

**AMD
NOW IN OUR
21st
YEAR**

AMD™

AMERICAN MOTORCYCLE DEALER

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

DEC 2013
ISSUE #173

Early signs that the V-Twin Expo may be set for visitor growth in February 2014

I think we may be going to see some growth for the 2014 show" - that was the view of V-Twin Expo Show Producer Jim Betlach when AMD spoke with him exclusively in November and judging by the evidence he's pointing to he may well be right.

"Not so much in terms of exhibitor numbers or overall exhibit space, but it is looking very promising in terms of dealer attendance" Betlach said. "Advance dealer registrations are ahead upwards of 45% on a week-for-week basis compared to this time last year in the run up to the 2013 Expo, and that is likely due to a whole range of factors.

"We've focused our marketing on driving dealer attendance first, followed closely by building overall awareness. In an effort to attract more dealers from across the US and abroad, we invested significant dollars in direct mail, social media and traditional marketing. Additionally, to sweeten the pot, we created a few 'Early Bird' registration promotions

that include prizes from our show sponsors/partners plus local Cincinnati hotels and restaurants. Based on the first two weeks of these new promotions, the added excitement involving prizes appears to be helping drive registrations. Of course, the early

'advance dealer registrations definitely are up on this time last year'

registration push is not the only rationale behind my prediction of increased attendance. Other key factors play a role too, like when we shifted the show down to two days instead of three. That decision resulted in a lot of positive feedback from dealers and exhibitors alike. Not to mention moving show dates off of Super Bowl weekend. All of these strategic changes are proving to positively impact the show as we enter our 14th year.

Ever the diplomat, Betlach

demurred from also pointing to another factor that must be working to the V-Twin Expo's advantage, and that is that the show now has the Midwest and February free and clear all to itself in domestic US trade show terms.

Although the relative performance of V-Twin Expo compared to the 'Indy' Dealer Expo goes to show the difference in the needs of the air-cooled v-twin/custom and liquid-cooled/'metric' markets in the United States, there is no question that for some dealers, those with viable dual-market business opportunities and those looking to add new opportunities to their offer, having the two shows in close proximity in venue and date terms has always resulted in reduced attendance for both.

Now however, with the announcement of the move for the "Indy" Dealer Expo to Chicago in December 2014, the V-Twin Expo is poised to pick-up more dealers. "Well, yes, you are right, we are indeed getting that feedback" Betlach said

Continued on back page >>>

NEWS



H-D goes liquid cooled for 2014 with range of 'Baby Rods'

ROAD TRIP



PRODUCTS

**VANCE
HINES**



**JIM NASI
CUSTOMS**



Uwe Sickert of MotorVisionen decided to build Rumble after a previous bike won him a RevTech motor at a European show, and then used it to take a top ten place at the World Championship of Custom Bike Building





STAND: STAND@BIKERFEST.IT
 HOTEL/CAMPING: BOOKING@BIKERFEST.IT
 TEL +39.0432.948777 – FAX +39.0432.948606
 WWW.BIKERFEST.IT – INFO@BIKERFEST.IT
 f BIKER FEST INTERNATIONAL @BIKER_FEST

28TH BIKER FEST

THE ITALIAN BIKE WEEK



EDITOR-IN-CHIEF

ROBIN BRADLEY
robin@dealer-world.com

PUBLISHER

SONJA WALLACE
sonja@dealer-world.com

EDITOR

DUNCAN MOORE
duncan@dealer-world.com

DESIGN & PRODUCTION MANAGER

BEN OAG
ben@dealer-world.com

DESIGN & PRODUCTION EDITOR

TOM JACKSON
tom@dealer-world.com

INFORMATION MANAGER

NEIL BLABER
neil@dealer-world.com

PROJECT MANAGER

SARA VINEY
sara@dealer-world.com

Chapman House,
Chapman Way,
Tunbridge Wells
Kent TN2 3EF, GB
TEL: 0044 (0)1892 511516
FAX: 0044 (0)1892 511517

DISCLAIMERS

No part of AMD may be reproduced or used in any way without permission. The views contained in AMD are not necessarily the views of the publishers. Every effort is made to ensure that all material included is as accurate as possible, however the publishers cannot be held responsible for any erroneous statements, facts, figures or mistakes. All trademarks, brand names and other key words are used purely for descriptive purposes. No approval, endorsement of, or involvement in the contents of AMD is implied by the use of these or any other words, names or marks associated with all or any companies. All trademarks acknowledged.

'World Championship of Custom Bike Building' is a registered trademark of Robin A. Bradley, Dealer-World.com

POST MASTER

AMD (ISSN 1465-7627) is published monthly by Dealer-World.com, Chapman House, Chapman Way, Tunbridge Wells, Kent TN2 3EF, United Kingdom. Subscription price \$200 per year. Postmaster: Please send address changes to: AMD, Dealer-World.com, Chapman House, Chapman Way, Tunbridge Wells, Kent TN2 3EF, United Kingdom or e-mail to ben.bradley@dealer-world.com

PRINT BY WARNERS MIDLANDS
BOURNE, LINCOLNSHIRE, GB

ISSN 1465-7627

News 6-11, 64



Bradley Report: 12-15

AMD introduces a new feature, a semi-regular column by founder Robin Bradley based on news collected from his conversations with market contacts, show visits, and his inbox...



Industry Extra: Krazy Horse Customs 21-24

Krazy Horse Customs recently took on Indian Motorcycles as part of its transition from a small custom shop to a large scale specialist dealership, which began last year with the move to a large purpose built showroom



Products: The new, the best and the must-haves 29-53



p.29



p.31



p.33



p.35



p.36



p.48-49



World Champs: 'Rumble' by MotorVisionen 55-56

Large diameter wheels have become a regular feature of custom Bagger builds, but now they are beginning to appear on other styles of customs such as Uwe Sickert's Rumble board tracker



TOLL FREE... FROM USA/CANADA:
TEL: 1-866 849 5704
FAX: 1-866 521 0099

If for any reason you can't connect via our toll free numbers then dial TEL: 01144 1892 511516 - Fax: 01144 1892 511517

The much acclaimed "KING" of specialty buyer's guides returns due to popular demand!

A TWO-YEAR SPECIAL!

2014/2015

PUBLISHED JANUARY 2014

TOLL FREE 1-866-849-5704 or 0044 (0)1892 511516 sara@dealer-world.com

Was that a 'pivot-point' we just stepped over?

At the end of October I approached preparations for my annual trip to the 'Milan Show' in Italy with a heavy heart. Not only because I have so much enjoyed reducing the amount of time I have been spending on the road this year, but because of all the year's major show trips, EICMA (as the show is formally known) has become one to endure rather than enjoy in recent years as Europe's mainstream liquid-cooled ('Metric') motorcycle market has continued to evaporate before our eyes.

Although the show has, in recent years, substantially increased its play on the custom scene, it has only done so because the other sectors of the domestic Italian and wider international motorcycle industry that the event serves have all suffered so badly.

The event had crashed its booth pricing for the custom market in a cynical attempt to prop up trade association finances, exploiting the growth of a sector that the event had never previously been inclined to extend either a welcome or any understanding to.

Against that background the 'vibe' at the show has become worse for each of the last five years or so, as overall all-brand new motorcycle sales in Europe have continued to plummet.

Yes, of course there was a major collapse in overall motorcycle sales in most main markets as the recession hit, including the United States where total two wheeler sales collapsed from a peak of around 1.4m around 2006, '07, '08 to the kind of 400,000 to 500,000 units a year levels not seen since the early 1990s; and that is to say nothing of the financial impact created by the 'hero-to-zero' almost overnight decline in an ATV/Quad and 'side x side' market that barely existed back then.

But to give you an idea of just how badly the mainstream all-brands/all-bikes market in Europe has suffered (and apologies if I am trotting out figures that I have already shared in recent months) sales of all brands and all displacements in Europe have dropped from just a tad under 3m units a year as recently as 2007/2008 to, more than likely, barely a tad over 1m units a year by the end of this year.

As the owner of the only international dealer magazine dedicated to that market in Europe believe me, those are the sort of stats that get your attention, stats that represent the kind of business cycle that you see reflected in your own income very quickly indeed!

It is with quite a sense of relief therefore that I can say that while the top-line figures show no signs of improving anytime soon, the overall industry 'vibe' at EICMA was actually a lot better than it has been in recent years, and while it would be wrong to say that I came away from the experience full of the joys of spring, I definitely did so with a sense of relief.

the aggregation of marginal gains

That relief centered around a very practical and realistic 'it is what it is' attitude that no longer appears to be informing or shaping attitudes towards trying to compete for the business that remains 'out there'.

In all likelihood we are looking at another 24 to 36 months before any kind of stability will be seen in new unit registration numbers in Europe, never mind any tangible sense of bounce.

However, with the total 'bike park' and the total of miles being ridden down by nothing like as much as the new sales stats and still soft used model prices would suggest they should be, it was reassuring, indeed motivating, to see that performance, service, custom and replacement parts and accessory manufacturers (in particular - with the possible exception of the exhaust sector) have started to embrace the twin pillars of recovery - namely investments in new product activity and marketing.

It is axiomatic that those two indices directly correlate with the relative fortunes of spenders and non-spenders in all known recessions since WWII.

Predicated as such investment is on competing for the reduced business that is available, rather than expectations of growth based ROI, the overall effect on vendor attitude at the show was of considerable improvement in market sentiment compared to recent years.

As you'll see from the cover story of this month's edition of AMD Magazine, an interview with V-Twin Expo organizer Jim Betlach, there may also be reason to think that maybe some of the tsunami of negativity that has been rolling down the aisles of Cincinnati in recent years may also be about to turn into an ebb tide.

That's not to say that anybody on either side of the Atlantic should be fooled - while the technical definitions of 'recovery' may now be being met, in the real world of available consumer numbers, confidence and disposable incomes we still have a long, long way to go.

However, just as R&D and marketing investments are a necessary first stage towards balance sheet recovery, so too improved 'sentiment' (as economists call it) is a necessary first stage towards returns on those investments.

Having tip-toed our way towards survival by the 'aggregation of marginal gains' we are still far from justified in breaking out the dancing shoes yet - but maybe, just maybe, those baby steps may now be able to be lengthened a tad.

Robin Bradley
Co-owner/Editor-in-Chief
robin@dealer-world.com



Huntington Beach, CA 92647
Phone: 714-848-3030
E-mail: info@aim-tamachi.com

Online shop: www.aim-tamachi.com

"Order Direct"

Best Christmas Gift!

Variable Pressure Clutch - VP68LT

LIGHTEST VP Clutch for stock **103"** and **110"** motor!
Will handle **100 ft-lbs** torque with OEM springs!

VP68LT

\$265

- Up to about 40% clutch lever effort reduction than original spring (at idle).
- Works like a LOCK UP Clutch.
- Bolt on upgrade kit
- Not only 40% lighter, but also stronger clutch engagement than stock when revving up.
- Quick installation (only '98 and later Big Twin models).
- Easier to find Neutral.
- Fits behind a stock derby cover. No modification needed.

U.S. Patented



4 STEPS
= UP YOURS
40 HP

Twisted Metal.

S&S® Stealth Air Cleaner with the New **Torker** cover. Proven Performance® with style!



More air. More power.

The exclusive S&S air directional stinger cone increases air flow.

For more information,
visit sscycle.com/stealth



Not legal for sale or use on CA or EPA pollution controlled motorcycles equipped with a carburetor.
CARB EO # D-355-11

Baker Drivetrain launches Rapid Rebuild program

BAKER Drivetrain is promising one week turn-around on rebuilds for transmissions under its new Rapid Rebuild program. The Rapid Rebuild program covers upgrades and repair work on Harley, Big Dog and out of warranty Baker

transmissions. Under the program, non-working transmissions are sent to Baker for a full diagnosis and replacement of broken parts, or old and tired stock transmissions can be sent for replacement internals for an

upgrade to a choice of Baker gearset.

**BAKER DRIVETRAIN
Haslett, Michigan, USA
Tel: 517 339 3835
info@bakerdrivetrain.com
www.bakerdrivetrain.com**



H-D goes liquid cooled for 2014 with range of 'Baby Rods'

THE past few years have seen continuous speculation about Harley-Davidson making the move to liquid-cooled engines and having a small capacity motorcycle in development. Today sees the confirmation of both of these rumors as the Motor Company launched its Street 750 and Street 500 at the EICMA show in Milan, Italy.

The two motorcycles, which are the first all new platforms from Milwaukee since the V-Rod 13 years ago, are powered by a liquid-cooled motor called the Revolution X, and taking styling cues from the existing Dark Custom models. The two smaller capacity bikes are set to be marketed directly at a youthful and urban-based market, as the Company seeks to engage with a new generation of owners and riders.

Announcing the launch of the Street 750 and Street 500, prior to their international debut in Milan, H-D's President and COO, Matt Levatic, said: "These are the newest motorcycles to join our Dark Custom line-up, which has helped make us the number-one selling brand to young adults in the US for the past five years. Both the Street 750 and Street 500 were designed with thousands of hours of input from young adults in cities around the world. This input guided both the attitude and capabilities of these motorcycles. They are proof that being customer-led continues to be a core driver of our product development process."

The Revolution X engine, used in both models, is a liquid-cooled, 60-degree V-twin, with four valves per cylinder. The new motor, and matching six-speed transmission, is carried in a narrow chassis designed to make the bikes easily maneuverable in the city environment. This easy riding style is further enhanced by the use of a low seat, wide bars, mid-mounted controls and a 17in front wheel. All of which combine to increase the riding

confidence of young riders coming to the machines from a non-traditional motorcycling background.

Meanwhile the Company expects the bike's signature Dark Custom minimal styling to be used as the basis for extensive customization.

