Motorcycle Show in 2013 will once again be an affiliate to the world Championship of Custom Bike Building. Held as part of Beaulieu's Custom and Hot Rod Festival, the show will take place on 15th and 16th June.

Building on the success of last year's show, which attracted 90 custom builds, the organizers are hoping to see more than 100 bikes at the show this year with them all competing for the Best in Show prize of an expenses paid trip to Essen in Germany for the World Championship of Custom Bike Building to be held in April 2014, plus a RevTech transmission courtesy of Custom Chrome. The winner of the Modified Harley Class will also receive an expenses paid trip to Essen, courtesy of Harley-Davidson UK.

The Custom Show will be made up of five classes; Freestyle, Modified Harley (sponsored by Harley-Davidson UK), Daily Ride, Chopper 'old school',

and Streetfighter styled Performance Custom.

Exhibitors already confirmed for the June show include Southampton Harley-Davidson, Hard Up Choppers, Moore's Speed Shop, Specialist Paints, aftermarket custom parts distributors Custom Chrome, Zodiac and MAG Europe, plus BLD and Altamura will be performing custom paint and airbrush demonstrations.

Custom bike builders Rocket Bobs, Sickboyz and the newly formed Triple Bespoke Motorcycles will also be exhibiting.



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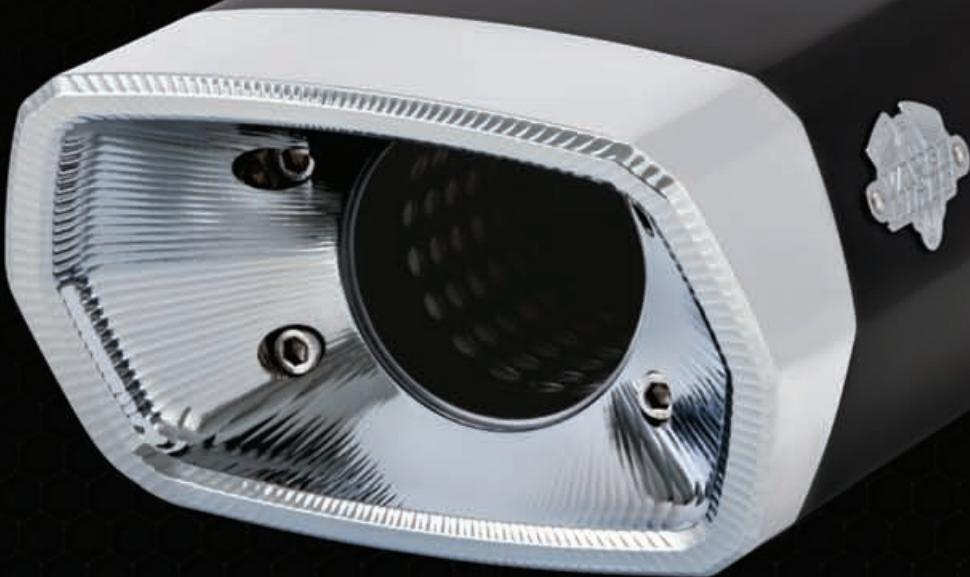


AMD's Robin Bradley (far left) with some of the team of Abnormal Cycles from Italy who took the Best in Show prize at the 2012 Custom Motorcycle Show and (far right) Lorne Cheetham, the organizer of the Custom Motorcycle Show, with Lorenzo Solighetto of Boccia Custom Cycles, who won the Modified Harley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

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Blackwell to be honored as AMA Motorcycle Hall of Fame Legend

MARK Blackwell, VP Motorcycles at Polaris Industries, will be recognized as an AMA Motorcycle Hall of Fame Legend on Friday, Oct 18, in Las Vegas, Nevada.

Former moto-cross racer Blackwell, an AMA Motorcycle Hall of Famer inducted in 2000, will be honored alongside the class of 2013 as part of the AMA Legends Weekend, hosted by the American Motorcyclist Association at the Green Valley Ranch Resort, Spa and Casino.

"Not only did Mark Blackwell rise to the top to become the 1971 American 500cc motocross champion, but he also raced internationally at a time when the Europeans dominated the sport," said Jeffrey V. Heininger, Chairman of the American Motorcycle Heritage Foundation, which oversees the Hall of Fame. "His grit, a win in Switzerland, and a podium finish in Germany earned him fans worldwide."

In addition, Blackwell is probably best known for his major contributions to American motorcycling through his work at Husqvarna, Suzuki and Victory. He helped return Husqvarna to profitability in the United States, helped turn the motorcycle and ATV division around at Suzuki, and served as general manager of Polaris Industries' fledgling Victory Motorcycle business during a critical growth period."

AMA Motorcycle Hall of Fame Legends are existing members of the Hall of Fame whose lifetime accomplishments are spotlighted as part of the annual induction ceremony of new Hall of Famers. Blackwell joins Torsten Hallman, who was also inducted into the Hall of Fame in 2000, as a 2013 AMA Motorcycle Hall of Fame Legend. Hallman was instrumental in introducing the sport of motocross



to America and founded the Thor brand.

"This is an incredible honor for me, for which I am very grateful," Blackwell said. "To be recognized alongside the iconic Torsten Hallman makes it even more special. Torsten was the first European motocross racer I ever saw as the sport was coming to America, and his professionalism, education and business accomplishments had a huge impact on the sport, as well as my life and career."

www.motorclemuseum.org

Change of dates for V-Twin Expo

JIM Betlach, the organizer of the annual V-Twin Expo, has announced a change of dates for the 2014 event.

Next year the Expo will take place at the Duke Energy Convention Center, in Cincinnati, over the weekend of **February 8th and 9th** instead of the traditional Super Bowl weekend.

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Harley-Davidson first-quarter earnings rise

HARLEY-Davidson has reported that its first-quarter 2013 diluted earnings per share increased 33.8 percent on higher motorcycle shipments and continued improvement in operating efficiencies, compared to the year-ago period. First-quarter net income was \$224.1 million on consolidated revenue of \$1.57 billion, compared to net income of \$172.0 million in the year-ago period on consolidated revenue of \$1.43 billion. First-quarter 2013 diluted earnings per share were \$0.99, compared \$0.74 in the year-ago quarter.

"With our focus on continuous improvement throughout our operations and providing outstanding products and customer experiences, we have continued to deliver gains in Harley-Davidson's financial and competitive performance," said Keith Wandell, Chairman, President and CEO of Harley-Davidson. "The successful launch of seasonal surge production at our York assembly operations in the first quarter is the latest example of our efforts to drive greater efficiency and be even more responsive to the market."

"Thanks to the outstanding efforts of our employees, dealers and suppliers, we believe Harley-Davidson is well positioned to deliver on all the ways we serve our customers, generate strong results for investors and build a successful business for the long term."

Harley-Davidson dealers worldwide sold 54,254 new motorcycles in the first quarter of 2013 compared to 59,677 motorcycles in the year-ago quarter. In the US, dealers sold 34,706 new H-D motorcycles in the quarter, down 12.7 percent compared to the year-ago period which the Company believes benefited from accelerated sales due to abnormally warm early spring weather in the US. In international markets, dealers sold 19,548 new H-D motorcycles during the first quarter, compared to 19,915 in the year-ago period, with unit sales up 11.5 percent in the Asia Pacific region and 6.2 percent in the Latin America region, and down 10.8 percent in the EMEA region and 0.4 percent in Canada.

Industry-wide US heavyweight new motorcycle (601cc-plus) retail unit sales decreased 16.5 percent compared to last year's first quarter. The Company has adjusted its definition of heavyweight motorcycles to 601cc-plus from the prior definition of 651cc-plus, to better align with the

current US industry definition.

Recent newly available US demographic market share data for 2012 new street motorcycle sales (all engine displacements) shows Harley-Davidson continued its market leadership in the US among young adults 18-34, women, African-Americans, Hispanics and Caucasian men 35-plus. According to the Polk data, in 2012, for the fifth straight year, Harley-Davidson was the number one seller of new street motorcycles in the US to each of those groups. Sales of new H-D motorcycles in the US grew in each of these demographic segments last year, and the Company sold nearly twice as many new street motorcycles to young adults as its nearest competitor in 2012.

"We believe our continued market leadership in these customer segments demonstrates the strong and growing appeal of our products and brand across generations and cultures," said Wandell.

"In 2012, nearly four in ten sales of new Harley-Davidson motorcycles in the US were to customers who are new to the brand. Outside the US, two-thirds of sales were to customers new to the brand. And nearly six in ten sales worldwide were to customers outside our traditional US base of Caucasian men 35-plus. We believe our strategy to expand our reach to new customers and market segments in the US and internationally, while also growing the base, holds tremendous opportunity for Harley-Davidson's future."

First-quarter operating income from motorcycles and related products grew 33 percent to \$276.8 million, compared to operating income of \$208.1 million in the year-ago period. Operating income in the quarter benefited from higher motorcycle shipments, higher gross margin and lower restructuring costs compared to the prior-year period.

Revenue from motorcycles grew 15.9 percent to \$1.15 billion, compared to revenue of \$995.9 million in the year-ago period. The Company shipped 75,222 motorcycles to dealers and distributors worldwide during the quarter, in line with guidance and a 17.1 percent increase compared to shipments of 64,263 motorcycles in the year-ago period. In the first quarter of 2013, the Company launched seasonal surge production at its York, Pennsylvania, plant, which provides the flexibility to produce more motorcycles closer to customer demand during the prime selling season.

Revenue from motorcycle parts and accessories was \$184.0 million during

Harley-Davidson sales revenue and production data...

1st quarter 2013

Income statements in \$1,000s (except share)	THREE MONTHS ENDED	
	MARCH 2013	APRIL 2012
Net sales revenue	\$1,414,248	\$1,273,369
Gross profit	\$519,442	\$456,510
Total operating income	\$348,306	\$275,458
Net income	\$224,129	\$172,035
Diluted earnings per common share	\$0.99	\$0.74
NET SALES REVENUE		
Figures are shown in \$1,000s	THREE MONTHS ENDED	
	MARCH 2013	APRIL 2012
H-D Motorcycles	\$1,153,827	\$995,902
Parts & Accessories	\$184,038	\$199,058
General Merchandise	\$72,144	\$74,606
Total	\$1,414,248	\$1,273,369
MOTORCYCLE SHIPMENT DATA <small>NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS</small>		
United States	50,683	41,293
Exports	24,539	22,970
Total H-D	75,222	64,263
PRODUCT MIX		
	MARCH 2013	APRIL 2012
Touring	31,332	27,158
Custom	30,302	24,572
Sportster	13,588	12,533
Total	75,222	64,263
RETAIL SALES OF H-D MOTORCYCLES:		
	MARCH 2013	APRIL 2012
United States	34,706	39,762
Canada	2,059	2,067
Europe	9,183	10,294
Asia Pacific Region	5,958	5,343
Latin America Region	2,348	2,211
Total	54,254	59,677

the quarter, down 7.5 percent, and revenue from general merchandise, which includes MotorClothes apparel and accessories, was \$72.1 million, down 3.3 percent, compared to the year-ago period.

Gross margin was 36.7 percent in the first quarter of 2013, compared to 35.9 percent in the first quarter of 2012. First-quarter operating margin from motorcycles and related products was 19.6 percent, compared to operating margin of 16.3 percent in



last year's first quarter.

Operating income from financial services was \$71.5 million in the first quarter of 2013, a 6.1 percent increase compared to operating income of \$67.4 million in last year's first quarter. First-quarter financial services results reflect higher net interest income on favorable cost of funds, partially offset by slightly higher provision for credit losses.

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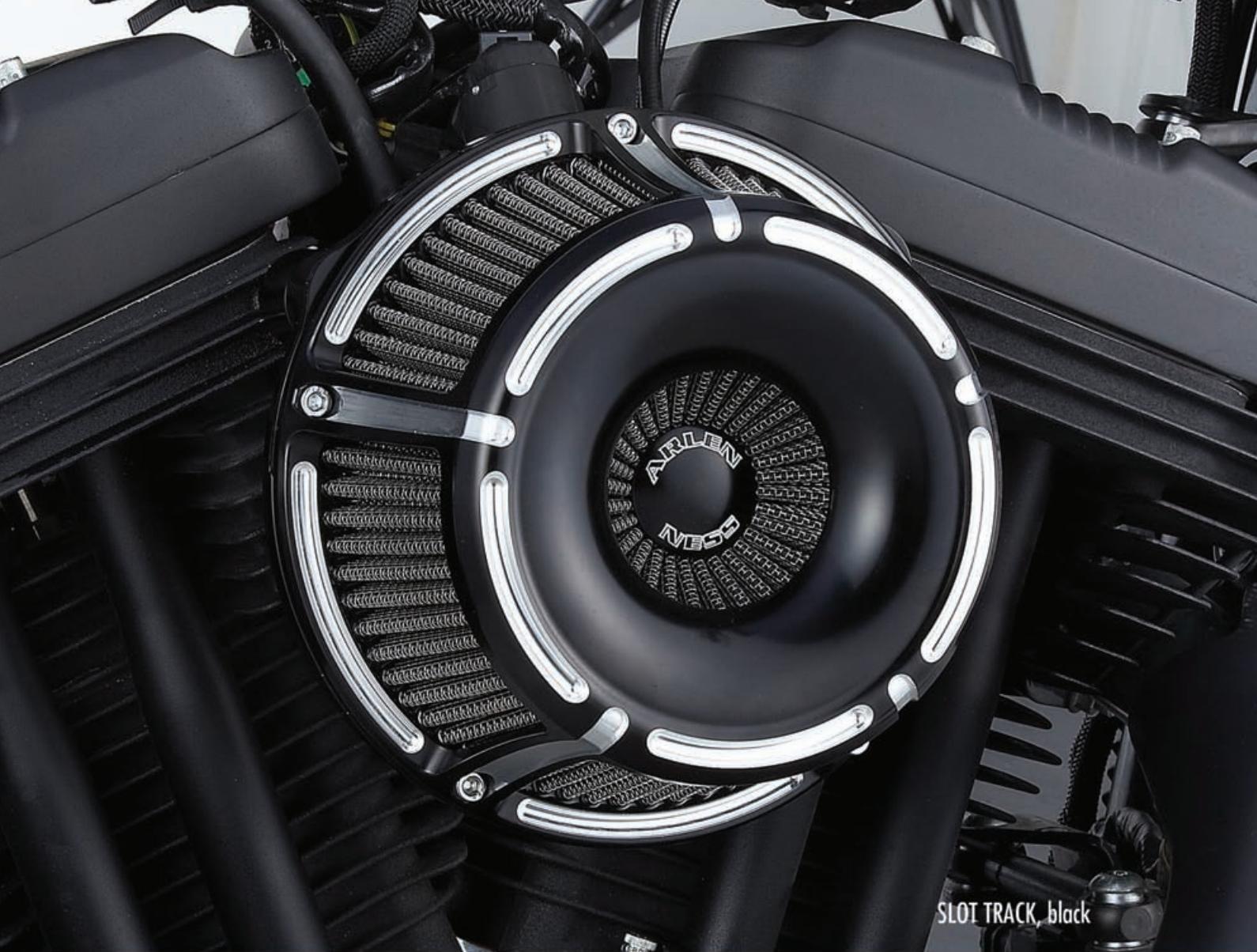
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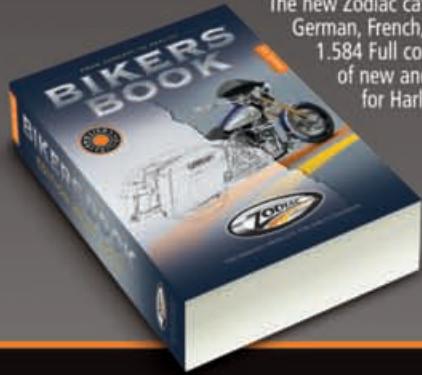
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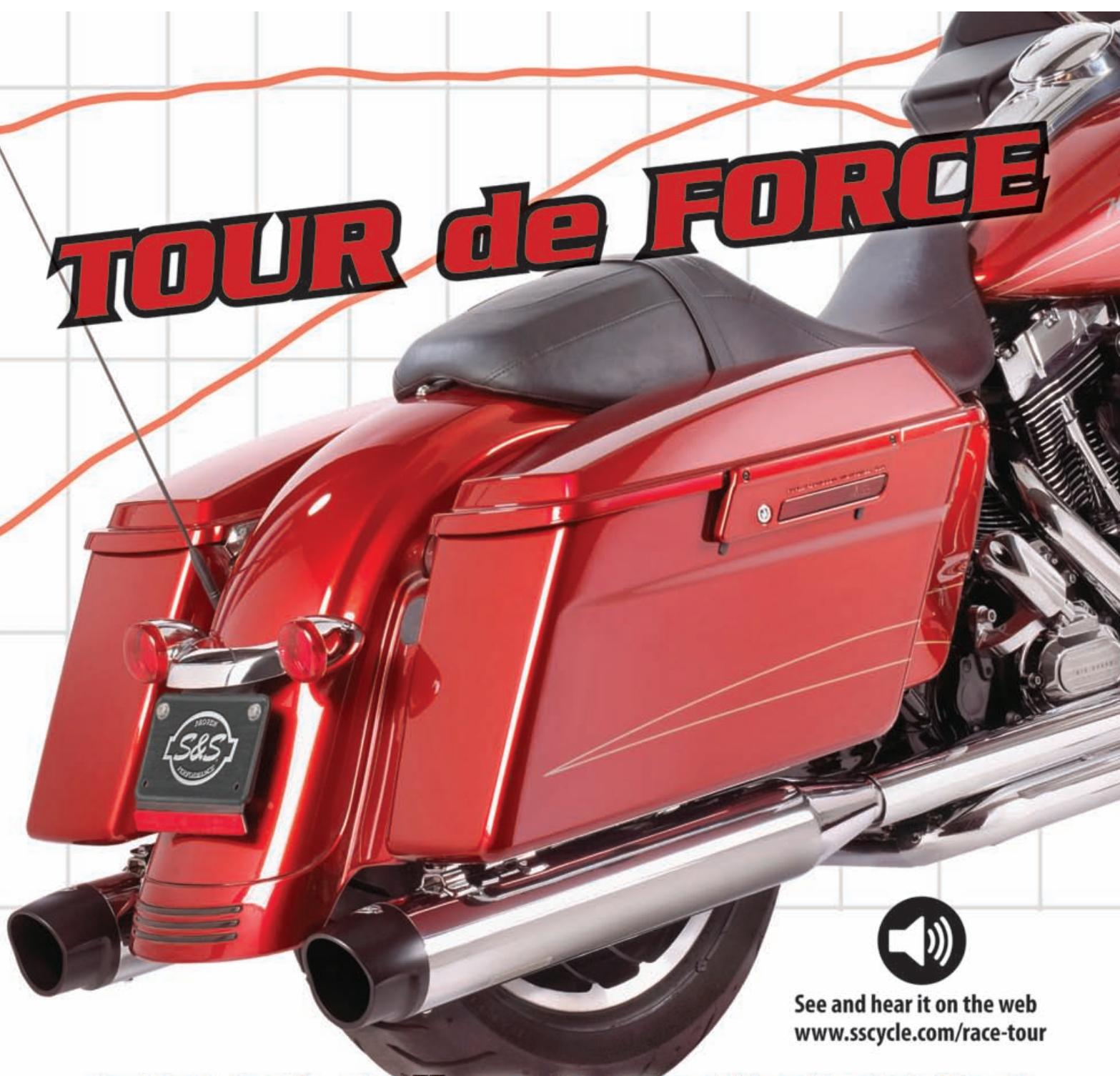
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'MOTIVATIONAL
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In the first of a two-part review of the first annual BIG BIKE EUROPE expo at Essen, Germany (May 10th, 11th, 12th) AMD magazine Publisher and Show Organiser Robin Bradley takes a candid look at what went well and where the opportunities for improvement are to be found for year two - when BBE will be staged in the same venue, but four weeks earlier on April 11th, 12th, 13th 2014 ...

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DOWN the years I have written about dozens, if not hundreds, of motorcycle shows - shows of all kinds in many different countries.

In doing so I have garnered a reputation for an honesty and directness of approach that has irritated many organizers, but doing so has earned me a reputation for straight talking that cuts through organizer smoke and mirrors.

Hopefully that has also earned me the right to have my views taken reasonably seriously.

So now that I finally have the opportunity to review a full-blown expo of my own, am I going to retreat into the default BS shell of 'bland-out' PR-speak that most show organizers hide behind? Is Bradley man enough to tell it how it is? Will AMD sell-out?