As Mark-Hans Richer, Senior VP and Chief Marketing Officer, Harley-Davidson, says: "They're designed to handle the abuses of urban environments and provide authentic opportunities to customize."

www.h-d.com/street

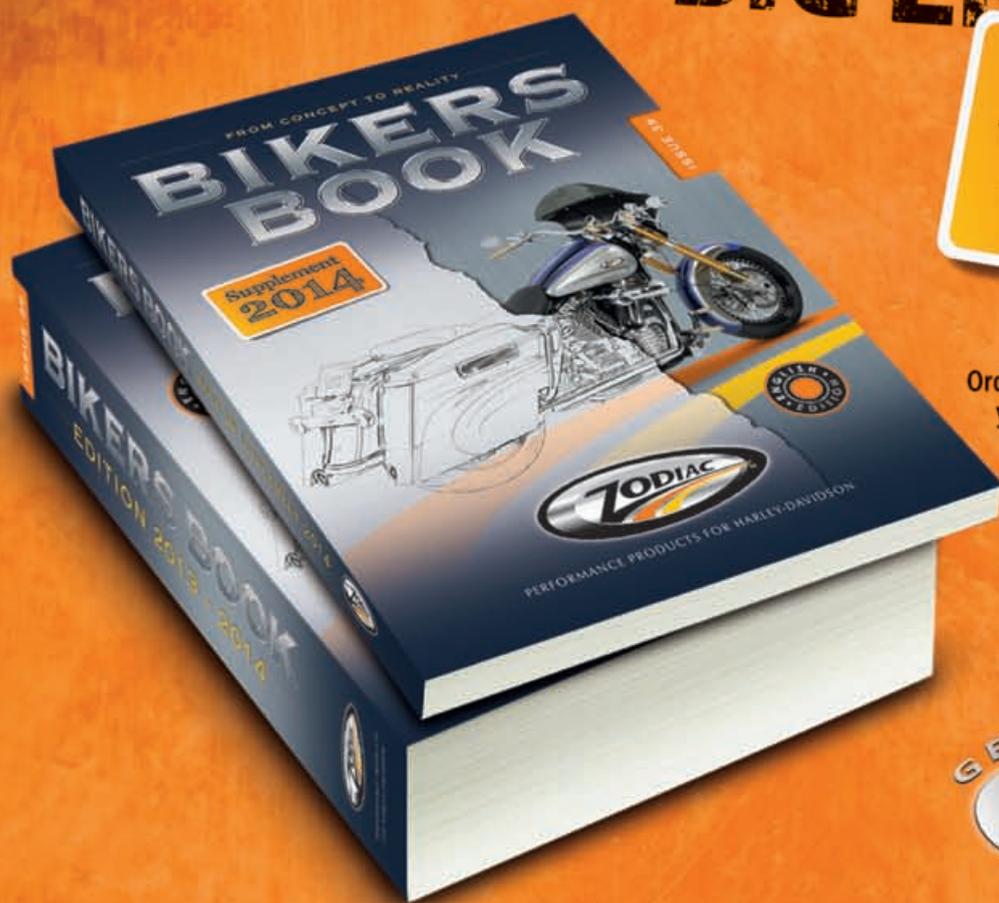


13 years ago, when the V-Rod was launched Harley vehemently denied that any work had been done on other displacements of the new liquid-cooled 'Revolution' 1200cc 60 degree v-twin engine that had been developed for them by Porsche, among others. Fast forward to a wholly different era, one in which Harley is successfully speaking to new demographics and age groups, and the association of the 'Bar 'n' Shield' with riding solutions that appeared to make no sense at the end of the 1990s now scream out as essential if the Milwaukee balance sheet is to drop anchor with new generations of riders. So say hello to the 'Revolution X', a pair of 500cc and 750cc price-point V-Rod derivatives that power 'Baby Rod' designs tuned for Harley's post-recession emergence as a brand with boomer pedigree draped in urban cool.



THE BIGGEST BIKERS BOOK

JUST WASN'T BIG ENOUGH!



GET IT NOW!

The 2014 Supplement of the Bikers Book is a must have. With over 250 pages and thousands of new exclusive parts and accessories.

Order the Bikers Book Supplement 2014 at your Zodiac dealer or at sales@zodiac.nl for just € 3,-. When you order the Bikers Book issue 39 for € 9,95 you get the supplement for free! Prices are exclusive postage.



PERFORMANCE PRODUCTS FOR HARLEY-DAVIDSON



For the online catalog go to <http://catalog.zodiac.nl> or scan the QR-code.

PERFECT FITMENT | WIDE PRODUCT RANGE | FAST DELIVERY
QUALITY & EXCELLENCE | NO NONSENSE WARRANTY



ZODIAC INTERNATIONAL B.V., INDUSTRIEWEG 44, 3641 RM MIJDRECHT, THE NETHERLANDS. PHONE +31 297 288 621, FAX +31 297 288 226.
SALES OFFICES IN: THE NETHERLANDS, GERMANY, ENGLAND, FRANCE, SPAIN, ITALY, SWITZERLAND, HUNGARY.

www.zodiac.nl | sales@zodiac.nl

Original Zodiac parts and accessories are only available through a Zodiac retailer (not directly from Zodiac by mail-order).

For all Harley's and American V-Twins we recommend



Mark Blackwell named an AMA Hall of Fame 'Legend'

THE AMA Motorcycle Hall of Fame Induction Ceremony, which took place in October, not only saw six new industry figures inducted, but also celebrated the careers of two existing Hall of Famers as Hall of Fame Legends.

One of those was Mark Blackwell, former motocross racer and six-time AMA championship race team manager, who is now VP Motorcycles at Polaris Industries and newly elected Chairman of the MIC (Motorcycle

Industry Council).

Blackwell won the American 500cc motocross championship in 1971 and started off the 1972 season with a win at the Daytona motocross. After his racing career,

Blackwell managed the Suzuki Race Team to six AMA championships, did product development for a number of MX-related companies, and then went on to work in management for Suzuki, Husqvarna and Victory.

After several years as an MIC committee man he became Chairman this year, succeeding former Cycle World publisher Larry Little, who stepped aside in order to focus on his new role as Vice President of Marketplace Events, the company behind the successful new AIMExpo that made its debut in Orlando, Florida, in October this year.

"Thanks to the AMA and the Heritage Foundation Board for this prestigious honor, and for raising the bar in terms of the class of this event - you have raised the bar every year and we are certainly a long way from the tent in the AMA parking lot 13 years ago," Blackwell said. "And a very special thanks to the sponsors who have stepped up to help make this a great event and hopefully a big inspiration for the future leaders of our sport and industry."

www.americanmotorcyclist.com



Barnett

Available in Chrome or Stealth black anodize



SCORPION SERIES

CLEAR DERBY COVERS

FEATURES

Quarter-inch Thick Polycarbonate Window To Your Clutch

Window is scratch/discoloration resistant and sealed with an o-ring gasket

CNC machined from billet aluminum

Available for 1998-14 HD Big Twins

Derby cover gasket included



Barnett

Clutches & Cables



www.BarnettClutches.com
805.642.9435

For the ultimate in looks AND performance, install a Scorpion clutch with your new cover!

Magnaflow partners with Arlen Ness Motorcycles on new exhaust line

MAGNAFLOW, a California-based maker of performance exhaust systems, has announced a new partnership with Arlen Ness Motorcycles to manufacture and sell a complete line of co-branded exhaust products.

The exhausts, which will be branded Arlen Ness by Magnaflow, will be designed by Arlen Ness for American V-twin motorcycles, and the line made its debut on the National Geographic Channel's Let It Ride TV show series starring Zach Ness in October, 2013.



"I am very excited about the new Arlen Ness by Magnaflow exhaust line," said Arlen Ness. "Cory, Zach and I have been working together on some really exciting designs that look and sound amazing. I can say the industry has never seen anything like the new Arlen Ness by Magnaflow exhaust line. You are going to want to put these pipes on your bike!" "On this season of Let It Ride, we built some killer bikes with great craftsmanship and some great parts," said Zach Ness. "We all put a lot of effort and time into the new exhaust line, and to now be able to debut it on our season finale of Let It Ride is really exciting. The style, performance and sound fit the bike perfectly. I look forward to featuring more Arlen Ness by Magnaflow systems on future episodes of Let It Ride and running them on my own bikes."

MAGNAFLOW
 Rancho Santa Margarita,
 California, USA
 Tel: 949 858 5900
muffler@magnaflow.com
www.magnaflow.com



VELVET AIR FOR YOUR HANDS.

Avon's popular Air Cushion grips are now even softer. Molded with a "Velvet" feeling surface texture, and air pockets inside, these grips feel better....period. Available in chrome or anodized finish, several end caps to choose from.

NOW HEATED!

www.avongrips.com

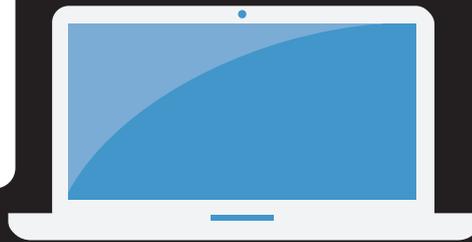
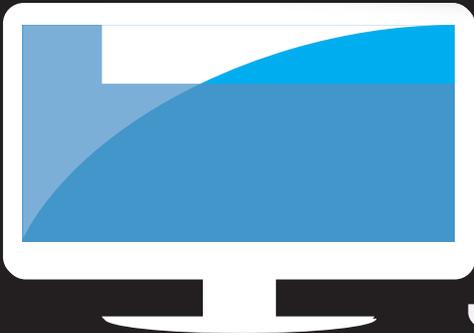
Kingwood, TX
 (800)334-7477

Proudly made in the USA

ALL NEW ANNUAL DIGITAL EDITION

COMING SOON AMD's first Custom Bike Year Book

An annual digital only special
featuring all the custom bikes
seen at this year's AMD World
Championship of Custom
Bike Building®



www.dealer-world.com



TWO POWERFUL DAYS FEBRUARY 8-9, 2014



CINCINNATI, OHIO



www.vtwin-expo.com



Unlimited Business Opportunities – The Only V-twin Targeted Tradeshow



Trade Only! Not open to the public.

PLEASE NOTE: YOU MUST BE A BONAFIDE DEALER/RETAILER TO ATTEND THIS TRADE ONLY EVENT. ONLY AUTHORIZED MEMBERS OF THE TRADE WILL BE ALLOWED ADMISSION. PROPER IDENTIFICATION INCLUDES TWO (one of each) OF THE FOLLOWING: Retail Business License; Vendors Permit; Resale License; Paycheck Stub; W2 Form; Business Card. All attendees must be 14 years of age or older. No child under the age of 14 will be allowed on the exhibit floor except in a stroller or baby pack.



THE BRADLEY REPORT™

By AMD founder Robin Bradley

robin@dealer-world.com

DID YOU KNOW?

ITALIAN brake specialist Brembo has announced that it is investing a further €15 in its North and South American operations. The company says it is to expand its Homer industrial hub near Detroit, Michigan, and to increase production at its current plant at Sao Paulo, Brazil. The company is a brake component and product supplier to several OE motorcycle manufacturers, including Harley-Davidson

Bagger Werx, the Gilroy, California custom tourer parts specialist operated by former Custom Chrome man John Panzica, the son of industry veteran and former Custom Chrome CEO Nace Panzica, has signed a strategic affiliation agreement with the Cleveland based **PowerSport Institute**. Bagger Werx will provide support to PSIs American V-Twin education program touring model and customizing projects in 2014. PSI offers students a wide range of motorcycle courses, and is the training provider of choice for **S&S Cycle** among others

Riverside, California, authorized Harley-Davidson dealer Skip Fordyce has been sold to Dave Veracka who, along with his sons Michael and Paul, owns and operates other Harley-Davidson dealerships, Rawhide H-D in Olthane, Kansas, Avalanche H-D near Denver and High Octane H-D in Boston. The family at one time owned Grand Rapids H-D in Michigan, but sold it to fund acquisitions.

INTERMOT 2014

KOELNMESSE has released its exhibitor prospectus for next year's INTERMOT expo (the 'Cologne' Show), with the dates confirmed as October 1st – 5th, with Tuesday 30th September as the press day. Being branded as the International Motorcycle, Scooter and E-Bike fair, INTERMOT is promising further enhancement to its dealer/trade Business-to-Business (B2B) facilities and services with an expanded "business district" and exclusive invitational program for international importers/distributors. In 2012, INTERMOT say they

attracted over 203,000 visitors from 117 countries to see 1,022 companies from 37 countries present 1,437 brands, and see more than 200 events, taking some 18,000 test rides. Research suggests that 76 percent of INTERMOT's trade visitors said that they had "achieved the objectives of their visit", with 82 percent of visiting consumers equally satisfied with their exhibition experience. Described by Jürgen Naue, Managing Director of Kawasaki in Germany, as a "real driver for the entire industry", the expo program for 2014 promises even higher investment in consumer attractions such as races, test-tracks

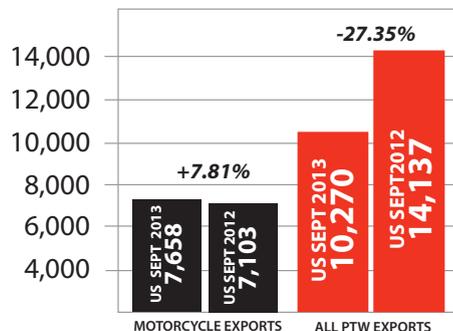
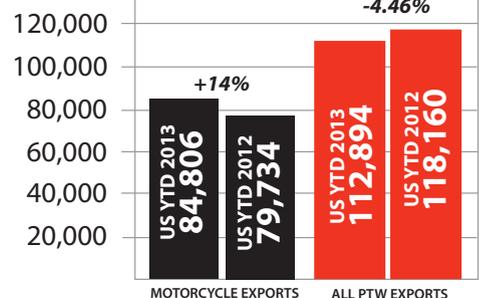


and stunt shows, with speciality indoor exhibition zones highlighting motorcycle sport, customizing and touring. www.intermot-cologne.com



September exports to US from Japan

250cc+ motorcycle exports from Japan to the US for September were up +7.81 percent at 7,658 (from 7,103 a year ago). Export figures for the year to date are up +14 percent at 84,806 (up from 79,734 in 2012). This is encouraging after disappointing August figures (down -23.07 percent on August 2012), and marks an upward trend for the US market, in Japanese manufacturer terms, at a time when their exports to Europe are shrinking



alarmingly. However, 'all PTW exports' plummeted for the second consecutive month, pointing to domestic US demand for smaller cc models recovering a lot more slowly than for larger displacements; figures had been positive for the year until August. September exports were down -27.35 percent at 10,270 (down from 14,137 in September 2012). This leaves year to date figures down -4.46 percent at 112,894 (from 118,160 in the equivalent period in 2012).

US motorcycle sales up in September

ACCORDING to the Irvine, California based Motorcycle Industry Council (MIC), total motorcycle sales in the United States in September were up by 13.4 percent compared to September 2012 at 36,476 units. Within that figure on-highway motorcycles were up by 16.1 percent, at 26,110 units.

This has left the total motorcycle market up by 0.9 percent for the first

nine months of 2013, at 385,256 units with an additional 164,321 ATV models also being sold (also +0.9 percent up over the first nine months of 2012).

In year-to-date terms, the two best performing motorcycle sectors have been off-highway bikes (up 9.4 percent, at 55,802 units) and dual-sport models (+7.9 percent, at 25,409 units).

After several years of promising growth until the recession, the scooter market looks like that it is going to remain the last and slowest of the domestic PTW sectors to return to growth, with sales off by -16.7 percent (at 29,467 units) for the first nine months of 2013.



Sources: The Bradley Report, AMD Magazine, Big Bike Europe, MIC, AMA, PSB, Dealernews

HHI HAWG HALTERS, INC.

Start with the Best, Build the Best!

The next generation of Big Wheel Brakes has arrived!

BFBK-18 6 Piston Caliper and True Floating Rotor Package

Add HHI's 18" 6-piston Direct Bolt-on Brake Caliper and True Floating Rotor Kit to finish off your Big Wheel look!

- Upgraded 6-piston configuration with bigger bores and larger brake pads deliver increased braking performance
- Available in Polished, Chrome and Black Anodized finishes
- Floating rotor can be ordered to match Renegade Wheels, an HHI design, or your Custom Wheel design in chrome or contrast cut finish
- Billet Aluminum center section
- 420 Stainless Steel, Cross Drilled Friction Ring

4 & 6 Piston Brake Calipers and Floating Rotors

- 11.5", 11.8", 13" and now 18" Rotors!
- Black Anodize or Chrome finish
- 1984-Up HD® fitments



X23 Bolt-On Triple Tree

- Trail measurement similar to stock HD® specifications
- Cost effective method of safely installing a 23" wheel
- Fits 1997-13 fairing & non fairing FL Touring models
- 2014 now in production!
- Machine or Black finish



Custom Short Neck Rake Builders Kits

- For 26" and 30" Big Wheel Baggers
- 2" shorter neck from the bottom up, delivers 2" of additional clearance
- Neck Rake Piece comes in 7° or 9°
- 9° or 12° Radius Cut Triple Trees available in Raw or Black Finish



HellRazor Handlebars

- Bars feature a massive 1 1/2" diameter size
- With custom HHI Hand Controls or your stock HD® controls



visit www.HawgHalters.com or
Call 877.442.5837 For More Info





PROVEN PERFORMANCE[®] **PROTECTION**

Help Your Customers **Beat the Heat!**

Protect their v-twin engines through the endless summer.



S&S[®] Petroleum 25W60 Engine Oil

Ideal for hot weather – or if oil temperatures often exceed 250°F

Use in vintage iron engines instead of straight weight oils

Same viscosity as SAE 60 at operating temperature

Provides easier cold starting and lubricates vital engine components more quickly

The same exclusive high performance additive package as other S&S lubricants

Contact your S&S Sales Representative Today!

Visit www.sscycle.com/blackgold • *Proving it Since 1958*



Ultimate Builder custom bike shows

AS this edition of AMD Magazine went to press, the annual Progressive International Motorcycle Show series had got underway with stops in San Mateo, Northern California, Dallas, Texas, and Atlanta, Georgia, already held. Custom industry legend Bob Kay's Biker Pros team are again operating the 'Ultimate Builder' custom bike show series at the events. For anyone wishing to have more information, or enter any of the remaining custom shows, contact Bob's business partner Jeff Najjar on 1- 919 450 5060; or by email at pr@bikerpros.com. For additional information on the show series visit www.motorcycleshows.com. The remaining dates are:

December 6-8

Long Beach Convention Center,
Long Beach (Los Angeles), California

December 13-15

Jacob K. Javits Convention Center,
New York, New York

January 10-13 2014

Washington Convention Center,
Washington D.C.

January 17-19 2014

Minneapolis Convention Center
Minneapolis, MN

January 24-26 2014

University of Phoenix Stadium,
Glendale (Phoenix), Arizona

January 31-February 2 2014

I-X Center,
Cleveland, Ohio

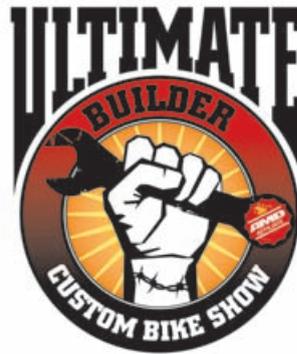
February 7-9 2014

Donald E. Stephens Convention Center
Rosemont (Chicago), IL

February 14-16 2014

Washington State Convention Center,
Seattle, WA

FORMER MAG Europe (Motorsport Aftermarket Group) senior executive Robert Brinkmark has left the company after 6 years, most latterly as General Manager. Robert has been hired by internationally respected Swedish suspension manufacturer Öhlins, where he is a Product Manager for their motorcycle, offroad, aftermarket and motorcycle racing lines.



DID YOU KNOW?

A total of some 31 US riders took part in the International Six Days Enduro (ISDE) staged on the Mediterranean island of Sardinia at the beginning of October. The US World Trophy team matched the United States' best ever finish in FIM World Championship events with a second place overall. **Taylor Robert** (E2 class) was the highest placed American. France took the overall ISDE win, winning five of the six days of competition, with Italy third on their home soil. The US Junior team finished fourth; the US Women's team sixth; and two American three-rider teams finished in the top five of the club team division - among the club riders was 54 year-old AMA Hall-of-Famer **Jeff Fredette**, who finished his 33rd ISDE, having first entered in 1978.

THE latest incarnation of Norton Motorcycles, a revival manufacturing operation in the UK headed up by Norton Motorcycles CEO Stuart Garner, has finally started shipping models to US dealers. Headed up in the US by respected industry veteran and ex Ducati North America CEO Dan Van Epps, an EPA Certificate of Conformity was issued earlier this year, and there has been talk of building a 50 strong dealer network in the US.

NO sooner had Polaris given a Sturgis debut to their first takes on an **Indian Motorcycle** design, than a recall was issued for some "legacy generation" Kings Mountain, North Carolina manufactured models for defective rear wheel trims. Under Polaris' ownership newly designed 2014 Indian Chief models (seen recently at the 'Milan Show' among others) are being assembled on their all-new **Thunder Stroke** 111 inch 49 degree v-twin engine at the company's **Spirit Lake, Iowa** facility.

BMW R nine T flat twin

REGULAR readers will recall that five years ago BMW surprised industry observers (indeed surprised many in the company!) at that year's Milan Show by unveiling a design prototype for a modular and muscular custom bike project.

Called the Lo-Rider, it was the brain child of Bostonian David Robb, who was chief designer for BMW Motorrad in Munich, Germany, from 1993 to 2012 - overseeing what can only be described as a 'Purple Patch' by any designer's standards, as BMW convincingly re-invented its wheels and image, and set the stage for becoming the powerhouse in motorcycle terms that it now is. A year later I interviewed Robb, and with the prototype having not, apparently, made it any closer to production 12 months later, he told me that the project is still very much one that BMW could "go after Harley-Davidson with", but that the downturn and demands of the priority being placed at getting into racing at that time meant that for the time being it would remain a 'wish-list' project.

Well, fast forward five years, and the concept has finally seen the light of day, but in the much less ambitious guise of 90th anniversary celebration camouflage (indeed as one of two 'specials' the company has launched to mark its landmark), the new BMW R nine T (geddit?) is that project.

The styling is more conservative and way less muscular, but don't be fooled, this is the same platform. Now seen as more house-style oriented incarnation, it represents an attempt to build from the center in brand reach terms, rather than dropping itself directly into the middle of someone else's pond.

The hype has now been down-played considerably from David Robb's 2008 grand unveiling, and the then hugely Milwaukee-esque branding, in order, no doubt, to tamp down expectations. But be afraid - be very afraid ... BMW is now officially in the custom (flat) twin business! From this seemingly innocent and modest start, don't be surprised to see their attempts to carve themselves a slice of Harley's pie accelerate in the course of the coming years!



Iconic Brough Superior brand to make comeback?

ONE of the genuine legends of 20th Century motorcycle design and performance, the Brough Superior, is set to make a comeback in the hands of Switzerland based British entrepreneur Mark Upham.

Upham bought the rights to the brand name when they were put up for auction in 2007, three years before Brough Superior motorcycles and JAP engine brand name owner Alec Card died.

Brough Superior was considered the premium motorcycle brand of the 1920s and 1930s, and although only some 3,000 were made between 1919 and closure of the business in 1940, the formidable reputation of the brand has remained undiminished despite its short-lived glory days.

The cache of Brough Superior ownership was enhanced not only by their cost, build quality, and performance but also by many of the people who owned and enjoyed them – from playwright George Bernard Shaw through to T E Lawrence (AKA Lawrence of Arabia) who owned seven or eight of them and met his untimely

death on a Brough Superior in a Dorset, England, country lane in 1935.

The model that first made the brand's reputation was the SS100 (Super Sports, 100 mph), and even though less than 400 were manufactured between 1924 and 1940, it is still regarded as setting the Gold Standard in terms of pre WWII motorcycles.

At the EICMA ('Milan') show in Italy in early November, Mark Upham's incarnation of the brand received a debut that saw a new interpretation of the SS100 unveiled to considerable acclaim.

Said to be easily capable of and individually tuned for handling at 100 mph when it was first unveiled as a cradle framed OHV v-twin in 1924, the SS100 shown at EICMA is a liquid cooled 4-stroke 4 valve per cylinder DOHC 88 degree v-twin 1000 (actually, 997 cc!) in a steel and titanium tubular trellis frame.

Featuring Swedish-made Öhlins suspension and French-made 4-disc Ceramic Beringer Aerotec brakes with 18 inch 18 spoke wheels front and rear, the bike weighs in at 180 Kg (395 lb) dry, has a steering angle of 24.6

degrees, 96.7 mm trail and a wheel base of 1,550 mm.

With power said to be between 100 and 140 hp at 10,000 rpm (125 Nm torque @ 8,000 rpm) and an 11:1 compression ratio, this 21st century take on the SS100 is no mere retro.

The engine's cylinders are integrated into a horizontal seal plan semi-dry crank case with ECU setups based on the same attention to individual customer requests that characterised the bespoke build approach that George Brough brought to all Brough Superior models in their original heyday.

Design and engineering has been in collaboration with noted motorcycle specialist Boxer Design, based near Toulouse, France, and after so many motorcycle design successes in the past 25 years, internationally respected head of design Thierry Henriette described the opportunity to work on the new SS100 as "a dream come true project."

With Jay Leno's support Upham took his incarnation of Brough to Bonneville in 2011 to race (successfully as it transpired) in the



AGV Class, and returned with an additional second (750cc) bike this year for equally rewarding cracks at further landmarks.

The first hand-finished bespoke 'production' examples are expected to make their way into owners' hands in 2014, but expect numbers to be low and prices reassuringly high with salt-flat-wide grin-factor!

www.broughsuperiormotorcycles.com

The new SS100 was designed in partnership with Boxer Design of Toulouse, France



Still The Best Body In The Biz.

New For 2013



Unparalleled Quality, 3D Molded, Direct Bolt-On Components!

See these and all products for your bagger at baggernation.com



Steel Talon
21", 23" and 26" Fender

8" Super Stretch
Rear Fender
w/ Stealth II License
Frame

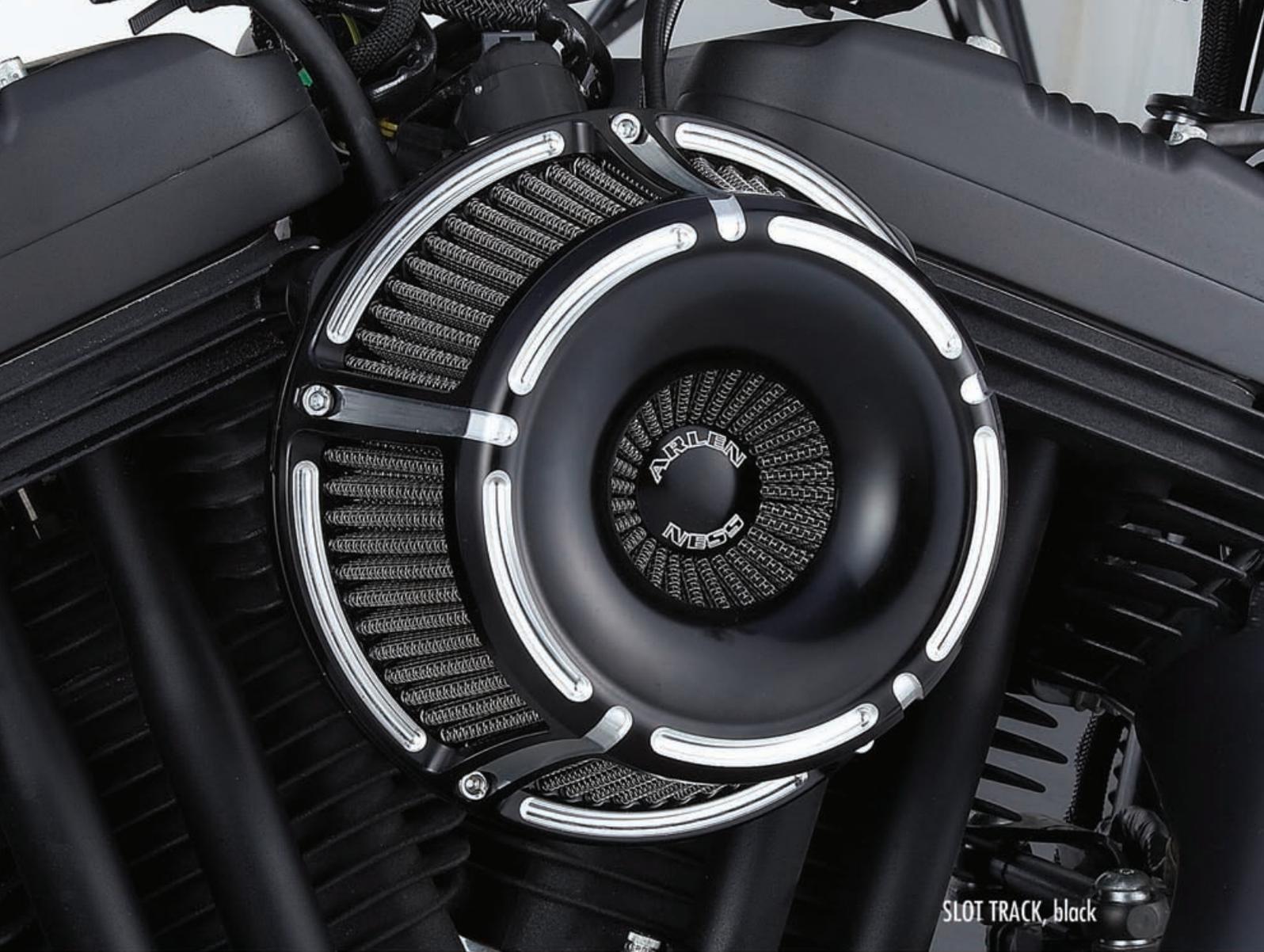
8" Super Stretch Bags

Trask Chin Scoop
For Raked or Non-Raked
Models

 Made in the USA

BAGGERNATION.COM | 602.840.4205

**Paul Yaffé's
Bagger
Nation**



SLOT TRACK, black



BEVELED, black



SLOT TRACK, chrome



DEEP CUT, chrome



BEVELED, chrome

Inverted Series Air Cleaners from Arlen Ness

- The ultimate combination of performance and design for your engine
- Forged air filter housings feature built in velocity stacks that pull in air from the front of the air cleaner in addition to the sides of the filter for maximum airflow
- Forged billet backing plate features our proven radius inlet, hidden breather hardware and our industry leading Big Sucker™ patented technology
- Each handmade air filter is made in the USA and features an inverted pleated top with pleated sides to maximize airflow. Our pre-oiled black filter element is encapsulated in a stainless steel jacket for unique style, performance, and durability
- Available in chrome or black anodize finishes
- All mounting hardware, gaskets, and necessary components are included
- Offered in 3 styles: Slot Track, Deep Cut, and Beveled

Arlen Ness Ent. 6050 Dublin Blvd. Dublin, CA 94568 PH: 925-479-6300



Order your **FREE 2013** Catalog today!