You bet I am and on my watch AMD will always continue to highlight the good, the indifferent and the bad!

First of all the short version.

There was much that we got right, much that was excellent about the first BIG BIKE EUROPE, and much that went to the all important proof-of-concept and sought after start-point right out of the box.

Did we get it all right? That would have been impossible. Were there enough people there? Hell no; we just about got our minimum year head count, but that is where the principal work will now be focussed for 2014 and beyond.

Now the long version ... enjoy!

After two years of test driving the concept that became BIG BIKE EUROPE, the announcement of the May 2013 Essen, Germany, date for this first show was made at the AMD World Championship at Sturgis in August 2011. Initial reactions ranged from "about time too" through to "in this downturn? Are you mad?" From the get-go there has been much about this project that has been new and different. Some of it an amalgam of existing ideas from around the world, but a whole slew of new concepts, too.

Indeed, the mix of ideas was of itself a primary and



MOTORCYCLE STOREHOUSE: Jarno Koster, Service Manager - "The show has been very well organized and definitely helps to project the custom market in the way that we need. Sure, the attendance has been low, but the quality of the people we have met has been good and for a first year I think it has been a great start. I will definitely be recommending that we exhibit again in 2014 and I think the earlier date is a very good idea." www.mcseurope.nl

"This is very different to what I expected, but very professional - I like it"

-- JG, Dealer, Germany

defining characteristic of the project from the get-go, and in the context of the market in Europe (in particular) it is difficult to underestimate just how 'different' the BIG BIKE EUROPE formula actually is. Revolutionary even.

It is proving difficult for people (exhibitors and visitors alike) to put their finger on any one single difference that sets BBE apart from other European show projects, simply because there is way more than one big difference - yet somehow all the elements we are



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MAG EUROPE: Den Lane, General Manager - "This has been an excellent start and I know that Robin Bradley and the team have plenty of ideas on how to further develop Big Bike Europe, and I am sure they will be able to do so. We will be happy to be a part of that process and we will be continuing our backing for the event." www.mageurope.eu



bringing together all feel at least somewhat familiar, and it is the combination of never before seen together ideas that is the 'one big difference'. The old design and engineering phrase that "if something looks right, then it probably is right"

was a regularly heard comment at the show, and if there is one major impression that I will take forward into future years it is that the show certainly looked great.

We had an intended look, feel and content planned, and we nailed it.

Now, I'm not going to suggest here that the first BIG BIKE EUROPE was a complete triumph, but the great news for the custom parts and performance industry is that it certainly was a great start. My first priority was to give the industry the best possible platform on which to build a new kind of focussed business opportunity that attracted that hard to reach minority of dealers and riders who

account for the bulk of the spending power in the market. In this regard the general reaction, from exhibitors, customizers and visitors alike, is that we succeeded.

The mission has been to create a 'Pro-Grade' expo that presents the custom bike and parts/performance industry in an upscale manner befitting of the buying expectations and environment that our customer demographic is increasingly looking for.

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have been far from in keeping with the kind of ownership and riding expectations that 'Premium' and new entrant customers expect - a disconnect with existing show projects and the reality of where future revenues will be found that has been glaringly accentuated by the downturn.

In the European context (especially) there has long been a need for an additional new kind of event concept that complements the so-called lifestyle and entertainment content of existing shows with one that speaks the language of an increasingly knowledgeable customer base who want to be able to ask serious vendors serious questions. In short, a show that brought expo industry best practice staging values to a market with one of the sexiest subject matters in the known universe!

"Worth the trip. If it is bigger next year I will definitely come again"

-- GvdS, Dealer, The Netherlands

PARTS EUROPE: Bettina Antony, Marketing Manager:

"We were attracted by the Big Bike Europe formula as soon as we heard about it as there is clearly an opportunity in Europe for an expo that brings the international industry together. The show has been delivered well and the quality of dealers and other visitors that we met was very high. Clearly there is now work to be done on increasing the attendance but after a successful first year there is now a platform to build on. As far as I am concerned at this time it will be our intention to exhibit again in 2014." www.partseurope.eu

Owning and riding a custom bike, or a modified stock bike, is motivational, inspirational and aspirational for those who spend the money and embrace our industry.

The show environment in which the industry that supplies them with their bikes and custom options should be the same.

There is room and need for swap meets and flea markets, for bargains and Steppenwolf, but nobody has so far dared to realize that those references will continue to have increasingly less ability to reach our customers in the future, and that there is therefore also a need for a custom show experience that is in keeping with the values of consumers who come into the equation at price points beyond stock.

Delivering a start-point for that thinking was the primary and single most important achievement that we needed year-one to demonstrate. And it did. In spades!

A great looking Pro-Grade expo environment is one in which the bikes our shops and customizers build, and the parts, accessories and performance/workshop products our dealers use and sell to those who buy the bikes, finally looked like the kind of 'bright and shiny thing' that customers can aspire to, be inspired by, and be motivated to want to be a part of.



"At last, a proper business expo"

--- FS, Dealer, Germany

A second 'big tick' was, I am delighted to be able to report, the organization of the event.

Many people were impressed by the standard of the hall, one with a high roof, plenty of space and lots of daylight. They were impressed too with the show set-up in terms of location near to hotels and the bars/restaurant district of Essen, and with the ease of access to the expo centre, and the central location of Essen at the heart of Europe's 'Big Bike' hinterland.

A third massive big achievement was to deliver a genuinely international expo. Altogether there were visitors, of one kind or another (customizers, franchised dealers, independent custom shop owners, importers, distributors etc) from over

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ZODIAC INTERNATIONAL: Ruud Bakker, Sales Manager - "Being a new show our expectations were low, but we have been pleasantly surprised by the quality of the show. It all looked great and we think the concept is valid. Obviously there are some things that need improvement, but we have learnt that it takes a couple of years for a show to become successful." www.zodiac.nl

30 countries. It had been critically important that BBE became immediately recognized as an international expo that just happened to be in Germany, rather than just another German market show that happened to have somewhat of a larger international content than is usually the case.

Job done!

So, what next?

Well, the 'biggie' now is to get more people into the show. We (just about) scraped to our stated minimum objective in terms of dealer and distributor/importer attendance, at just a tad under 200 businesses (as opposed to people from those businesses - that was way higher) but consumer attendance fell well short of expectations - we dropped the ball there. We will continue to organize our visitor priorities with dealer attendance and 'industry' contact making as the top priority, and we have immediately set ourselves the target of doubling the dealer attendance - businesses, not just people - indeed our own in-house target goes beyond that.

I always said that the best I could hope for from the first year was a dealer attendance that was acceptable as a minimum start-point, and that the show as a whole delivered its 'product' in such a way that those who did attend are able to speak well of what they saw.

Well, that certainly was the case and positive word-of-mouth is already spreading.

One of the promises that we made to the exhibitor community was that we would not spend one penny more than the booth rental money generated in year one, but that every penny that was raised would be spent.

I am delighted to report, especially in current economic times, that in terms of hard costs (facilities, show staging, etc) the show broke even and, just as importantly, we were able to halve the costs to the industry of supporting the World Championship finals compared to the costs of operating them at the Sturgis Motorcycle Rally.

Though it is unusual for a show organizer to go on record with such information, it is important. Not only are we a small business that is aiming high in terms of project delivery, but our industry is littered with false dawns - shows that have promise but that ultimately get nowhere because subsequent years are haunted by paying back year-one losses - robbing those subsequent years of the capital needed for any 'good start' to be able move forward.

I am proud to say that BIG BIKE EUROPE is not in that unhappy place, so when it comes to now developing the attendance for year-two and beyond we can now hit that with all guns blazing, allowing organization and show content to refine through natural processes that will be entirely based on exhibitor and visitor feedback.

The Dealer and VIP Guest Rider program that we developed will be retained and built on, with some improvements, but now that we have a show to show (so to speak) we will be able to better leverage our own dealer reach, the reach of other publishers in Europe and elsewhere (trade and consumer, in print and online) and we'll be hitting the road aggressively from July this year to lay the groundwork needed to plant the BBE brand and concept deeply and permanently into the psyche and calendar of the market.

In which connection we have excellent news about the date for 2014 - we are now able to get our chosen venue for the date that we always wanted - the second weekend of April ... 11th, 12th, 13th. This means that the season late-start and public holiday/family day



"I'd have liked to see more people and more booths, but this is very nice and many of the people I buy from are here"

-- AT, Dealer, Belgium

issues that impacted the show this first year will go away, and by being four weekends earlier in the buying and selling cycle of the market (and on a weekend that Easter rarely impacts) dealers, especially, will be better placed to be able to engage with BIG BIKE EUROPE.

The level of atrophy from pre-registration to no-show was industry standard, but given the 'personal-touch' model of invitation and pre-registration that we have now established (and will develop further) it shouldn't have been.

Dealers we spoke to said that the very late bad weather meant that shops had only just started to get really busy some two weeks earlier and that the public holiday on the day before the show meant dealers were reluctant to miss the Friday or Saturday store traffic.

From a consumer/rider perspective, an issue-free date in May or June is theoretically better, but everyone has to remember another integral part of the BBE concept and message. This is not an 'everyman' (or 'everywoman') show. It is squarely aimed at providing a specific expo experience for specific dealers and riders.

Having demonstrated that we can attract quality, now the process to find out how many such potential customers there are in the market can really start in earnest.

In addition to being far from a rival in content and strategic terms to the existing custom shows in Europe (the likes of the Bigtwin Show in The Netherlands, Huber's 'Bad Salzuflen' show, and the 'Verona' show in Italy), BBE simply is not designed to attract those kind of visitor numbers - but the nature of the show we have created can now act as a catalyst to bring together those dealers and riders who want to do business.

Development of the 2014 marketing plan is already underway, and orders are being placed and strategic alliances being forged - and more on this in the weeks and months to come.

Next month we will have the first such marketing announcements ready, and we will also be presenting a full round-up of what the other exhibitors have to say about their year-one experience, and some of the dealer and consumer visitor feedback that we have been garnering. www.bigbikeeurope.com



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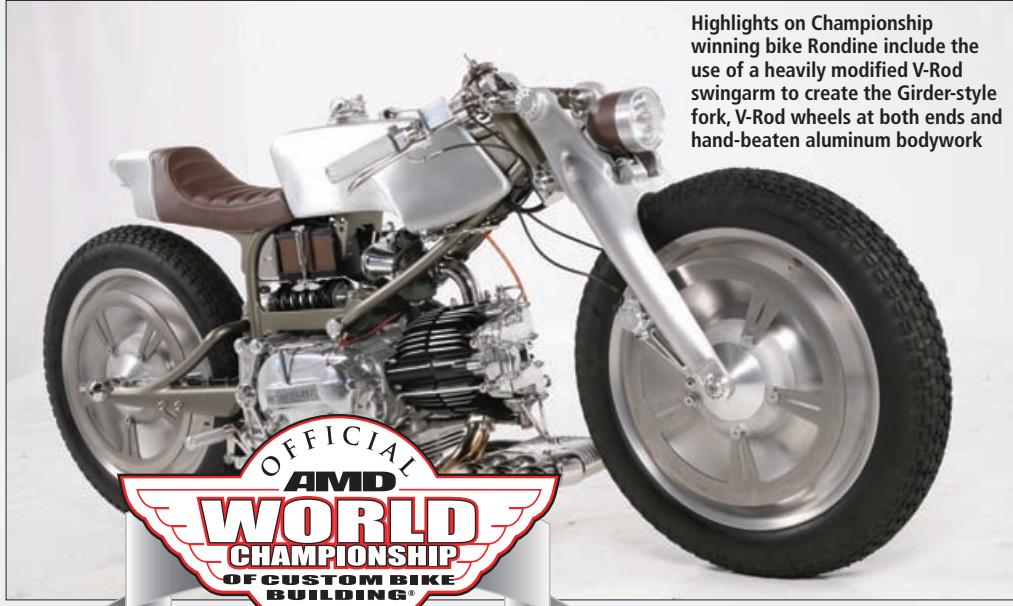
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WE ARE THE CHAMPIONS OF THE WORLD

<<< Continued from page 64

Pete Pearson, of Rocket Bobs in the UK, describes his third placed bike, Gas'd Rat, as: "A rocket bobber built from a Shovel powered, fully redesigned, re-engineered and fabricated FXS." Detailing on the machine, which was originally intended to be compete in Mod Harley before the post '84 cut-off was introduced, included engraving of the bike's name on the brake calipers, hand-made, cut and welded handlebars and a rising rate rear suspension set-up.

Almost overcome with emotion after receiving his trophy, Pete told AMD: "Ya know basically it was the f**king nuts. To do your work flat out for eight months, drive your business to the wire and just about put yourself in the asylum by pulling 18-hour days without one single break. Then you roll up and see bikes that just blow your mind and all the while you know you should be in the Mod Harley class, all



Highlights on Championship winning bike Rondine include the use of a heavily modified V-Rod swingarm to create the Girder-style fork, V-Rod wheels at both ends and hand-beaten aluminum bodywork



The top three Freestyle bikes and builders (left to right) Laurent Dutruel on Tribute to Hagakure, who placed second, 2013 World Champion Don Cronin on Rondine, and Rocket Bobs proprietor Pete Pearson with his third placed bike Gas'd Rat



10TH ANNUAL WORLD CHAMPIONSHIP OF CUSTOM BIKE BUILDING

FREESTYLE CLASS - TOP TEN



*	BUSINESS	COUNTRY	BIKE NAME	POINTS
1	Medaza Cycles	Ireland	Rondine	728
2	Zen Motorcycles	France	Tribute to Hagakure	432
3	Rocket Bobs	UK	Gas'd Rat	390
4	Kruger	Belgium	Link	382
5	Wildstyle	Czech Republic	Pure Vision	300
6	Wildstyle	Czech Republic	Zt	294
7	MotorVisionen	Germany	Rumble	291
8	North Coast Custom	Italy	Barunissa	272
9	PGA Custom	Sweden	The Slippery Eel	262
10	Michael Naumann	Germany	52 Stick	258

Laurent Dutruel originally built Tribute to Hagakure to take to Bonneville and compete with during Speed Week and has now placed second with it in the Freestyle class at the 2013 World Championship



Rocket Bobs' Gas'd Rat gained third in the Freestyle class for shop owner Pete Pearson



the emotion just freakin' explodes when somehow, inexplicably, you get third in the f**king world."

Freddie 'Kruger' Bertrand, of Kruger Speedshop, in Basse-Bordeaux, is no stranger to the World Championship having competed five times previously and always having placed top-five, including taking the Championship title in 2010, and he made the top five again this year with Link placing fourth in the Freestyle

class.

Based upon a '66 Honda CB450, Freddie reversed the bike's cylinder head and then added what he describes as: "Neo-retro version of the famous salt flat Halibrand wheels, machined by Renegade Wheels in the US." The custom wheels carry Beringer in-board brakes that have been designed to work with older narrow forks.

While a side car outfit has won the

World Championship regular Freddie 'Kruger' Bertrand, of Kruger Speedshop took fourth in Freestyle with his Honda-based build – Link



2013 was the first year that a sidecar outfit has been entered in Freestyle and not only that but Wildstyle's Pure Vision took fifth spot in the class



Modified Harley class at the Championships in the past, 2013 was the first year that such a combination has been entered in Freestyle, and not only that but Wildstyle's Pure Vision also took fifth spot in the class. Built in the Czech Republic by shop owner Roman Bus, the 1942 Flathead powered combination rolls on motocross wheels and tires and features air-leveling suspension on all three wheels.

In a first for the Championship, a Taiwanese builder took a class win when Winston Yeh, of Rough Crafts, lifted the trophy in the Modified Harley class for his all black, Sportster-based Stealth Bullet, which featured a carbon gas tank and an oil-in-frame conversion.

Talking about his win, Winston said: "My country has very strict regulations for custom motorcycles, they compare

Continued on Page 34 >>>

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Over the past ten years, the World Championship has been won by builders from around the world who have built custom rides based on a wide array of drivetrains, and the 2013 Championship has proven no different. The World Champion for 2013 is Ireland's Medaza Cycles who lifted the trophy with its Moto Guzzi based bike – Rondine

DURING the The Carole Nash Irish Motorbike & Scooter Show, which is an affiliate event of the World Championship of Custom Bike Building, there was a clear winner from the very start. Everyone that saw Rondine agreed that the bike was without a doubt the best in show. As a direct result of the victory in Ireland, the bike's builders Don Cronin and Michael O'Shea of Medaza Cycles, were able to travel to Essen, Germany to take part in the tenth World Championship of Custom Bike Building.

At the Championship the bike once again garnered a great deal of interest. Among those taking an interest were Don and Michael's fellow competitors, who on the day of judging voted Rondine as the World Championship winning build.

For Don, the 2013 event was not his first visit to the World Championship, having placed 18th back in 2009. After that year's entry Don took note of all he had seen at the Championship and began planning in his workshop. The first stage was the choice of engine. Like his previous Championship entry Don chose an Italian engine. Previously he used a Moto Morini V-twin, but for Rondine the choice was a big single; a '71 Nuovo Falcone 500 from Moto Guzzi.

With the engine out of the donor bike Don set about not only improving its looks, but also its performance. Changes made to the motor include over boring it to 580cc, lighter valves and a lightened flywheel. Externally, it has the rocker box defined, stainless steel oil lines and a one-off external flywheel with an embossed cover. The flywheel is also used to power the one-off magnet alternator mounted below the gas tank. The stainless steel exhaust is, of course, also a one-off, designed and built by Don.

Given the unusual engine, the only frame choice was to make one. However, as Don has a background as a sculptor working in metal, it was not a problem for him to craft the twin rail frame from which the engine is suspended. Don was also responsible for the construction of the swingarm

which is suspended on a shock mounted horizontally over the transmission.

When it came to suspending the front of the bike, rather than buying a set-up off the shelf or building one from scratch, Don instead modified a V-Rod swingarm to create a girder style fork. He then used more V-Rod parts by sourcing a pair of wheels from the water-cooled Harley, which he then modified to take over-sized, one-off brake discs. The discs themselves are gripped by Harrison Billet calipers, again on one-off mounts machined in the Medaza shop.

With Rondine now a roller all that was left was the bodywork, all of which was hand-beaten from aluminum, which has been given a simple brushed finish. The simple finish to the bodywork belies how much work has gone into creating it and finishing it, and contrasts against the bronze paint finish on the frame and swingarm, which was applied by Spectrum Paint.

The lack of elaborate paint and minimal use of chrome and polished stainless steel and aluminum may

Photos by Onno Wieringa -
onno@madnessphotography.nl

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

mean that Rondine does not immediately draw attention to itself but once people stop and take a closer look they are drawn into the attention to detail throughout the build, and over the weekend of the World Championship there was no shortage of world class custom builders taking the time to take in the details. This view was reinforced when Don and Michael were announced as the 2013 World Champions of Custom Bike Building.

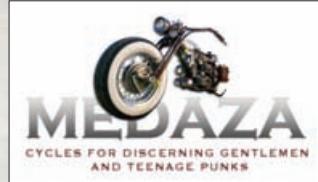
Speaking to Don Cronin after the Championship had

finished he said: "The truth is I'm still in a state of disbelief! I build bikes just for the heck of it. This kind of response, from everyone at the Championship, was completely unexpected. I don't quite know what to do next - restore vintage tractors maybe! However, I would just like to thank Harrison Billet and Zodiac for helping me along the way."