**ARLEN
NESS**

#1 In Forward Controls

COMFORTABLE NON-SKID
CUSHIONED PEGS
FOR SERIOUS
RIDERS

Hassle
Free
Softail
Bolt-On

ANAHEIM, CA



MFG. BY BDL



Available at BDL Dealers Worldwide

100% Made in the USA FROM
SOLID 6061 BILLET ALUMINUM

www.beltdrives.com

THE SOLUTION

MANGANESE GUIDES & REAMERS



Manganese Valve Guide
20-2120M & 20-2130M

Manganese Valve Guide
20-2050M & 20-2060M

0.3770 HSS Valve Guide Reamer
GR-3770

Manganese Valve Guide
20-2020M & 20-2030M

0.3110 HSS Valve Guide Reamer
GR-3110

3/8" FLEX- Ball Hone
GH-3750

- Undersize bores
- Easily reamed
- Good lubricity
- O-Ringed flange
- Good durability
- Excellent heat transfer



www.kpmi.us

Follow us on



FINESSED FAT BOB®

2009 FXDF DYNA® FAT BOB
PERSONALIZED BY ZACH NESS



Choice parts from this build

- **ARLEN NESS:** Wide Glide Fairing Kit; Slot Track Black Footpegs & Shift Peg; Bruiser Front Fender; 8" Modular Black Drag Handlebars; Black Retro Hand Controls; 3-Button Black Switch Block; Slot Track Black Grips; Black Mini Oval Mirrors; Black Slot Track Air Cleaner and Black Power-LED Rear Turn Signals
- **AVON:** Cobra AV71 (Front) & AV72 (Rear) Tires • **BARNETT:** Black Throttle, Idle & Clutch Cables
- **DAKOTA DIGITAL:** Speedometer & Pick-Up Sensor • **DANNY GRAY:** Custom Buttcrack™ Solo Seat
- **PERFORMANCE MACHINE:** Spoked Platinum Cut Wheels and Black Ops™ Hooligan Rotors
- **VANCE & HINES:** Competition Series 2-1 Stainless Steel Exhaust
- **WORKS PERFORMANCE:** 13½" Black Tracker Shocks

Get into the FatBook™ to find quality parts from Roland Sands Design and hundreds of other top brands. And visit dragspecialties.com/bike-builds to see more of this build.

**CONTACT OUR KNOWLEDGEABLE SALES STAFF.
GET YOUR DEALER ACCOUNT TODAY!**

sales@partseurope.eu • 0049 (0) 6501 9695 2000

SUPERIOR INVENTORY & FAST SHIPPING

**PARTS
EUROPE**

partseurope.eu

**DRAG
Specialties**

dragspecialties.com

The California Air Resources Board ("CARB") does not permit the use of aftermarket exhaust systems that remove or alter OEM emission control devices unless certified by CARB, other than on racing vehicles on closed courses. Check your local laws and manufacturer's information.

Still Crazy...



Bucking the ongoing trend in the motorcycle aftermarket, UK custom shop Krazy Horse Customs moved to a much larger retail site late last year and has now taken on Indian motorcycles as it continues to grow and expand its portfolio of brands. AMD caught up with business owner Paul Beamish to discuss why his shop is so successful



AMD first took a close look at Krazy Horse Customs in 2006 when the shop had placed fifth with one of its custom builds at the European Championship of Custom Bike Building, the same year the shop celebrated its 10th anniversary.

At that time Paul Beamish, the founder and owner of the Bury St Edmonds-based shop, said: "For the next 10 years we want to continue building nice bikes and having fun! That might sound silly, but we do this because we enjoy it and it's a fun thing to do. We build bikes we like, and we ride the bikes we build."

At that time Paul was already thinking about expanding the business from its small, high street location. However, the difficulty of finding the right location meant the move would not happen for another six years. In the intervening time the business went on to be chosen as one of the

international builders invited to compete in the S&S Cycle 50th Anniversary Build-Off, and became the European distributor for Zero Engineering's Samurai Choppers line of bikes. The small store also became the European agent for Kiwi Indian and Storz Performance, as well as the UK outlet for Sweden's Hogtech line of Absolute bikes.

The new premises that Krazy Horse has now moved into is located just outside of the center of Bury St Edmonds, on a retail park where Paul first tried to buy a unit five years ago. He was unsuccessful then and so tried to buy a different unit, the one the business is now in, but at that time it didn't happen. Due to the struggle to find the right venue he even considered buying a plot of land and building a new shop from the ground up, but no suitable locations could be found, and then by chance, in August 2011, the second unit he had originally looked at became available again and this time he was able to purchase it.



Krazy Horse, Founder and Owner Paul Beamish with the first rough castings of the JAP engine covers he developing for S&S Cycle's X-Wedge engine used to power Morgan three-wheel cars

The unit he acquired was a bare shell and he was unable to do anything with it until he got the necessary change of use authorization from the local council. However, due to the nature of the proposed business (motorcycle sales, parts distribution, clothing sales and a café), the council staff struggled to understand his needs and requirements. Due to those delays fitting out the store could not begin until September 2012, and that work included adding a mezzanine floor to take the space to 9,500sqft, and equipping the workshop along with installing a bespoke dyno capable of taking trikes and three-wheeled cars. Despite the amount of work needed the premises opened as the new Krazy Horse store less than three months later. The achievement is even more remarkable given that all of the fittings used in the store are bespoke and were designed especially for Krazy Horse. Talking about the bespoke design of the interior Paul says: "Harley has a definite theme for its shops and we made the decision that we didn't want to follow that Harley look, so everything was



The custom builds that define Krazy Horse's history are all on display at the entrance to the new showroom and are available to be used as demo machines too

bespoke. With the involvement of the Ace Cafe we decided that we'd like to go for an art deco style look."

The involvement of the Ace Café that Paul mentions is the iconic London gear-head venue that now has fans across the globe. The business has given its blessing to allow Paul to open a version of the London café inside the Krazy Horse store. Given that both Paul and Mark Wilsmore, the owner of the Ace, frequently attend the same events, it was only natural that they should discuss working together, and the project goes back to 2008, as Paul explains: "I first got to know Mark during the S&S 50th Anniversary Build-Off as we both had bikes entered, and then we began building a cafe racer for the Ace, and the relationship has developed. For us it has been a challenge, running a café is something we've never done before. The clothing is the same, rather than just being the normal biker's shop where T-shirts get piled up in a corner, we've made a feature of it. To help with that aspect we brought in new people, people who specialize in those particular areas."

As a result of needing to bring in specialist staff to help run the new departments, the staff level at Krazy Horse has more than doubled to now being 13 employees, and that figure looks set to rise again as Paul has now acquired a second retail unit of 6,000sqft across the road, which will operate as a new motorcycle dealership stocking Indian and Victory motorcycles and Morgan cars, while the core custom build business will remain in the current location.

A second development of the working relationship between Paul and Mark Wilsmore has been the introduction of the Limited Edition Ace 1200 CR Street Special cafe racer. Just 11 hand-made bikes will be built at Krazy Horse, in association with Ace Cafe London's Stonebridge Motor Company (StoMoCo), to celebrate 110 years of Harley-Davidson (one for each decade) and 75 years of Ace Cafe London.

The bike is based around a 1,200cc V-twin engine from H-D, which is mounted in a Norton 'featherbed' style wide-line frame built especially for the project. Fully detailed with high gloss black powder coated cylinder heads, primary cover, cut down timing case and an Ace Cafe Racer points cover, the engine breathes through an S&S Cycle Super E carburetor, and exits gases via a polished stainless steel, hand-made exhaust system.

A six-plate clutch ensures power is transferred to the five-speed gearbox; and stainless steel wheel spokes, polished aluminum hubs and specialist tires guarantee the bike's handling.

Alongside taking on Indian motorcycles, the addition of Morgan three-wheeled cars to the product range has been one of the biggest changes to the way Krazy Horse now operates. It may seem strange that a custom motorcycle shop should have a connection with a manufacturer of traditional, hand-built sports cars, but as Paul is quick to point out, the three-wheeled Morgan cars are powered by an S&S Cycle X-Wedge motor.

The two businesses became aware of each other through Krazy Horse's continued attendance at the annual Goodwood Festival of Speed. Held every July in the grounds of the stately home of Lord March, the event is officially a hill climb, but also features a concours d'elegance show and displays of historic race cars and bikes. As Paul points out, where else could he exhibit where he would be guaranteed exposure to a potential 40,000 visitors, all of whom



The Limited Edition Ace 1200 CR Street Specials beign built by Krazy horse in conjunction with Ace Cafe London's Stonebridge Motor Company



From the very outset it was decided to make a feature of the clothing department in the new Krazy Horse premises



Due to the use of an S&S Cycle X-Wedge engine, the Morgan three-wheel cars are seen as a natural fit in the business model at Krazy Horse



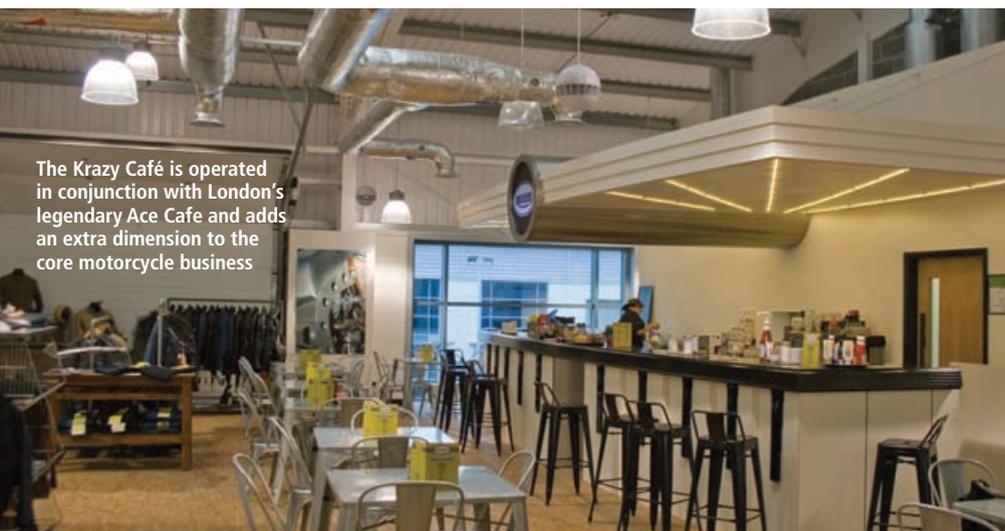
Alongside bespoke custom builds, Krazy Horse is also the European distributor for Zero Engineering's Samurai Choppers line of bikes, having taken the range on in 2010



The Zaeta line of Italian, hand-made, single-cylinder powered, street tracker bikes are a new addition to the range of machinery now available from the expanding Krazy Horse dealership



Despite initial fears that the parts business would decline following the move to new purpose built premises this side of the business has actually increased over the past year



The Krazy Café is operated in conjunction with London's legendary Ace Cafe and adds an extra dimension to the core motorcycle business

have a high disposable income. He takes up the story of how the Morgan connection was made there: "We got to know Morgan cars through our continued exhibiting at the Festival of Speed. They knew that we understood the S&S motor used in their three-wheeler, and a lot of their regular dealers don't. We've already sold a few of the three-wheelers and we're seeing a steady growth in interest in them. Morgan people are very traditional and we're different to regular Morgan dealers, but that's what the factory wants."

The original Morgan three-wheelers, built in the 1920s and '30s, were powered by a British V-twin engine from JAP. Now that JAP V-twin engines are once again becoming available, Paul has plans to involve them with Morgan once more.

"We're going to create a JAP S&S engine," says Paul. "We've had JAP engine covers and rocker boxes castings made that will fit the X-Wedge."

Naturally, Krazy Horse is also a dealer for Les and Dave Card, the brothers who manufacture the JAP V-twin engines and who will be supplying two motors to Paul for use in upcoming custom builds. One engine will be going into a cafe racer and the other will be installed in a specially modified Zero Engineering frame.

It is not just Morgan cars and Indian motorcycles that Krazy Horse is a dealership for these days. The business continues to be the European distributor for Zero Engineering's Samurai Choppers, and has now taken on UK-distribution of Italian made, road legal, street trackers Zaeta, which are 530cc single-cylinder bikes. Additionally, to cater for the youth market there is the Hard Knock range of bikes available in 50cc and 125cc engine sizes with the option to upgrade to a 200cc single or 250cc V-twin engine. As Paul says of all of these ranges: "They're niche products and that's what we're good at." He continues saying: "We are still the UK dealer for Absolute from Hogtech in Sweden and we do Storz and Kiwi Indian. We are trying to bring all of the best of the custom world under one roof."

The move to becoming a more conventional dealership with the addition of Indian was another benefit of Krazy Horse's regular attendance at the Goodwood Festival of Speed as another regular exhibitor is the UK arm of Indian's parent company Polaris. Naturally, the two motorcycle businesses



Following the launch of the 2014 Indian Motorcycle range Krazy Horse became one of just 70 dealerships outside of the US to carry the brand

regularly seek each other out at what is primarily an automotive event.

While Paul has been expanding his business with the addition of new bikes he expected the move to the new premises to alienate some of his old customers: "One of the things I thought would be a problem after we moved, would be the parts side. I thought it would die off. I thought we would lose the traditional customers we had who bought parts to build their own bikes. I honestly thought they would go to more traditional back street type shops, like we used to be. However, our parts sales have more than doubled. We've carried on doing parts for older bikes, and we've increased our stock too. People can come in here buy some parts, whereas elsewhere the parts would have to be ordered in and while they're here they can have breakfast too."

Breakfast sales are an area that Paul is keen to explore with plans afoot to open earlier to capture more local trade. "At the moment we open it at nine, but we may start opening an hour earlier to get more breakfast trade from the people who work on the estate around here," says Paul, commenting about how the café trade is developing.

It is a similar story of development for the clothing side of the business too. "Clothing is an area that is growing for us," says Paul. "Some aspects are making money some are not, but we're still in our first year of having an 'actual' clothing department rather than just selling a few T-shirts and helmets." The increased revenue that the clothing sales generate are important for the shop as Paul explains

that it is an area of the shop that is proving popular with customers who may not be from a traditional motorcycle background, but who like the motorcyclist style and look: "People at Goodwood may see us there and then come to the shop and perhaps buy a Belstaff jacket. It's those sorts of sales that allow us to do what we do. It is almost impossible to make any sort of living just building one-off custom bikes."

It is not just Belstaff that is available in the clothing department. The range includes lines from motorcycle clothing specialists and other lifestyle brands too and includes Red Wing Shoes, Levi's, Levi's Vintage Clothing, Dickies, Draggin, Roland Sands, Jofama, Deus, Davida, Premier, Roof and carefully selected items from Ace Cafe London's StoMoCo and Rockers ranges.

Mixing an extensive clothing range with a café inside a motorcycle dealership is not the only way that Paul Beamish is trying to redefine the custom motorcycle market in the UK. He has a very different take on building bikes and getting people on board.

"The bikes we build for the shop as promotional vehicles are all built in under 200 hours. It's hard but any more time than that and it's no longer economically viable. However, we've been able to keep all the bikes we've built over the years and we use them as display models and demo machines," says Paul, commenting on the many custom builds on display on the showroom floor. He continues: "People will come along and say I like that bike but

I want... and then we'll build a similar bike, but with subtle changes made to it. It saves us having to modify the original bike and we still have that available as a show piece.