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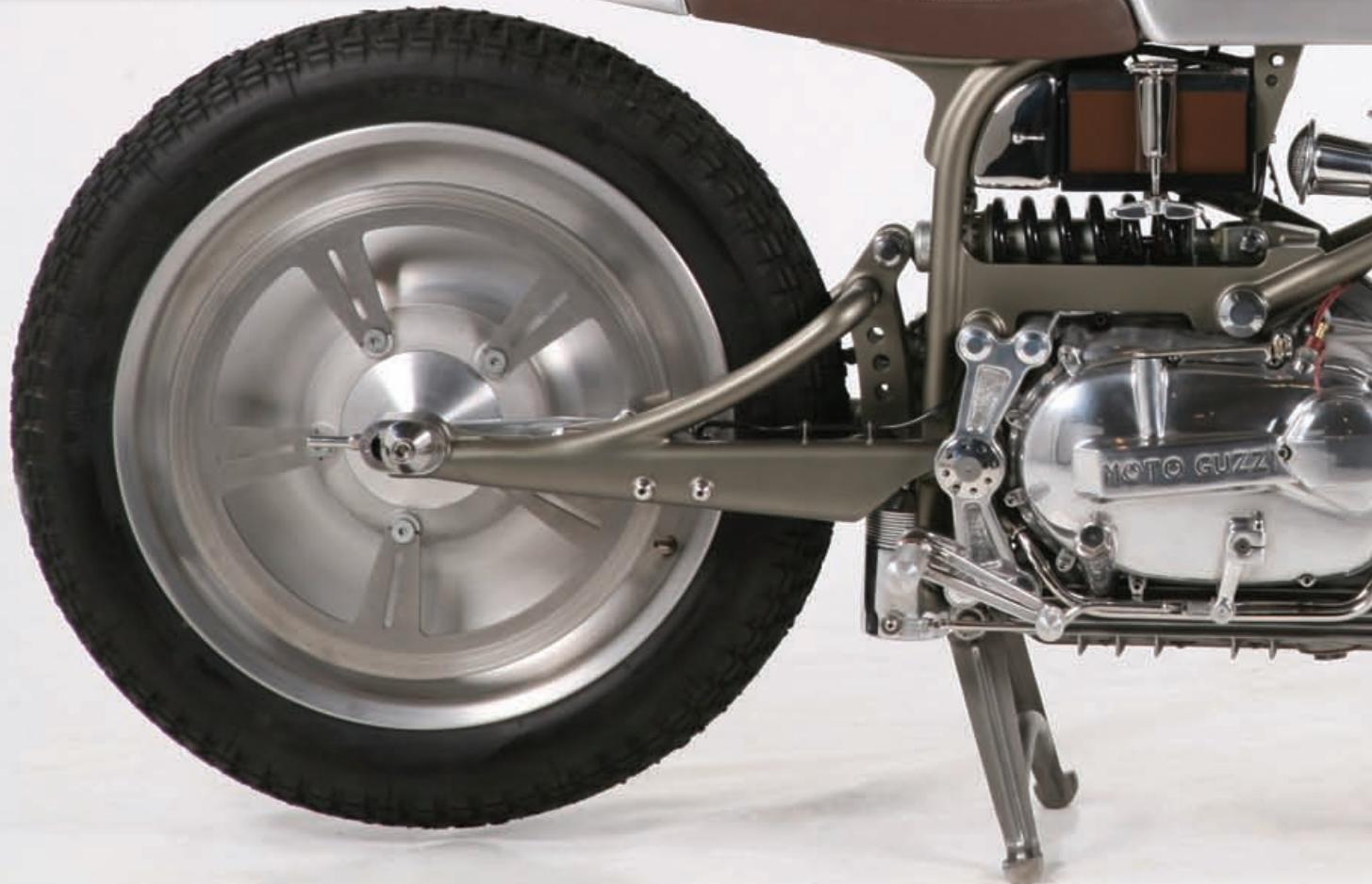
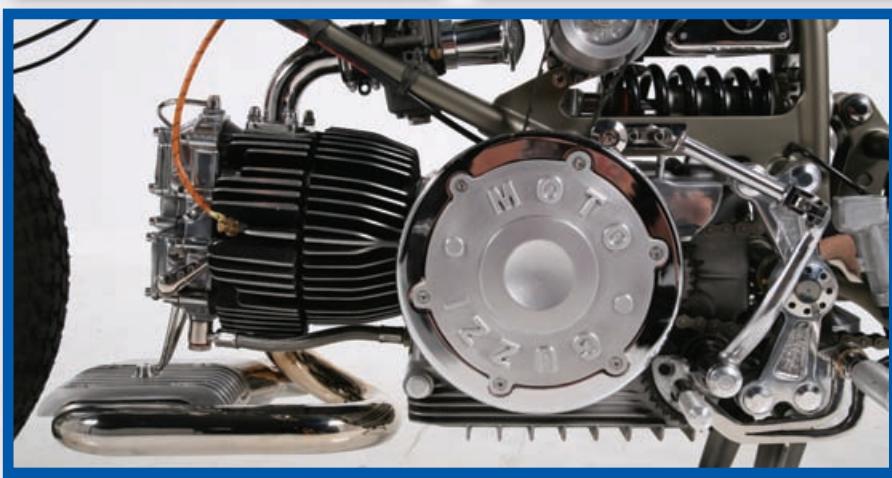


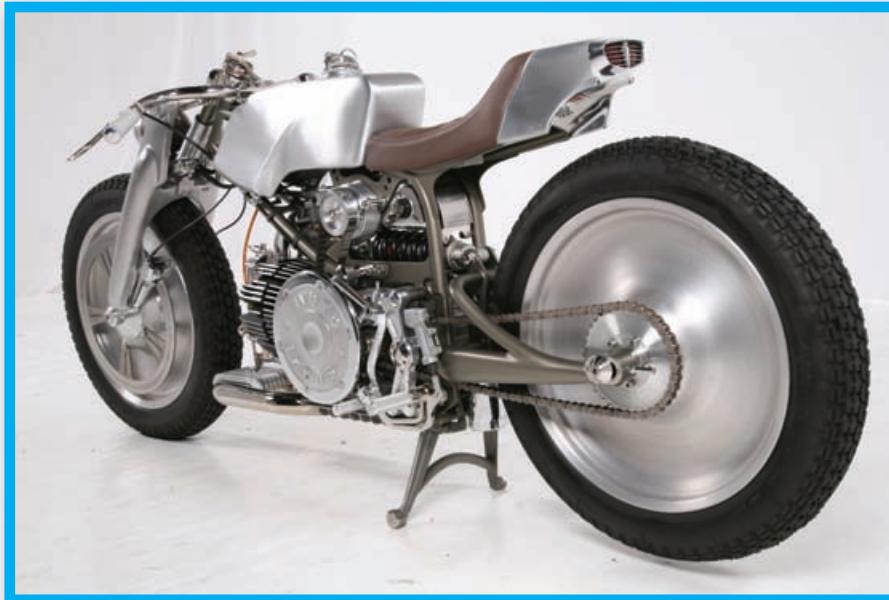
World Champion of Custom Bike Building, Don Cronin (left) with the co-builder of the winning bike, Michael O'Shea





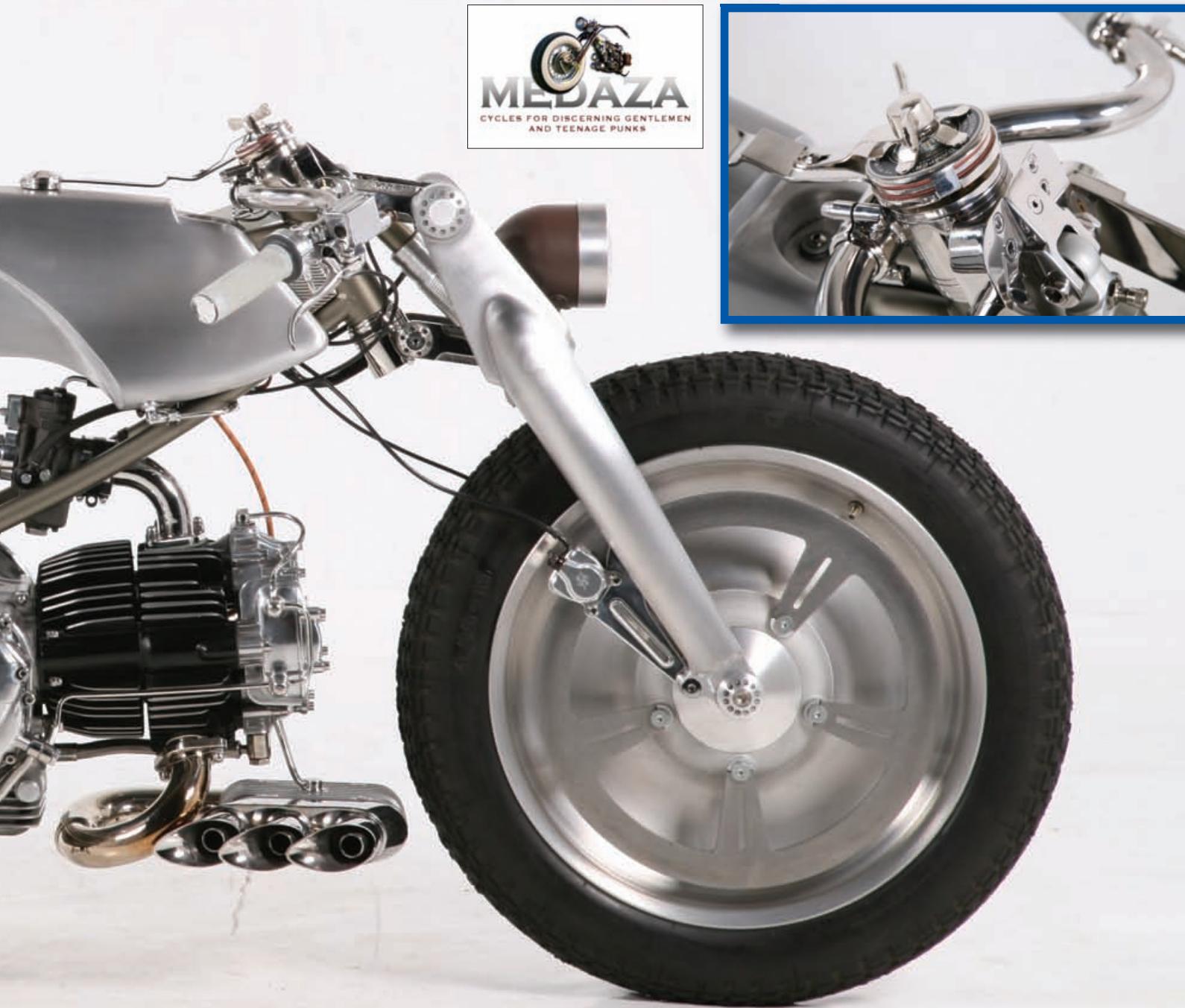
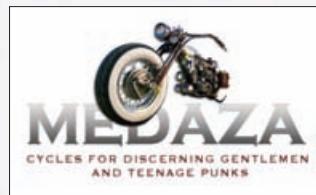
CHAMPION
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Winston Yeh travelled from Taiwan with his Modified Harley, Stealth Bullet, and took the top honors in the class



MODIFIED HARLEY-DAVIDSON CLASS TOP 3

*	BUSINESS	COUNTRY	BIKE NAME	POINTS
1	Rough Crafts	Taiwan	Stealth Bullet	276
2	One Way Machine	Germany	La Salle	218
3	Sasse van Essen	Germany	Softail 99	197

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Julian von Oheimb, of Germany's One Way Machine, used a Springer fork and Knuckle style rocker boxes to make his second placed Evo-engined Softail in Mod Harley look older than it actually is



Rounding out the top three in the Mod Harley class was Sasse Van Essen's '99 Softail



<<< Continued from Page 29

to a picture of the stock bike! Any modification we do won't change the frame, otherwise it would be impossible to change back if needed to appease the authorities. This started as a limitation for me, but after all these years of working with the same frame, I found it actually very interesting, to design, to think about the possibilities that I can come up with on the same base model H-D. This almost makes me the perfect person for the Modified Harley class, and I actually won it! With the trophy in my

hand it's a great satisfaction, it definitely means something..."

Despite the cut-off date for the Modified Harley class being post-'84 that didn't stop Julian von Oheimb, of Germany's One Way Machine, making his 2nd placed Evo-engined Softail look like a much older machine. He achieved this through the use of a Springer fork and Knuckle style rocker boxes.

Rounding out the top three in the Mod Harley class was Sasse Van Essen's '99 Softail, which was detailed with brass and wooden accents.



The Retro Modified class was won by Italian outfit Inglourious Basterds Cycles with Bastarda Senza Gloria



RETRO MODIFIED CLASS TOP 3

*	BUSINESS	COUNTRY	BIKE NAME	POINTS
1	Inglourious Basterds Cycles	Italy	Bastarda Senza Gloria	166
2	TMT Moto	Czech Republic	T5	160
3	Sueca Iron Factory Bikes	Spain	Flathead Power	123



Sueca Iron Factory Bikes, proprietor Jose Ferrer Lloret, chose a 1947 WL 750 as the engine for Flathead Power, which placed third in Retro Modified



Even knowing that the potential of our 'Basterd' were high, we did not know if all voters would have grasped the innovations proposed in our motorcycle," said Vincenzo Ciancio, of Inglourious Basterds Cycles. "When Neil Blaber called us to the stage to receive the cup, we had a set of indescribable sensations... amazement, disbelief, shock, until the explosion of joy when I sang 'Dawn Vincerò' (the final stanza of Nessun Dorma from the opera Turandot by Giacomo Puccini)... a touch of Italian spirit!"

Tomas Turner, from TMT Moto in Tachov, Czech Republic, took inspiration for his 2nd placed Retro Modified build from the lines of Brough Superior's SS100, with the power for the bike, called T5, being provided by a '75 Shovelhead.

Sueca Iron Factory Bikes, proprietor Jose Ferrer Lloret, chose a 1947 WL 750 as the engine for Flathead Power, which collected the 3rd place trophy in Retro Modified.

Frenchman Laurent Dutruel was called to the stage a second time when his turbo charged XR1200 was named the winner of the Street Performance class. Laurent, who now plans to ship the bike to the US in the summer so that he can ride from San Francisco to the Bonneville Salt Flats and once there attempt to set a record on the bike in the 1350 M-PBG class, said of his two visits to the stage to collect trophies: "I'm really happy to have won two trophies. I can't believe that all this luck is coming to me. It was very emotional because I didn't expect to win something with my bikes. So now I'm in a nice mood, I feel that I am a very lucky guy."

Proving just how international the World Championship is the builder of the 2nd placed bike in the Street Performance class was Belarusian Yuri Shif. His Ducati-based Café Racer included such as a one-off girder fork.

Built as a collaboration with the Ace Cafe, London, Krazy Horse Customs' Ace Cafe Racer CR1200, uses a modern version of the classic Norton Featherbed frame to house a 1200

Introduced following the introduction of the post-'84 cut-off in the Modified Harley class, the Retro Modified class was won by Italian outfit Inglourious Basterds Cycles with Bastarda Senza Gloria, a '48/'79 Pan/FX Shovel special fitted with the Basterds' own adjustable Springer front end and 1950 Ural 19in wheels.

"I remember the moments before the ceremony, I was really anxious when second place was announced.

Tomas Turner, from TMT Moto in Tachov, Czech Republic, took inspiration for his second placed Retro Modified build from the lines of Brough Superior's SS100



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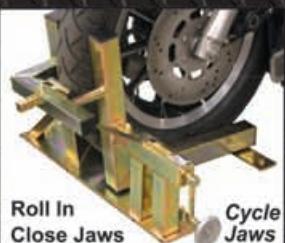
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Built as a collaboration between the Ace Café, London, and Krazy Horse Customs' the Ace Cafe Racer CR1200 took third place in Street Performance



Yuri Shif's Ducati-based Cafe Racer took second place in the Street Performance class



Sportster engine, and took third in Street Performance.

Completing the line-up of winners at the World Championship of Custom Bike building was Second City Customs from the UK, whose bike The Naughty Gentleman took S&S Cycle's Recognition Award in the Production Manufacturer class. The shop's Director, Ian Cushing, received a brand new motor from S&S Cycle's President, Steve Iggens as his prize.

Next year the 11th Annual World AMD World Championship of Custom Bike Building will again be staged at the Big Bike Europe expo at Essen, Germany, but four weeks earlier over the weekend of 11th to 13th April. The event will also feature a new class for Café Racers in 2014. •

www.amdchampionship.com

RETRO MODIFIED CLASS STREET PERFORMANCE CLASS TOP 3

*	BUSINESS	COUNTRY	BIKE NAME	POINTS
1	Zen Motorcycles	France	Harley-Davidson XR 1200 Turbo	123
2	Yuri Shif Custom (YSC)	Belarus	Shifter	85
3	Krazy Horse	UK	Ace Cafe Racer CR1200	78

Not only did Laurent Dutruel take second in Freestyle, he also took the class win in Street Performance with his turbo charged XR1200 Sportster



The S&S Cycle President's Pick, in the Production Manufacturer class, was awarded to The Naughty Gentleman by Second City Customs



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A close-up, low-angle shot of a motorcycle's handlebar and control panel. The handlebar is made of dark leather with metal studs. A silver chrome control kit is mounted on the handlebar. Two round gauges are visible: one for oil pressure and another for volume. The background shows a blurred road and palm trees, suggesting motion.

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pic courtesy of bosunsbikes.com

Scorpion

Scorpion lock-up clutch for Big Twins

BARNETT has redesigned its Scorpion lock-up clutch so that it now features an all new billet aluminum lock-up pressure plate, which will fit under the stock primary cover.

In common with all of Barnett's Scorpion clutches, the surface area is greatly increased and lever effort is kept to a minimum. Three different coil spring sets provide a wide variety of spring pressure options, allowing the user to tune the clutch for stock to 200hp plus applications. A steel inner hub is also included to complete the unit. All Scorpion clutches are designed to fit into the stock type basket and hydraulic versions are also available.

The latest version of the Scorpion lock-up clutch is available for '98-'13 Big Twins (except '13 CVO/SE models).

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Tel: 805 642 9435
www.barnettclutches.com



Ride Wright Wheels' American Lowroller

RIDE Wright Wheels has launched its new line of billet wheels – the Lowroller Series. The Lowroller Series is made up of the Detroit VIP, Pittsburg Boss and Chicago Hustler designs, all of which are made from 6061-T6 aircraft grade aluminum billet, and available in 16in to 26in sizes. Finish options and combinations on the wheels include polished, chrome, contrast and solid powder-coated treatments.

RIDE WRIGHT WHEELS
Anaheim, California, USA
Tel: 714 632 8297
sam@ridewrightwheels.com
www.ridewrightwheels.com



JIMS' tappet adjustment tool

JIMS USA has released a new tappet adjustment tool, which has been designed by Hiro Koiso, a hands-on technician and JIMS sponsored Bonneville record holder in numerous classes.

The new adjustment tool is claimed to simplify the way to verify proper tappet adjustment. After adjusting the tappet, the tip of the tool is simply inserted under the hydraulic unit

retaining clip, above the pushrod seat. Similar to a 'Go No-Go Gauge', if the tip doesn't fit between the clip and the pushrod seat, or if there is up and down end play, the tappet is out of adjustment. Only when the tip fits nicely with no end play the tappet is properly adjusted.



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AMD PRODUCTS

JayBrake J-Series Softail forward controls

SUPERTRAPP Industries has released its JayBrake J-Series forward controls for use on Softail models. The J-Series forward controls move from JayBrake's traditional design with an internal reservoir and hidden banjo bolt fittings. Machined from billet aluminum and assembled with stainless steel hardware, the controls mount to pre-2000 and up Softail mounting patterns and to pre-2000 Softails with the included plates. The brake master cylinder has a $\frac{3}{8}$ in bore. Finish options on the J-Series forward controls are polished, chromed or black and with a choice of full rubber or multi-band



pegs. Passenger pegs and matching grips are also available.

SUPERTRAPP INDUSTRIES

Cleveland, Ohio, USA

Tel: 216 265 8400



jaybrake@supertrapp.com

www.jbrake.com

New parts from Drag Specialties

DRAG Specialties fairing mount mirrors are among the latest of new own branded products being released by the Janesville-based distributor. Designed specifically for H-D batwing fairings, the mirrors mount just inside the inner fairing and provide a wide range of adjustability. The chromed mirrors, with glass measuring approximately $4\frac{1}{4} \times 4$ in, and with or without a blind spot mirror, include mounting hardware and are sold in pairs. They fit '96-'13 FLHX and H-D trike models.



The Drag Specialties' batwing fairing can be ordered with or without a blind spot mirror

Designed to replace the OEM part, the Drag Specialties' $8\frac{1}{4}$ in short, rear turn signal mounting bracket, for use on '86-'13 FLST and C, '93-'96 FLSTN, '91-'13 FLT and HT models (with flat-style lights), is $4\frac{1}{4}$ in shorter than stock. Finished in gloss black, the bracket accepts stock or aftermarket turn signals and uses stock mounting hardware.

Finish options on the coil covers for H-D's Blackline from Drag Specialties include either smooth or skull designs, with or without a mesh insert, and a choice of chrome with a black mesh insert or black powder-



The coil cover is offered in a selection of finish options including chrome with black mesh



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Burly Cafe tail section

BURLY Brand's new solo seat/cowl is designed to bolt-on to '86-'03 Sportster chassis to complete the change of XL models to Cafe racers. Unlike other Cafe seats that sit on the stock fender, Burly has created a true tail section, opening up the rear of the bike for an authentic look.