"Where else can you go if you want a custom bike but are not sure what style you want and be able to ride a whole range of different styles of custom bikes? If a serious punter comes along and wants to spend the day with us, they can come and ride all of those bikes we've got and make an informed choice about whether a Swedish chop, or a Bobber or a racer or a Zero bike is the best option for them. A lot of times people have come along with a definite idea of what they want but after riding a few different styles have completely changed their mind. That is a problem with the custom world. In most cases the buyer doesn't get to ride the bike until it's built and paid for and then if it's not what they thought they wanted it's simply too late."

It is this sort of choice for the customer that has been a driving force in the development of Krazy Horse. "We have been able to bring large scale dealer features to the custom world. We can offer finance packages now. We can get better insurance rates for customers," explains Paul talking of the additional benefits of the move to a larger scale operation. "Society is changing and people expect more in every field of life and so we as a custom business have to change too and we have.

"When I first started Krazy Horse I never envisioned it would get to this level. When I began to think about the move here, I wanted to create a shop that was not just as good as a Harley dealership, but better. There are some fantastic people in the custom world building some wonderful bikes but the whole scene doesn't get very well represented. We've had first hand experience of that. We could put on a very professional looking display at up-market events like Goodwood, but then people would turn up at the old shop on the strength of that display and you could see straight away the look of disappointment. It was not what they expected, even though we had a nice clean, tidy shop. If someone is handing over a £10,000 deposit for a full custom build they want the reassurance that you'll not simply run off with the money, and that was an issue with the old shop. We've noticed an improvement in the confidence of our customers since we moved here, as this looks and feels like an upmarket motorcycle dealership."

When asked how he feels about the way Krazy Horse has grown over the years, from its early days operating out of a barn, through the small high street store to its current site, Paul simply says: "We're in this business because it is just what we were doing anyway and we've just kept on doing that. The shop is now in a position where I guide what it does, but I spend most of my time at my other business. Not because I want to, but I've got such a good team of people here now that this place looks after itself. The guys here know what they are doing and have been doing it for years."



After less than a year Krazy Horse has already reached capacity in its new 9,500sqft premises and is preparing to open a second show room across the road to provide the space it needs for even further expansion



KRAZY HORSE CUSTOMS
 Bury St Edmunds, Suffolk, UK
 Tel: +44 (0)1284 749 645
sales@krazyhorse.co.uk
www.krazyhorse.co.uk

MAG

MOTORSPORT AFTERMARKET GROUP

EUROPE

WWW.MAGEUROPE.EU



WIDE TRIPPER DIAMOND STITCH

Mustang's advanced comfort technology has been incorporated into this totally new style of custom seat. Now you can ride low and look cool and still be comfortable at the end of the day's ride. The detailed diamond stitch work in the highly durable, synthetic glove-leather cover is available in black or distinctive distressed brown.

Available from your local dealer, to find yours visit: www.mageurope.eu/dealer.asp

MAG Europe T: +44 (0)161 337 4390 E: sales@mageurope.eu  facebook.com/mageurope  [@mageurope](https://twitter.com/mageurope)





Create An Entirely New Riding Experience



50 WATT SELF-AMPLIFIED SPEAKERS. WIRELESS BLUETOOTH CONNECTIVITY.
EASY INSTALL (BOLT-ON & GO!).

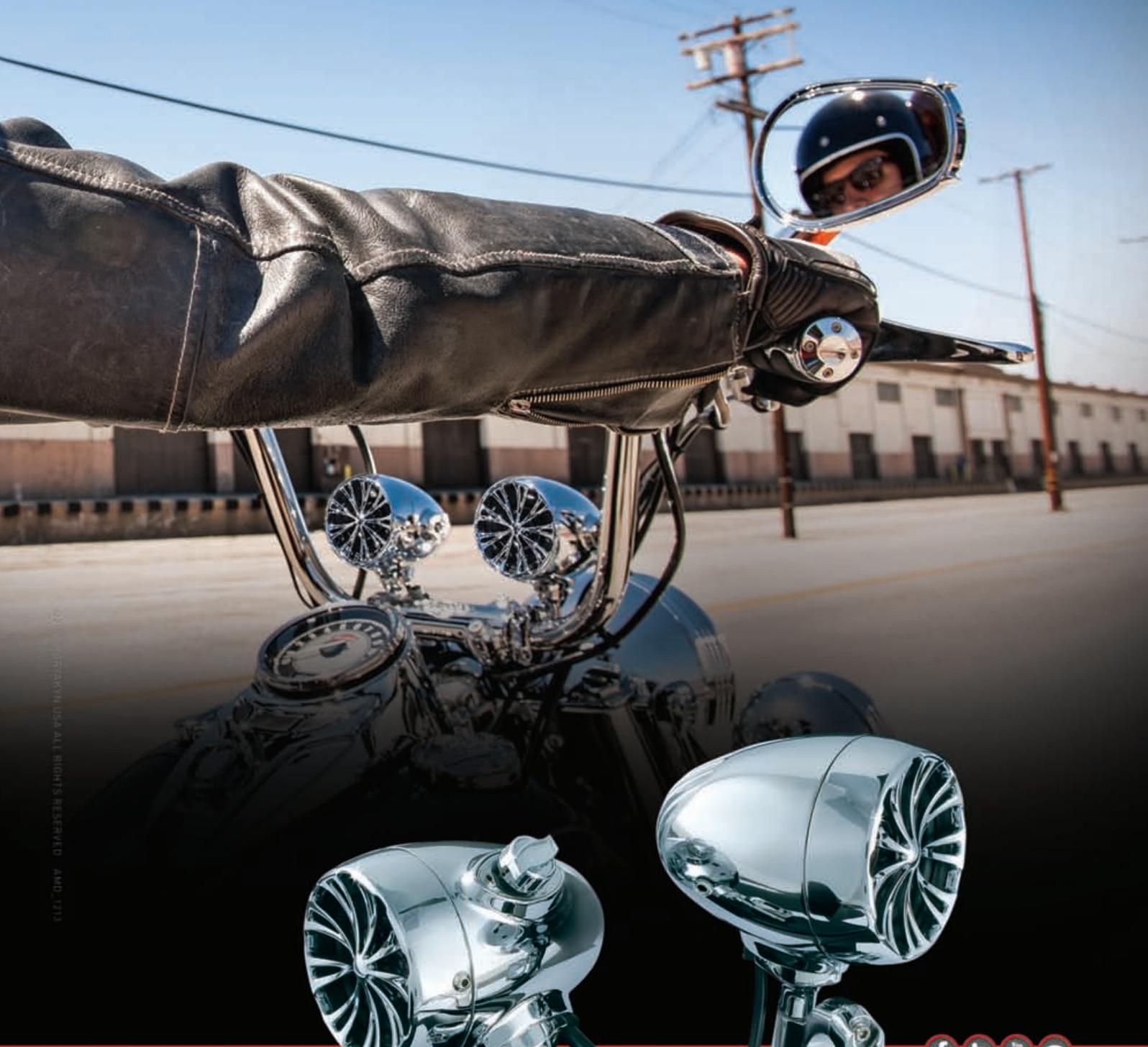


WATCH THIS AD COME TO LIFE

KURYAKYN.COM/LIVE/SOUNDOFCHROME



THE SOUND OF CHROME™
LOOKS GOOD, SOUNDS EVEN BETTER



© 2014 Harley-Davidson USA. ALL RIGHTS RESERVED. AND, LTD.

AVAILABLE IN CHROME
& GLOSS BLACK



866.293.2954

New 2013 Forged Billet Wheel

VICTORY

MADE
IN
U.S.A



Now available in 23", 26" & 30"



2013 DNA SPECIALTY INC.

DNA

200 W. ARTESIA BLVD COMPTON, CA 90220 / TEL: 310.767.4070 / FAX: 310.767.4094
sales@dnaspecialty.com / www.DNASPECIALTY.com

LV8 Elevate lift for trikes

LV8 Elevate has worked in collaboration with Harley-Davidson Italy on the development of its lift for use with trike models.

The LV8 Elevate trikes lift has a lifting capacity of 800kg, and is available with an electro-hydraulic or pneumatic pump. The lift can be operated by a single person and can be turned into a regular lift for motorcycles with a split device to facilitate removal of the rear wheel or entire floor.

LV8 ELEVATE
Brescello (RE), ITALY
Tel: +39 0522 687907
info@lv8.it
www.lv8.it



Rick's 'Good Guys' line updated for 2014

RICK'S Good Guys parts line has been updated to reflect the changes made by Harley-Davidson to its 2014 model ranges. The first part to be updated for the model changes was the Good Guys adjustable handlebar lever. Originally introduced in 2012, the CNC machined parts have European homologation (ABE).

The lever sets include both clutch and brake levers and both long and short lever tips to allow users the choice of lever length. Color options are black and silver or all black.

A second Good Guys part that has been updated for 2014 H-D models is the air cleaner, which is available for all Big Twin, Touring and Sportster



lines. The air cleaner has a CNC-machined housing in black anodized and natural aluminum, and uses a K&N filter element.

Versions of the TÜV-homologated air cleaner are available to fit all Twin Cam 88 carburetors and EFI equipped bikes from '00 - '14 for Softail and Dyna model lines, EFI-equipped Sportsters and all Touring models, carb or EFI equipped, from '00 - '14.



RICK'S MOTORCYCLES
Baden-Baden, GERMANY
Tel: +49 (0) 7221 39 39 0
info@wheelsforwinners.com
wheelsforwinners.com

Deepsickness Psychotic fairing

GREG Rice, the man behind the Deepsickness line of parts from Greg's Custom Cycles, has announced the latest addition to his parts line – the Psychotic fairing.

This latest design takes the stock batwing fairing and incorporates a Psychotic hood scoop with LED lighting and a set of LED turn signals integrated into the front of the fairing.

The Psychotic fairing fits any Harley with a batwing fairing, from '92 onward. Constructed from fiberglass and finished in white gel coat, the fairing includes six LEDs for the scoop and two sets of eight LEDs for each turn signal.

GREG'S CUSTOM CYCLES
Clearwater, Florida, USA
Tel: 727 461 4840
info@gregscycles.com
www.gregscycles.com



100% MADE
IN THE U.S.A.



RUSH

RACING PRODUCTS



Available through



RUSH Has 2014 Exhaust

When looking for your new exhaust system for your 2014 Harley, look no further than RUSH Racing Products. RUSH has been providing customers with high performance exhaust for 20 years. With that kind of experience you know you are getting the best quality product in the market. RUSH provides you with a show quality chrome or black finish on our products, interchangeable baffles, ceramic coated inside and outside head pipes, and a nice deep tone and performance that will be sure to turn heads where ever you go. Contact your local dealer or our sales representatives to find out what RUSH has to offer you for your bike.

Be sure to check out RUSH's new contrast cut tips.



Visit Your Local Dealer For A RUSH.

2777 E. 83rd Place Merrillville, IN. 46410 866-99-4RUSH www.rushracingproducts.com

Vance & Hines 2014 Sportster exhausts

VANCE & Hines has released a wide range of exhaust options for use on 2014 model year Sportsters.

The range includes the Vance & Hines Twin Slash 3in slip-ons. Offered in a choice of chrome or matt black finishes, with 3in full-coverage heat shields over the muffler bodies, these slip-ons are said to offer increased performance. The mufflers are supplied with standard louvered core baffles, while quiet and competition baffles are available as an option.

A second slip-on option for 2014 Sportsters are the Straightshots HS Slip-ons. This muffler design uses 2½in diameter plasma arc-cut, 220-degree full-coverage heat shields over bodies with straight cut ends. Baffles and mounting hardware is supplied with the slip-ons, which are available in a chrome finish. Optional quiet baffles are also available.

Moving on from the slip-on options, Vance & Hines has a full system available for 2014 Sportsters in the form of the Shortshots Staggered 2-into-2 pipes. Featuring the company's signature twin slash end treatment, the pipes also have full coverage heat

shields, and the new Vance & Hines flat plane mounting panel for the 12mm oxygen sensors is now employed across the Sportster model line, which positions the sensor deeper into the exhaust stream, providing enhanced data feedback to the ECM.

The Shortshots Staggered are available in chrome or matt black finishes, and optional quiet baffles are offered too.

VANCE & HINES

VANCE & HINES
 Santa Fe Springs, California, USA
 Tel: 562 921 7461
sales@vanceandhines.com
www.vanceandhines.com

Twin Slash 3in slip-ons



Shortshots Staggered



Straightshots HS slip-ons



TTS - BIG SPOKE



TTS - 80 SPOKE



US - BIG SPOKE



GASKET BOARD KITS



Our sturdy, three-color gaskets boards measure 32" tall x 48" wide and come ready to mount on 1/8" or 1/4" thick pegboard. Each gasket board comes with all of the required mounting hardware, metal hooks, & clamshell blister packs and are made of durable 20 mil vinyl for a great appearance and years of service. Contact your Authorized James Gaskets Distributor & get yours today!

WRENCH-OFF®

OIL FILTERS

- Pre-drilled 17mm hex nut for easy wrench-off*
- Uniformly pleated high-flow synthetic media
- Ideal for use with modern synthetic oils
- Heavy-duty canister with double-rolled base seal*
- Pre-lubed base seal for quick no-mess installation*
- Pressure-relief valve & anti-drain back valve*

K&N Limited Warranty

*where applicable



EASY
INSTALLATION & REMOVAL

AVAILABLE FOR MOST MAKES & MODELS

KNFILTERS.COM/AMD
800-858-3333



IDEAL FOR:

- Use with Synthetic Oils
- Hard to Reach Oil Filters
- Do-It-Yourself Oil Changes
- High Performance Engines
- Track or Race Applications



Arlen Ness fork legs



Arlen Ness' Hot Legs for leg line has now been extended to include billet fork legs for use on Softail and Dyna models.

The new fork legs are forged from billet aluminum, which is then machined to give the tapered design. The legs are finished with a hidden axle, and offered in 'Smooth' and 'Deep Cut' styles, in a choice of black anodized or chrome finishes. Matching fork boots are available for FL Softail models.

The new Hot Legs fit '00-'14 FLST and FXST Softail, and '06-14 FXD and FXDL Dyna models.

ARLEN NESS

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

Licence plate holders from Pistor



AMD
HOT 100
 PARTS AND ACCESSORIES

THE 'Sidemount' licence plate holder with ABE, from Pistor, is available in 'Cutout' or 'Hole' designs, and in black or polished finishes. Included with each is an E-approved LED light for licence plates sized 180 x 200mm. It is suitable for most Harley models, including the Rocker and the new Breakout.

Further options available from Pistor include an optional rear E-approved reflector light kit (30 x 70mm) or Slimline (138 x 18mm).

Also available is a professional cable kit with waterproof AMP connector.

MADE BY PISTOR
 Bibertal, GERMANY
 Tel. +49 (0)8227 9182
info@madebypistor.de
www.madebypistor.de



WHAT'S IN YOUR CHRISTMAS STOCKING THIS YEAR?

Spread Some Joy This Xmas

Stock up now on cool gifts and logo gear from Mid-USA.

Heavy Metal Chopper

Leathers and Gloves

Shirts and Outer Wear

Mounted Cup Holder and Mug

Metal Signs, Charts and Calendar

Call 1-800-527-0501 in the U.S. or 1-800-893-9261 in Canada to order a 2014 catalog on DVD or to find out how to become a Mid-USA Dealer.

www.mid-usa.com

HAND CRAFTING

Bitchin'

STUBS CAFÉ



PLEATED



DIAMOND



SMOOTH



DISTRESSED
BROWN
SEATING
OPTION



STUBS SPOILER



BROWN



BLACK



RED



YELLOW



DISTRESSED
BROWN
SEATING
OPTION



Introducing the Stubs by LePera.
Available in two bitchin' styles: Café & Spoiler.

Inspired. Bad Ass. And exactly what your Sportster® needs.

Want it more custom? Check out all the options at LEPERA.COM

Le Pera®

Family Owned Since '72...

NORTH HOLLYWOOD, CA
WWW.LEPERA.COM



ALL LEPERA SEATS PROUDLY
MADE IN THE U.S.A.

For more information, please contact your distributor or visit us online.

Headwinds gas door

HEADWINDS is continuing to expand its product range to include other parts in addition to the headlights it is known for with a second 'Fade-Away Fin' part introduction. The new piece is a gas door for '92 and later FLH models. CNC machined from billet aluminum, the door is installed with the bike's stock hardware.



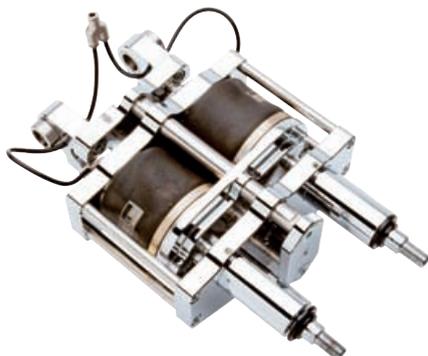
HEADWINDS, Inc.
 Monrovia, California, USA
 Tel: 626 359 8044
sales@headwinds.com
www.headwinds.com

Legend suspension and RSD exhaust options at Motorcycle Storehouse

AMONG the suspension options stocked by Motorcycle Storehouse is the air sprung range of products from Legend Air. The fully adjustable air suspension systems can lower a bike from stock to 3in lower. The ride height can be controlled by the push of a button which operates an onboard compressor, no matter whether the bike is parked or traveling at cruising speeds.

Gates Kevlar air spring technology is used in Legend Air systems for the deflective disc dampening, and these offer no bottoming out under load. Color coded 'plug and play' electrics provide a quick installation. Applications available include '89-'13 Softail, '86-'13 FLT, '06-'13 Dyna, '86-'13 Sportster and '02-'13 V-Rod models.

A new exhaust option now available through Motorcycle Storehouse is the Roland Sands designed, Vance & Hines made 2-into-1 Slant system. Given Sands' background in road racing, he has designed the system to offer maximum



The Legend Air suspension systems, in stock at Motorcycle Storehouse, make use of Gates Kevlar air spring technology

ground clearance. Manufactured from stainless steel, the pipes feature headers that taper from 1 1/4in to 2in, and finish options are 'Carbon Ops', which is a black ceramic/gloss carbon mix with a stainless tip, or 'Works Finish', which is plain stainless with exposed welds.

The RSD/Vance & Hines Slant system is available to fit '86-'13 Softail (excluding CVO Breakout), '06-'13 Dyna (excluding Switchback) and '04-'13 Sportsters (excluding models with forward controls).



MOTORCYCLE STOREHOUSE



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

The Slant exhaust system was designed by Roland Sands for production by Vance & Hines



**NEW
 NEW
 NEW**

2014 Harley-Davidson® Twin Cam Twin Cooled head gasket

Cometic Gasket is offering these in various bores and thickness to help squeeze as much performance from your new Twin Cooled motor as possible!

These head gaskets have an extra embossment to seal the new Twin Cooled head. This gasket must be used on the new Twin Cooled head. The older standard Twin Cam head gasket will not seal the new liquid cooled head.



Visit the new **Cometic.com** for more information about our gasket technology

Phone: 440.354.0777
 800.752.9850



Always Made in the USA

New products from Drag Specialties

AMONG the latest new lines added to the Drag Specialties range are LED 5 $\frac{1}{2}$ " headlight assemblies. The headlights feature high-powered 'CREE' power LED chips that are said to offer low power consumption and high output. Not only that, but the lights have long bulb life, lasting up to 20 times longer than incandescent or halogen lights. Supplied as complete headlight assemblies with either a bottom or top mount chrome housing, the headlights are replacements for FXST, FXD and XL models and for custom applications. The vibration-resistant, dual beam meets DOT specifications.

Drag Specialties states that its high performance

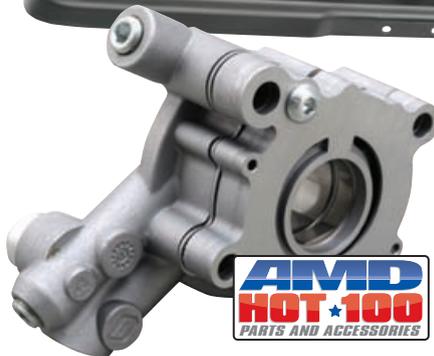


High-powered 'CREE' power LED chips are used in the latest LED headlights from Drag Specialties

oil pumps help to reduce oil carryover during high rpm operation, and that the higher volume helps reduce engine and oil temperatures. To back these claims the company says that the pumps will increase oil pressure by 20 percent, pressure volume by 125 percent and scavenge volume by 135 percent over OEM Twin Cam 88 oil pumps. For OEM Twin Cam 96 pumps the comparison gain figures are 16 percent



Extended OEM-style saddle bag lids can be used for custom applications or damage replacement



Drag Specialties' high performance oil pumps offer increased oil flow compared to the stock pump

oil pressure, 66 percent pressure volume and 100 percent scavenge volume. To achieve these improved figures the Drag Specialties pump has a 53mm diameter rotor in a die-cast aluminum body and uses high-strength steel gears.

The pumps are designed for '99-'14 Big Twin models and fit both stock and aftermarket cam support plates.

Extended OEM-style saddle bag lids for '93-'13 FLT, FLHT, FLHR, FLHX and FLTR models are now being made available by Drag Specialties. Manufactured using the same material as OEM lids, they are said to be stronger, easier to paint and hold their shape better than other aftermarket offerings. The Drag Specialties' lids are dimensionally the same as OEM ones, so can be used for custom applications or damage replacement. The lids also work with Drag Specialties extended OEM-style saddlebags.

As part of its seat line Drag Specialties has new Low Solo seats available. These latest seats, which fit '11-'13 FXS and '12-'14 FLS models, are said to have an improved fit and lower profile. Solar-reflective leather is used in the seating area and automotive-grade vinyl on sides. The seats have molded

The new Low Solo seats are said to have an improved fit and lower profile



polyurethane foam under the covering, and a fully carpeted bottom and $\frac{3}{8}$ " ABS thermoformed seat base while protecting the bike's paint.

Available in smooth, flame and faux ostrich designs, all mounting hardware is included with the Solo seats. Optional pillion pads are also available in matching styles.



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

PARTS EUROPE
Tel: +49 (0) 6501 96 95 2000
www.partseurope.eu



Building a Panhead?

STD The Largest Selection of Panheads Available!



- 1948 - 1954 Replica Pan
- 1955 - 1962 Replica Pan
- 1963 - 1965 Replica Pan
- 1948 - 1984 Pan/Shovel

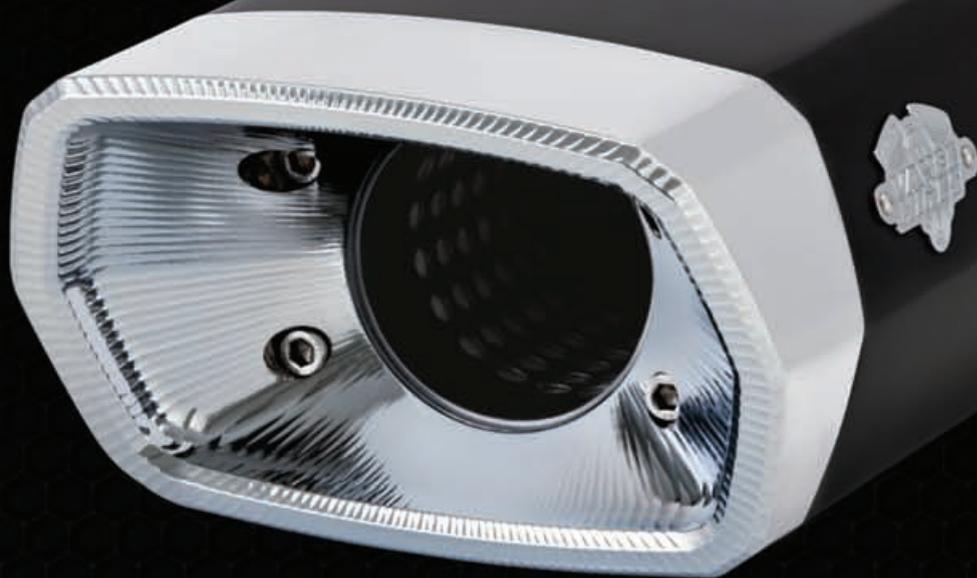


STD Development • Downey California USA
www.STDDevelopment.com • 562-803-1700

**VANCE
HINES**

MONSTER SQUARED BLACK

DISTINCTIVE NEW LOOK...
SAME GREAT SOUND.



MONSTER SQUARED BLACK | VO2 DRAK BLACK | POWER DUALS BLACK

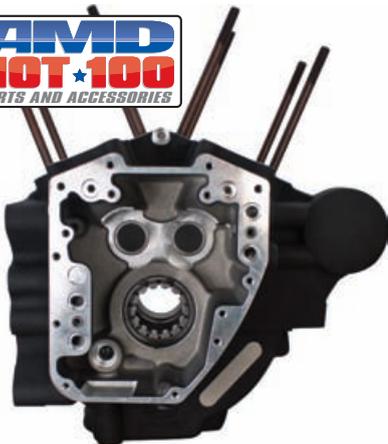
Contact your local Dealer for pricing and availability.

IN CALIFORNIA: In order to meet Air Resources Board emissions requirements, certain aftermarket part applications have been identified as replacements, and others have received ARB Executive Orders. All other emissions related aftermarket parts are for competition use only. A list of replacement parts and EO parts, and corresponding fitment is provided at vanceandhines.com/california.

www.vanceandhines.com

New selection of parts from S&S

S&S Cycle has an extensive range of new parts available for 2014, including its Super Stock T2 crankcase for 2007 and up Touring models. Designed to be used as a replacement for worn or damaged stock cases, or as the basis of large capacity custom builds, the S&S cases require an oil line kit and transmission case modification to fit the bike.



Key features of the T2 crankcases are the use of 356-T6 aircraft grade aluminum and a Timken® sprocket shaft bearing

A key feature of the T2 crankcases is the use of 356-T6 aircraft grade aluminum and increased wall thickness. The front motor mounts are also reinforced for increased strength and a Timken sprocket shaft bearing is used as standard. Available machined for stock bore, 4 $\frac{1}{8}$ in bore, or 4 $\frac{1}{4}$ in bore cylinders, the cases are clearanced for strokes up to 4 $\frac{3}{8}$ in and cams up to .720in lift. The cases are offered in a choice of silver powdercoat or wrinkle black powdercoat finishes and supplied with a Manufacturer's Statement of Origin (MSO).

The Premium High Performance tappets from S&S are intended for both demanding street riders and racers. The tappets are machined to extremely close tolerances to provide significantly lower leak down rates for quick pump up,



The pre-filter is available to fit both the standard Stealth air filter and 1in tall Stealth air filter



S&S Cycle Premium tappets are available with or without the S&S HL2T limited travel kit installed

consistent quiet operation, and stability at high rpm. Additional features of the tappets include a low mass, bearing grade silicon nitride check ball and an optimized ball spring, which is said to allow the tappets to operate efficiently on less oil pressure, meaning they pump up quickly and stay quiet, even with high oil temperatures. The Premium tappets are available with or without the S&S HL2T limited travel kit installed. With the close tolerance and low leak down rate of these lifters, the main benefit of the limited travel kit is to improve starting for engines not equipped with S&S Easy Start Cams. To allow engines to breathe more easily S&S Cycle has a number of options, and

included among these is the pre-filter for its Super Stock Stealth air filters. The pre-filter is not only water resistant and washable, but it also prevents large debris from prematurely clogging the filter itself and reduces the risk of water entering the air intake system. The pre-filter is available to fit both the standard Stealth air filter and 1in tall Stealth air filter.

To help with the expulsion of spent gases from the engine, the S&S Cycle exhaust range includes the Super Sidewinder 2-into-1 system for use on '95 - '13 FLH and FLT models. The system features a unique collector and core design, which the company claims eliminates the torque dip at lower rpm commonly found on other 2-into-1 systems. The collector sits behind dual header pipes that run side by side until they reach the muffler body. Options for the end caps, which are sold separately, are chrome or black finishes.

A second exhaust option, this time for '04 - '13 Sportsters, is a slip-on performance muffler. The muffler is said to

maintain a linear power curve, while delivering excellent low and midrange torque.

Dependent on the year of the Sportster, slip-on options are slash-side, tapered and slash-down.

Most S&S Cycle exhaust systems and slip-on mufflers are legal for sale and use on US EPA and California pollution controlled motorcycles not originally equipped with a catalyst in the exhaust system. In addition, S&S slip-on mufflers are legal for sale and use on US EPA and California pollution controlled motorcycles that have the catalyst located in the header pipes upstream of the muffler. See the specific product application notes before purchasing.

S&S CYCLE
Viola, Wisconsin, USA
Tel: 608 627 1497
sscust@sscycle.com
www.sscycle.com



The dual header pipes of the Super Sidewinder 2-into-1 run side by side until they reach the muffler body



S&S slip-on mufflers for Sportsters fit bikes from '04 to '13



BIKER'S CHOICE

**MORE PRODUCTS. MORE BRANDS.
MORE BIKER.**

2014

Over 5,000 New Products

BikersChoice.com

ULTIMATE FLOORBOARDS

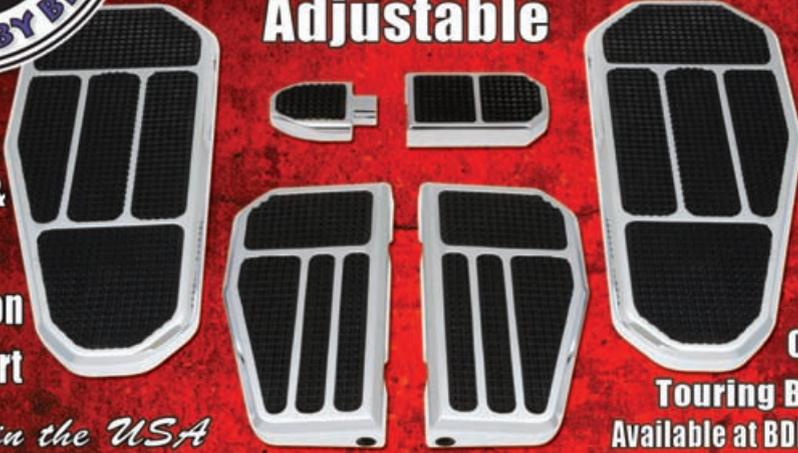


NEW

Side to Side Adjustable

Large Footprint Provides Rider & Passenger with Non-Skid Cushion and Extra Support

100% Made in the USA



Comfort Security Style

Chrome or Black

Touring Bagger Softail Available at BDL Dealers Worldwide

WWW.BELTDRIVES.COM

TOO MANY CHOICES CAN BE A **GOOD THING**

Our formulations consistently deliver superior quality, power and the performance your engine needs.