Available in partially covered with paintable black gel coat as well as a fully-covered version, both feature a gel insert in the seating area for comfort. Fitment requires removal of fender, supporting struts and relocation of taillight and signals. Mounting hardware for the OEM electrics is included.



BURLY BRAND
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Zodiac announces two new distribution deals

ZODIAC International has now become the official European distributor for Cycle Sounds and Hell's Foundry products. Cycle Sounds started in the motorcycle business with the introduction of its 2in motorcycle speaker and a waterproofed mini amplifier and has now expanded into offering complete motorcycle-specific audio systems, and in 2013 the company was the V-Twin



Expo Excellence Award winner for Audio Product of the Year 2013 with its Rock Box all-in-one audio source.

The second line for which Zodiac International has become European distributor is Hell's Foundry, a company which specializes in parts for Harley-

Davidson Touring models. Current parts options include the SoftDash and the DashLink docking console, which integrates modern technology into the motorcycle



ZODIAC INTERNATIONAL
Mijdrecht, NETHERLANDS
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Hell's Foundry's DashLink integrates a complete docking station for iPhone and iPod touch into a replacement tank console and hides all the electronics

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Tanks and Mustang seats at MCS

MOTORCYCLE Storehouse (MCS) has launched a range of retro-inspired gas tanks. The range is made up of a 2.25-gallon Sportster, 3.3-gallon ribbed Mustang, a high/low tunnel 2.0/2.2-gallon Frisco style, and a stretched chopper gas tank with a 4.1-gallon, a 4.7-gallon or a 5.3-gallon capacity. The stretched style tanks will only fit stretched custom frames.



A ribbed Mustang style tank, with a 3.3-gallon capacity, is one of the retro-inspired gas tanks now available from Motorcycle Storehouse

MCS now also has the full line-up of US-made Mustang seats in stock. Features on the seats include a $\frac{1}{8}$ in thick marine-grade gel coat finished fiberglass base and special controlled density polyurethane foam.

Mustang claims that the exact shape, angle and density of each seat is scientifically formulated, and cast to be soft enough for comfort and resilient enough to stand up to even 'thousand mile' days.

Most Touring seats come with an internal steel support wing to provide maximum passenger comfort, and all come with a cover that is made from the highest quality expanded vinyl available. Durability and resistance to the elements are higher than OEM standards for motorcycle seats, with seams sewn twice for lasting strength.

Seats are available for most H-D models, including the latest, in a variation of styles, with or without backrest.

The full range of Mustang motorcycle seats can now be ordered from stock at Motorcycle Storehouse



MOTORCYCLE STOREHOUSE
Bedum, NETHERLANDS
Tel: +31 (0)50 303 9775
(01133 from the US)
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www.mcseurope.nl

Slip-ons for Victory Baggars



MGS Custom Bikes has expanded its exhaust product line to include high performance slip-ons for use on Victory Touring models.

The performance benefit of the slip-ons is said to be due to the patented baffle system used by MGS in its exhausts, which is removable and engineered for maximum horsepower and torque. The replaceable rifled baffles have a torque inversion cone that is claimed to keep bottom end performance with no stumbling at the low end.

The slip-ons are constructed from 16-gauge steel for durability and strength and available in a chrome finish with three different black anodized Teflon coated tips to choose from; straight slash-cut, curved cut, or curved side cut (there is an additional charge for a chrome tip). MGS slip-ons ship complete with all necessary mounting hardware and are designed to work with OEM headers and heat shields.

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New product introductions from W&W Cycles

W&W Cycles has increased its own label product line with the introduction of its own range of oils and filters under the PanAm banner.

The proprietary PanAm oils are produced and bottled in Germany. They are based on the best crude oil classes available, which are refined to high quality mineral oils. Because motorcycles, and particularly the air-cooled engines of V-twins, put higher strain on the motor and transmission oils than the water-cooled automotive counterparts, specific additives, partially synthetic, are added to ensure that each oil is optimized for its particular requirements.



W&W Cycles is now producing its own blends of engine oil under the PanAm label



Alongside its own line of PanAm oils, W&W Cycles has matching PanAm oil filters

The PanAm premium oil filter cartridge range is claimed by W&W to be among the top products on the market and is aimed at bikers who want the finest filtration and who take care that not even the smallest impurities reach the engine.

Alongside its own parts and accessories W&W distributes many international brands, including Fork of Japan. Among the Fork parts available is a clamp for narrow '60s style handlebars. The inline clamp has been designed to mount narrow 'bars on Classic Springer, I-Beam Springer, Hillclimb or Cannonball Leaf Spring forks. The clamp is only available in a black powdercoat finish.

Biltwell's Banana seat fits '86-'03 Sportsters.



Fork, of Japan, manufactures an inline handlebar clamp to mount narrow bars on Springer and leaf spring forks



Performance Machine's Vision round mirrors can be ordered in a choice of chrome or black Contrast Cut finishes



The Biltwell Banana seat has been designed for use on '86-'03 Sportsters



as on stock and most aftermarket controls of similar construction, they are individually adjustable. Finish options are chrome or black Contrast Cut.

The Vance & Hines RSD Slant Carbon is a 2-into-1 exhaust system, TIG-welded in stainless steel with a carbon fiber end cap. It is available in two versions: Works Stainless with a brushed stainless finish, or Carbon Ops with a lightweight gloss carbon and satin black ceramic finish. The exhaust is supplied with 18mm O2 sensor bungs (O2 plugs are not included) and features two-step header pipes from 1.75in to 2in. Also included are heat shields for the rear cylinder and collector inlet, as well as exhaust port gaskets, fiberglass and stainless steel wool baffle materials and mounting hardware.



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www.wwag.com



Made from black, synthetic leather it requires the drilling of one small hole in the fender for the stainless steel mounting tab.

Another US-sourced product offered by W&W Cycles are the Performance Machine Vision round mirrors. Mountable on PM handlebar controls as well



The Vance & Hines RSD Slant Carbon is offered in brushed stainless steel or black ceramic finishes, with both versions featuring a cap end cap

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Jardine Highway Bars for V-Twins



SUPERTRAPP Industries announced the release of its Jardine brand highway bars for V-twin models.

Jardine's highway bar applications date back to 1958. The heavy-duty, thick wall steel tubing is formed before mounting brackets are MIG-welded in place. The bars are then polished and chromed. The bars can also be ordered in a black finish, and fit a variety of Baggers, Softails, Dynas and Sportsters.



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www.jardineproducts.com

RSD seat line

ROLAND Sands Design has now introduced a line of seats. The entire line-up has been designed at RSD's head-quarters in California and manufactured by Mustang Seats in Connecticut.

The seat range is made up of four models and includes the Avenger. Available to fit '04-'13 Sportsters, '06-'13 Dyna, and '00-'13 Softails with a 200mm rear fender kit, the Avenger features raised padding with a perforated cover.



Triple stitching is used to create the raised perforated diamond pattern on the distressed vinyl of the 'Boss', which fits '04-'13 Sportsters, '06-'13 Dyna, '08-'13 FL Touring, and '00-'13 Softails with a 200mm rear fender kit. That same list of models can be fitted with an RSD 'Enzo' seat. It has a shaped foam center part line that adds an extra level of detail and comfort on long rides, while the classic ribbed detail draws inspiration from the past. Completing the range is the RSD Cafe Sportster seat, which takes the simple line of a cafe tail and blends it with the tank and frame rails of the stock H-D Sportster to create a clean, comfortable and custom detailed seat. It has been designed to complement the rest of the RSD cafe line of products, giving a Sportster an aggressive cafe style rear profile. It fits '04-'13 Sportsters, but is not designed for the 48, as the gap between gas tank and seat will be visible, and it will not fit 4.5 gallon 'custom model' tanks.

All of the new RSD seats are a bolt-on fitment and use controlled density polyurethane foam and a marine grade fiberglass base plate.

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www.rolandsands.com



MAG EUROPE
www.mageurope.eu



Pipes and pushrod tubes from Paughco

PAUGHCO is now offering high performance 3in slip-ons for muzzlers for use on '95 and later Touring models. A key feature of the new exhaust is the use of a unique 20in long by 2in internal diameter corrugated high-flow baffle. The slip-ons are fitted with black or chrome end caps, which can be ordered with either an internal or external bevel. Paughco also offers the option to order the complete assembly in black.

As part of its 'OLD-STF' range of H-D accessories, Paughco is offering brass push rod tube clips. Made from solid brass, the clips are offered in both knurled and three- or four-hole designs. They are sold in sets of four to fit '40 - '47 Knuckleheads, '70 - '84



Shovelheads and '84 - '99 EVO engines in four-hole style, and three-hole style for '48 - '65 Panheads and '57 - '85 Sportster engines.

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Joker Machine mirror

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Machine's billet aluminum mirrors are designed to mount directly to a bike's handlebars.

CNC machined from billet aluminum, the mirrors have convex glass for the best rearward visibility and are fully adjustable. Sold as individual units in a choice of chrome, clear or 'hard black' anodized finishes, the mirror fits any 1in or 7/8in handlebar and has a built-in swivel clamp.



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Wire Plus Smooth Power Ports

WIRE Plus has re-introduced its newly engineered 'Smooth' single Power Port. Now available in a chrome finish as well as black powder, they can power a cell phone, heated vest, air compressor, cigarette lighter, GPS device or any other electrical device up to 15 amps. The port can also be used to connect a battery charger when the bike is not being ridden. All Power Ports can be easily installed by connecting two wires to the battery and attaching the unit directly on the horn bolt

or to any other location with one bolt mounting. The Power Ports are constructed from billet aluminum in the USA.

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CoverMax trike cover

THE CoverMax trike cover from Tucker Rocky is a heavy-duty, all weather cover designed specifically for Harley-Davidson trikes. It features waterproof seams, is made from 300-denier polyester with PU coating, and has an ultra-soft 30G velour lining to protect the trike's paint from scratches. Two top covered reflective vents improve ventilation and help reduce condensation build-up. It is finished with grommets for use of a security cable lock.

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MIDWEST Motorcycle Supply's Ultima oil range includes a fully synthetic V-twin engine oil (SAE 20W50) and gear oil, (80W140) as well as three premium straight weight engine oils (50W, 60W, and 70), plus a premium (80W90) gear oil. The Ultima oils are designed for a wide variety of use and riding styles, from oils especially suited for break-in procedure and shorter term use, to oils seeing extreme use,



racing applications and extended usage. This product is supported by complementary items such as Ultima's 'Cool Cruisin Oil Treatment' for both engine oil and gear lube and the new Ultima Break-in Lube to reduce initial component wear.

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Saddlemen Road Sofa seat for H-D trike

SADDLEMEN has expanded its line of Road Sofa touring seats to include an application for Harley-Davidson trike models. This latest version of the Road Sofa is designed for the '08-'13 FLHTCUTG and FLHXXX models.

The Road Sofa trike edition has been designed, to provide comfort and support, no matter how long the ride. The seat, which fits perfectly with the trike chassis and does not interfere with the passenger grab rail, is constructed of high quality materials, including SaddleGel for shock absorption and weight dispersion and an extra plush topper. The split-cushion design is said to provide better lumbar support for the driver, while the large and comfortable passenger saddle provides pillion comfort. The

SaddleHyde covering combines a soft, leathery feel with weather-resistance and no maintenance.

The Road Sofa is available in a version compatible with H-D Genuine Accessory adjustable driver backrests, and also with a matching Saddlemen driver backrest. Both versions are also offered with or without Saddlemen's integrated five-level heating system with remote for added comfort in cold weather.

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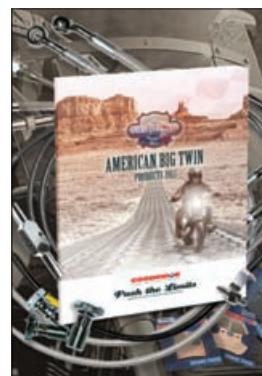
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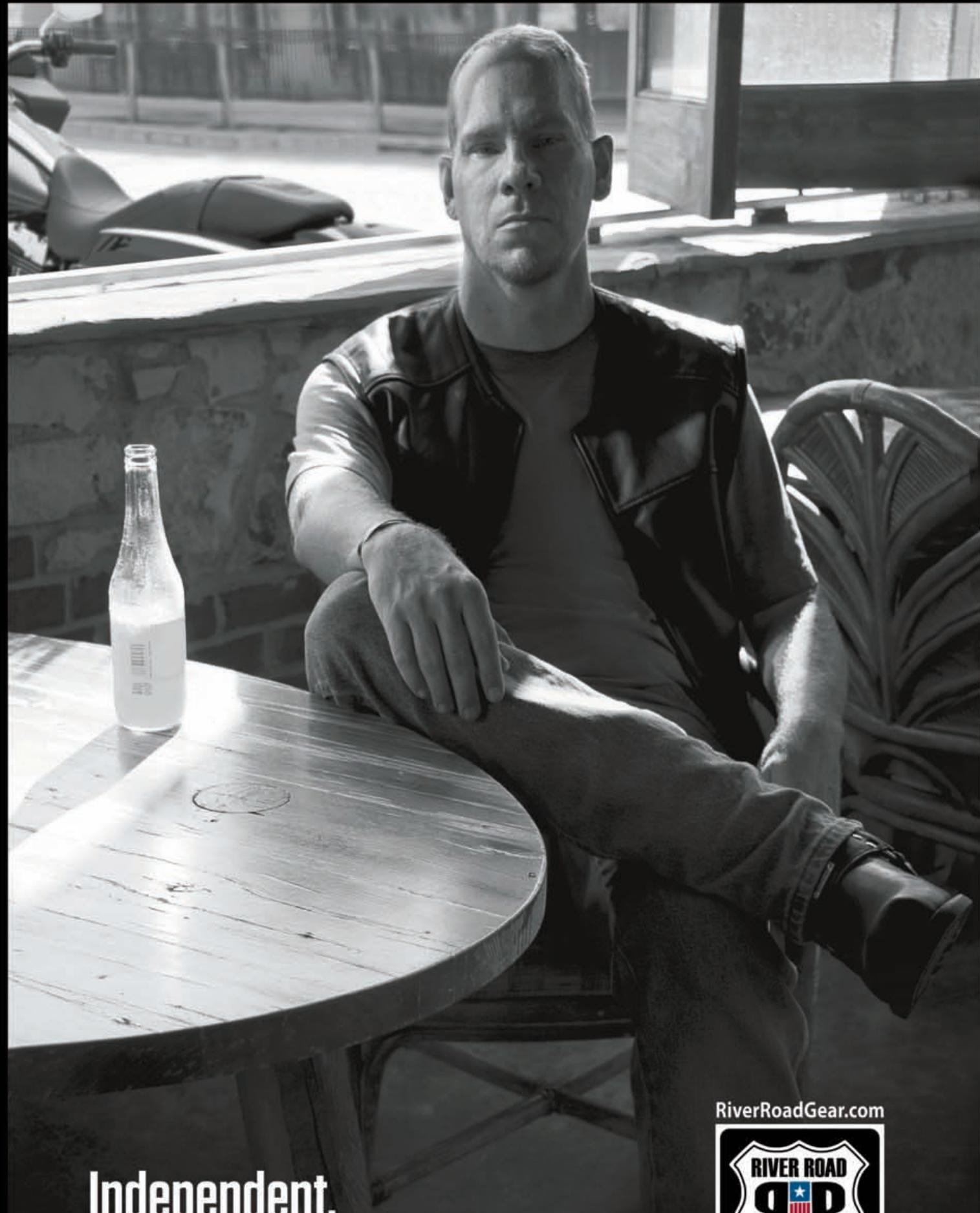
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We are the Champions of the World

WHILE innovation has always been a hallmark of the Official AMD World Championship of Custom Bike Building, the 10th anniversary of the show reached a new level. Held for the first time in Europe, at the Big Bike Europe Expo in Essen, Germany, the Championship showcased motorcycles, scooters, trikes and sidecar outfits.

Among the power units being employed by the 105 competitors were not only American V-twins, but also Italian singles and V-twins, Japanese multis and singles, a diesel, an engine from a Honda generator and even a 1920's boat engine. With entries from 23 countries there were a total of 122 machines in five classes.

Of the 66 bikes competing in the Freestyle class, the 2013 World Championship title was taken by Medaza Cycles' Rondine. Don Cronin and Michael O'Shea, the two Irish men responsible for the build, created a one-off frame to carry the single-cylinder, 1971 Moto Guzzi Nuovo Falcone 500 engine. They were also responsible for hand-forming the aluminum bodywork and the heavily modified V-Rod swingarm, which is used as a girder style front fork, on the bike which previously took top honors at the The Carole Nash Irish Motorbike & Scooter

Photos by Frank Sander - frankthunder1@aol.com

Photos by Onno Wieringa - onno@madnessphotography.nl

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

Show in Dublin in 2013.

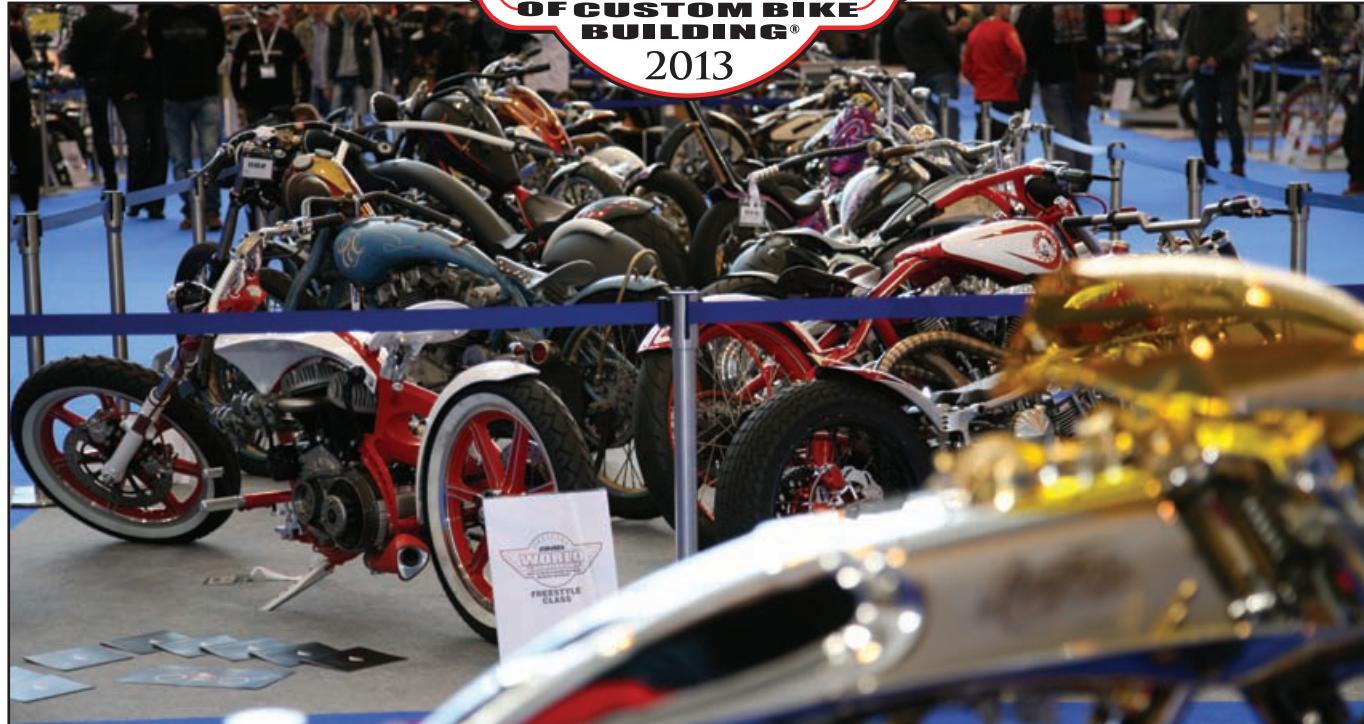
Speaking after the awards ceremony Don said: "I'm in a state of disbelief! I build bikes just for the heck of it, and this kind of response is completely unexpected. I figured that the standard here (Essen) would be really high because of its accessibility, a day's drive from nearly anywhere in

Europe will get you there (unless you're from

Ireland of course), and it was... I don't quite know what to do next - restore vintage tractors maybe!"

Laurent Dutruel originally built Tribute to Hagakure to take to Bonneville and compete with during Speed Week. Although there is no official record for a fully rigid bike, Laurent took his bicycle style inspired, Buell engined machine to 129mph on the fabled salt, and he has now followed that achievement with the motorcycle taking second place in the Freestyle class at this year's World Championship.

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