Engineered excellence, put to the test by industry experts.



(800) 243-8645
www.spectro-oils.com



ENGINEERED EXCELLENCE

Jim Nasi Customs Road Glide inner fairing

JIM NASI Customs has introduced what it considers to be a solution to a problem that arises when upgrading the audio system on Baggers. The company's new inner fairing for '98-'13 Road Glide FLTR models is a direct replacement for the factory inner fairing, and features locations for a large 2-DIN head unit and JL Audio 7.7 speakers.

Once the new inner is installed, the user can access a full-featured head unit with an easy-to-read screen, and weather-resistant speakers. By re-locating the speedo and tach into the inner fairing, the screen is still completely visible without changing the overall height of the fairing.

The inner fairing package includes inner fairing, riser cover and head unit bracket.



JIM NASI CUSTOMS
 Phoenix, Arizona, USA
 Tel: 800 964 6274
jnc@jimnasicustoms.com
www.jimnasicustoms.com



Skwoosh gel seat pads

SKWOOSH motorcycle gel seat pads from I-Tek are designed to fit many different styles, sizes and shapes of motorcycle seats. As it is not necessary for seat pads and cushions to fit the bike's seat exactly, Skwoosh cushions are free to drape over the contours of the seat, allowing for better fit, while the gel packs provide comfort. All Skwoosh fluidized gel seats feature a breathable Air-Flo3D top fabric for cool riding comfort, a non-skid bottom material to help keep them in place, individual suspension gel packs for vibration dampening, and easy attaching straps.

The Skwoosh gel motorcycle seat pads are offered in four sizes: Pillion, Passenger, Mid Size, and Universal. Sizes are Pillion 8 $\frac{3}{4}$ in wide x 11in long x 1in high; Passenger 15in wide x 10 $\frac{1}{2}$ in long x $\frac{1}{2}$ in high; Mid Size 13in wide x 11in long x 1in high; and Universal 15 $\frac{1}{2}$ in wide x 14in long x 1in high.

I-TEK
 North Andover, Massachusetts, USA,
 Tel: 978 689 0500
info@skwoosh.com
www.skwoosh.com



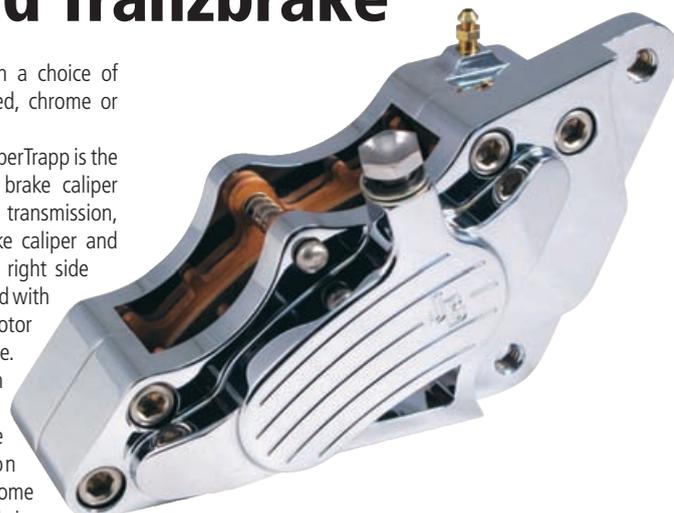
JayBrake J-Four Classic and Tranzbrake

JAYBRAKE'S J-Four Classic caliper by SuperTrapp is a progressively-sized, four-piston billet aluminum caliper. The caliper is a direct bolt-on fit for stock H-D '84 - '99 fork front legs with 11.5in rotors (except Springers). A bracket is needed to use the J-Four Classic caliper with the rear rotor. Right

or left side fitments are available in a choice of Smooth or Radial designs in polished, chrome or black finishes.

A second JayBrake product from SuperTrapp is the Tranzbrake, which is an integrated brake caliper system mounted directly to the transmission, eliminating the need for a rear brake caliper and rotor. The Tranzbrake is designed for right side drive transmissions only, and is supplied with a 23-tooth sprocket, stainless steel rotor and stainless steel mounting hardware. A billet aluminum housing features an integrated brake caliper.

The JayBrake Tranzbrake is available in two-piston or four-piston configurations in polished, chrome or black finishes, and is a hydraulic clutch only application. JayBrake hydraulic clutch controls are available for both hand and foot applications.



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



NEW STYLES = NEW OPPORTUNITIES



CALL TODAY
HELMET CITY INC.

TOLL FREE: 1-888-550-3731



Scan using camera/QR-Code reader
on your smartphone or mobile
device for more information

TOLL FREE: 1-888-550-3731
INTERNATIONAL: 1-561-330-3700
FAX: 1-561-330-2501
info@helmetsales.com

www.helmetsales.com



W&W extends product range

W&W Cycles has extended its product range to include replica aluminum rims for post '64 Sportsters and other H-D models. Manufactured by Classic Wheels, the duraluminum 7116 T6 rims are drilled for 40 spokes (except for the 16in version, which requires special spokes), polished and have a metal valve in the center. Versions available are a 3 x 16in for steel hubs; 2.5 x 18in for steel hubs and FX/XL aluminum hubs 1973 onward; for steel hubs and FX/XL aluminum hubs 1973 onward with a rim size of 2.15 x 19in to replaces OEM part 42998-74; and 1.85 x 21in for steel hubs and FX/XL aluminum hubs 1973 onward.

Along with replacement rims, W&W also has 16in wheels built around a Timken style star hub. The 3x16in are built on to Timken style star hubs for use on W(L) '37-'52 rear only, E(L)/F(LH) '36-'66, U(LH) '37-'48 models. The rims have a rubberized valve on the side, and accept stock drum brakes. They can be ordered in a choice of chrome or black powdercoat finishes with chrome spokes.

The retro-inspired collection of parts at W&W continues with the Cole Foster grips by Lowbrow Customs. Designed for use on 1in bars with '74 onward hand controls, the rubber grips are supplied in a presentation tin case.

Completing the latest range of new parts and accessories is the Speed of Color cafe racer tail section. Designed for use on '04 and later Sportsters, the fiberglass piece mounts to shortened original struts. Supplied unpainted, the unit includes a stitched seat pad.



The Cole Foster grips by Lowbrow Customs are supplied in a tin case



W&W Cycles has 16in wheels built around a Timken style star hub in a choice of black powder coat or chrome plated rim



W&W CYCLES
Wuerzburg, GERMANY
 Tel: +49 (0)931 250 61 16
 (01149 931 250 6116 from the US)
sales@wwag.com
www.wwag.com



The Speed of Color cafe racer seat unit mounts on shortened struts on Sportster models



Manufactured by Classic Wheels, the duraluminum 7116 T6 rims stocked by W&W are available in a range of sizes

Joker MACHINE

SQUARE LED.



Check out our website to see our full line of turn signals at www.jokermachine.com 909-596-9690

Lyndall Lug-Drive composite rotors

LYNDALL BRAKES has put more than a decade of experience into the development of the metal matrix composite materials used in the manufacture of its light weight, lifetime guaranteed full floating composite rotors.

Lyndall's Lug-Drive composite rotors are designed to be used with the company's own Gold Plus brake pads. When the two products are used together the material from brake pads transfers to the surface of the disc, effectively turning the rotor into one big brake pad turning against the two smaller brake pads, with the friction transfer complete, the disc surface is protected from scoring, and Lyndall claims the stopping performance is increased by 30 percent, along with zero dust, zero noise, and zero brake drag.

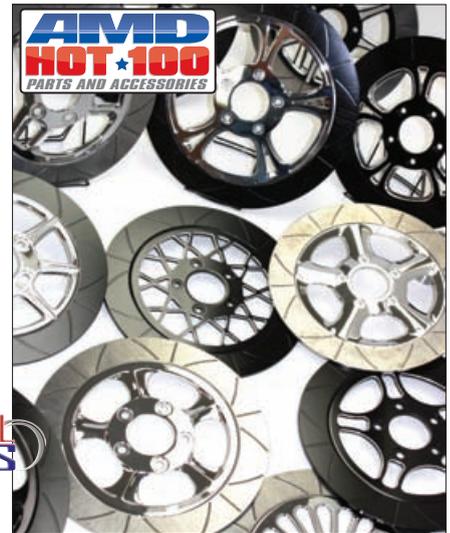
Lyndall's unique Lug-Drive floating rotor design has a friction ring and center hub assembly like a

typical clutch. The friction ring is splined and the carrier hub has twenty receivers on the back side, and the Lug-Drive engagement system provides the performance of a floating rotor with the clean uninterrupted look of a solid rotor.

The weight reduction created by using the Lug-Drive composite rotors is said to reduce both reciprocating and unsprung weight for noticeable improvements in handling, cornering, accelerating, deceleration and even brake pad service life.

LYNDALL RACING BRAKES
Santa Ana, California, USA
Tel: 800 400 9490

lyndallbrakes@lyndallracingbrakes.com
www.lyndallracingbrakes.com



JMR RaceLine Series tools



THE RaceLine Series from JMR, which is made up of a tube bender, bender dies and tube notcher, is the latest product launch from Trick-Tools. The range has been created as a budget conscious option for fabricators looking for heavy duty and fully featured tools.

The RaceLine tube bender features uncoated alloy steel arms, nylon/graphite bushings at the pivot points, and heat treated 4140 steel pins. The bender's three-speed design gives plenty of leverage to

bend up to 2in round tube by hand, but can also be upgraded to hydraulics later for quicker bending.

The JMR RaceLine Series dies fit all JMR tube benders and come in several profiles to bend round tubing in mild steel, stainless steel, DOM, 4130 chrome moly and more. The dies feature an alloy, one-piece, counter-bend die to reduce galling on the tube.

JMR RaceLine's hole saw notcher is constructed from CNC machined billet

aluminum, with heavy duty 1in thick arms, and sealed needle bearings to support the 1in OD shaft. The notcher features 3in OD capacity, and can notch anywhere in a 210-degree arc around the end of the tube. Offset notches up to 1in can be performed with the unique shaft support design that allows a positive, accurate return to the zero point for a perfectly centered notch.

TRICK-TOOLS
Pella, Iowa, USA
Tel: 641 628 3206
sales@trick-tools.com
www.trick-tools.com



Sport trike kit for V-Rod

FRANKENSTEIN'S range of trike conversion kits includes a bolt-on 'Sport Trike' package for use on the V-Rod. The conversion kit is based around a 36in Hot Rod 200 rear end, which is a billet aluminum rear end with 9in Ford street/strip axles and a Dana 30 differential. Also

included in the package are a swingarm, brake rotor, four-piston brake caliper, American Eagle 15 x 8in wheels (complete with lugs) mounted with Continental 215/60R15 tires, shocks, and fenders and struts. Alongside the base conversion kit, Frankenstein also offers upgrade packages that include exhaust systems and raked triple trees.



FRANKENSTEIN TRIKES
 Pleasanton, Kansas, USA
 Tel: 913 352 6788
mcworx@ckt.net
www.frankensteintrikes.com



Xtreme Machine Arson wheel



XTREME Machine's range of wheel designs includes the Arson. Described by the company as having nostalgic, hot rod style flames, the wheels, which are machined by Performance Machine, have grooves that go from thick to thin machined into them, and are available in a choice of chrome or black anodized finishes.

Matching Arson brake rotors, belt pulley and air cleaner designs are also available from Xtreme Machine.

XTREME MACHINE
 La Palma, California, USA
 Tel: 800 479 4037
info@xtrememachineusa.com
www.xtrememachineusa.com



Clothing & Lifestyle from Motorcycle Storehouse

More on the horizon for motorcycle parts distributor Motorcycle Storehouse. A feat that is proven to you when you get your hands on their newest 256 page 'Clothing & Lifestyle' catalog. It will make you happy, just by looking at it! Colorful, fresh, new, different, it'll sweep you off your feet like a flush flood. Featured is a world of real-life street clothing and accessories for both bikers and non-bikers. Most products are unisex but the Storehouse Clothing & Lifestyle is first with a special ladies section, where clothing is especially designed to compliment the female body. Even a special section for kids was added, maybe they'll never cry again.

Ready yourself for the new season with well over 6000 products like T-shirts, work shirts, hoodies, jackets, gloves, caps, beanies, bandanas, sunglasses, embroidered patches, stickers, biker pins, work boots, sneakers, helmets, Kevlar pants, tank pads and much more. You'll come across the hottest subculture & performance suppliers worldwide like Jesse James and West Coast Choppers. Lowbrow Customs, K&N, Biltwell, S&S, King Kerosin, Lethal Threat, Holy Freedom, 101 Inc., Helly, Bandit helmets, Shark Helmets, DMD helmets, etc. Camping gear and rain-suits from Nelson-Rigg to keep you going. It's a big world out there and the Clothing & Lifestyle catalog will help you explore it in style. Just contact a Motorcycle Storehouse dealer or have a look on-line at motorcyclestorehouse.nl.



250+ BRANDS **48.000+ PARTS** **24H DELIVERY**



HIGH-FLOW

AIR FILTERS

DESIGNED TO
INCREASE HORSEPOWER

Washable and Reusable

Fits in your OE Air Filter Assembly

Made in the USA since 1969

K&N Million Mile Limited Warranty®



#HD-0910
CVO™ Models 10-13
Screamin' Eagle®
Ventilator Replacement



#HD-1611
Cross Bones™ 08-11
Blackline® 11-13



#RE-0960
Replacement Air Filter
for K&N Aircharger®

AVAILABLE FOR MOST MAKES & MODELS

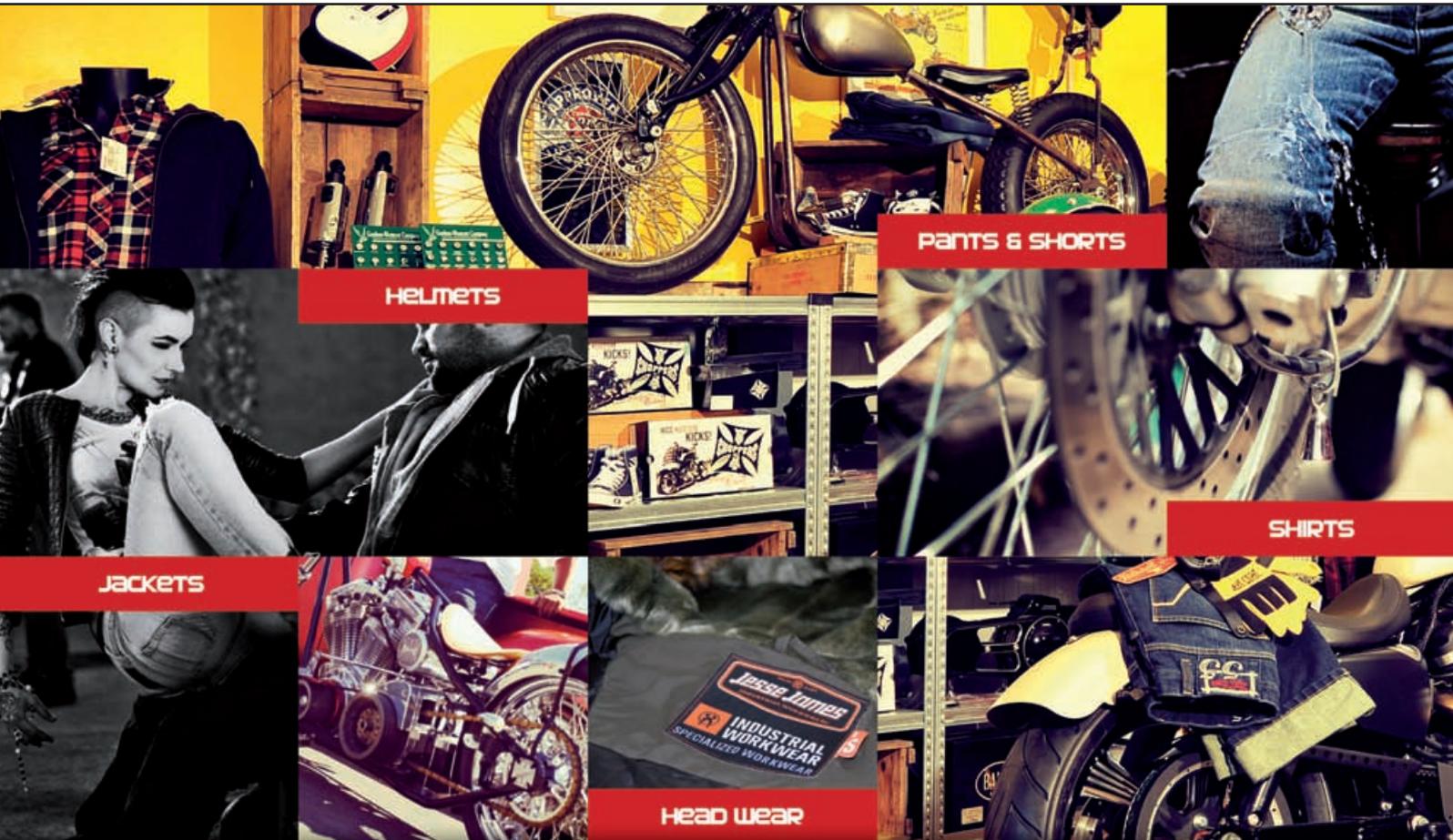
KNFILTERS.COM/AMD

800-858-3333



© 2013 K&N Engineering, Inc.

CVO™, Cross Bones™, Blackline®, and Screamin' Eagle® are trademarks of Harley-Davidson®, Harley-Davidson® is a registered trademark of H-D Michigan, Inc.



PANTS & SHORTS

HELMETS

SHIRTS

JACKETS

HEAD WEAR

MOTORCYCLE STOREHOUSE

WWW.MOTORCYCLESTOREHOUSE.NL

Vintage Vibe
MODERN MUSCLE
www.sscycle.com/vintage



HOODIES



LADIES ONLY



SHOES



PATCHES & STICKERS



KIDS



250+
BRANDS

48.000+
PARTS

24H
DELIVERY



Paughco 'Easyride' frames and Swedish style chopper

THE range of frame options available from Paughco now includes Swedish style Chopper frames with Easyride chassis.

A Swedish rigid frame was introduced by Paughco over a decade ago, and the company has expanded the style to include several Easyride versions that feature the practicality of a chassis with rear suspension.

Available for a wide variety of Shovelhead, Evo, four- and five-speed combinations, the chassis can be ordered with neck rakes of 30, 35, 40 or 45 degrees, backbone stretch of 3in, 4in or 5in and with 4in, 6in, 8in or 10in of stretch in the front legs. Additionally Paughco offers the frames in three different widths including Extra Wide to accept 240 series rubber, with 1½in belt or 250 with a chain; Standard which allows use of up to 130 tires with belt final, and Wide, which is for 180 tires with belt or 200 with chain final drive.

A second suspended frame option from Paughco is its straight leg Easyride swingarm frame, which, like the Swedish style frame, is adaptable to a wide variety of applications including Shovelhead and Evo engines with traditional four-speed or five-speed Softtail transmissions.

Available with either OEM style or Chopper neck section (solid plates on both sides of the neck), and wide or standard versions, the frames offer comfort and style. Paughco offers the frames with or without Fat Bob tank mounts and several length front legs with rakes of 30-, 35- or 40-degree neck rakes.

Alongside its expanded frame range Paughco is



The straight leg Easyride is a Softtail style frame from Paughco with a range of options relating to rake and leg length





Paughco's Bagger-Werx front fenders are available in a choice of Smooth or Ribbed designs



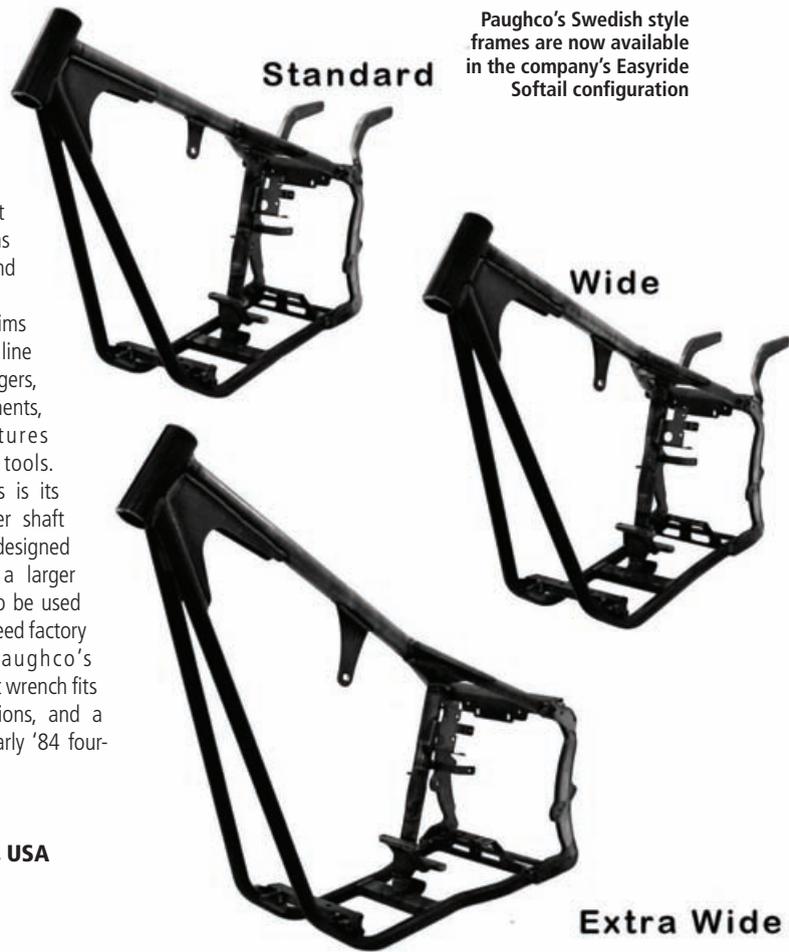
Alongside frames and bodywork, Paughco also manufactures tools such as this counter shaft sprocket nut tool

also increasing its bodywork options with the introduction of its Bagger-Werx steel front fenders. Available in Smooth or Ribbed styles, the fenders are formed from steel and bolt direct to factory mounts on '89 - '12 touring models, when eliminating the

fender lights. The Smooth version is a direct replacement for Street and Road Glides. Versions are available for 18in and 21in wheels.

Along with what it claims to be the world's largest line of American made Springers, frames and other components, Paughco manufactures numerous specialty tools. Among the tool options is its recently updated counter shaft sprocket nut tool. The redesigned tool is machined with a larger recess, which allows it to be used on both four- and five-speed factory transmissions. Paughco's countershaft sprocket nut wrench fits all five-speed transmissions, and a second model fits '36-early '84 four-speed transmissions.

PAUGHCO
Carson City, Nevada, USA
Tel: 775 246 5738
info@paughco.com
www.paughco.com



Paughco's Swedish style frames are now available in the company's Easyride Softail configuration



THE NEW
 Catalog 2014

CLOTHING & Lifestyle

CHOOSE YOUR OWN **STYLE**



250+ BRANDS **48,000+ PARTS** **24H DELIVERY**



Lehman Trikes light bar

LEHMAN Trikes has created a new light bar for its Renegade LLS independent suspension trike kit for Harley-Davidson FLH and FLT models.

Made from urethane composite, the new light bar features six red LED lights held in chrome surrounds. The light bar can be color-match painted at the Lehman Trikes factory or can be ordered unpainted.

The light bars fit the Renegade LLS trike kit for '02-current Harley-Davidson FLH and FLT models.



Leader of the Three World™

LEHMAN TRIKES USA
Spearfish, South Dakota, USA
Tel: 605 642 2111
sales@lehmantrikes.com
www.lehmantrikes.com



Supreme extended adjustable Bagger brake controls

SUPREME Legends USA has introduced its 'Misfit' Series 2 and 3 Bagger forward controls for FLH and FLT models.

These controls are a said to be a perfect accent to their 'Misfit' Series floorboards, rear boards and highway/passenger pegs.

With 1" extended length on all arms, and 3 position adjust-ability on the brake pedal, company owner Bill Rebensdorf says that "these controls are just begging to be ridden."

"As with all Supreme products they are machined from 100% American billet and include an 18 month warranty! They are available in Chrome, or our own specially formulated and developed 'Bright Dip' black anodized finish.

Available for '00-14 model years, Bill says he has



a "stack of great new bagger product designs" headed to market for the coming riding season.

SUPREME LEGENDS USA
Anaheim, California
714 504 0715
www.supremelegendsusa.com



New accessories from Küryakyn

KÜRYAKYN has released a new range of accessories for Harley-Davidson models which includes unlit headlight trim rings. Available to fit '83-'13 Electra Glides, '06-'13 Street Glides, '94-'13 Road Kings and '09-'13 Trikes, the trims feature the same grooved styling as the company's LED Halo trim rings but without the additional accent lighting. They can be ordered in a choice of chrome or gloss black.

A second new accessory is the Küryakyn multi-rack adjustable trunk luggage rack. Designed to fit virtually any tour trunk it utilizes an adjustable

mounting system that can conform to any trunk lid. Measuring 21in wide and 12in long, the rack is made from chrome 1/2in diameter tubing to allow any common flag holder to be used with it too.

Created specifically for use on factory Trike models, '09-'13 FLHTCUTG Tri-Glide Ultra Classics and '10-'11 FLHXXX Street Glide, Küryakyn's new decorative knock-off center caps are made from chrome-plated ABS, and install easily over the stock center cap, with no need to remove the wheels for installation.



KÜRYAKYN USA
Somerset, Wisconsin, USA
Tel: 715 247 5008
salesupport@Kuryakyn.com
www.Kuryakyn.com

TECHNORESEARCH

Your Total Source For Diagnostics & Tuning

ONE BOX DOES IT ALL

CENTURION SUPER PRO

- ABS BLEEDING & TESTING
- KEY FOB CODING
- RADIO/SPEAKERS
- MODULE REPLACEMENT
- SPEEDO CALIBRATION
- REFLASH BLANK ECU/ECM
- AND MORE



DIRECT LINK FLASH TUNE

- REFLASH STOCK ECU
- MODIFY TABLES
- AUTO-MAPPING & AUTO TUNING
- NARROW & WIDE BAND
- AND MORE

MOBILE DYNO DATA RECORDER



- MULTIPLE CHANNEL LOGGING
- ONE-STEP TRANSFER TO AUTO MAPPING
 - ANDROID APP
 - BLUETOOTH CONNECTIVITY
 - AND MORE

FOR MORE INFO CALL: (248) 658-1800 • 4940 DELEMERE AVE. • ROYAL OAK, MI 48073 - USA

WWW.TECHNORESEARCH.COM

Ride. Grip. Feel the Trust.

www.dp-brakes.com



- No brake dust -
- Progressive Feel -
- More Mileage -
- No Brake Fade -
- No Brake Squeal -



Keep your whitewalls WHITE!

Whatever you ride, here at DP Brakes we have the perfect, DUST-FREE, high-performance, long-lasting, all-weather brake pad for you. Check out www.dp-brakes.com to see which of our latest sintered metal compounds is right for your bike.

Why not check-out our extensive range of high-performance clutch kits too?

Optimate™

product selector



optimize1.com



Need an **Optimate** battery saving charger?

Optimate universal USB charger?

Optimate charge, connector cable?

Optimate torch or warning light?

RP Tronix™
a division of rivera primo inc.

The **Xtreme**
Camera Kit
That Comes Ready To
RIDE

Xtreme Video for
Xtreme Bikers

PRIMO HD Xtreme™

(The Complete Primo HD Xtreme Kit™ 4242-0001)

Waterproof Housing

Carrying Bag User Manuals

Wrist Lanyard

AC Charger

Download Cable

Charging Cable

AV Cable

12v Adapter

Velcro

Medium Pipe Clamp Fitting

RF Remote Control

PHDX™ Video Camera

LCD Screen

External Battery

Internal Battery

Self Adhesive Flat and Curved Surface Mounts

More Accessories Included!!

- Easy to use
- More Features
- Longer battery life

www.rptronix.com

12450 Whittier Blvd. Whittier CA 90602

Tel: (562)907-2600 Fax: (562) 907-2606 Email: info@rptronix.com



WIZARDS®

Make it Shine!™

Because it's Your Passion



800-356-7223

WizardsProducts.com

PREMIUM BAGGER GAUGES

MSRP \$795.99
6-Gauge Bagger Set
for 2000-2013 Models

- Displays All Gear Positions
- Programmable Odometer
- Oil Temp Sensor Included
- Easy To Read
- Beautiful Lighting
- 13 Designs Available
- 2-Year Warranty



"BLUE CLASSIC" SHOWN



©2013 Medallion® and Premium Bagger Gauges® are registered trademarks of Medallion Instrumentation Systems®

medallionmotorcyclegauges.com

Be A Speed Freak™

New For 2013



New For 2013. Speed Freak™ Accessories!

See these and all products for your bagger at baggernation.com



Speed Freak™ Slider Cover



Speed Freak™ Ignition Switch Cover



Speed Freak™ Grips



Speed Freak™ Shift Linkage

 Made in the USA

Creating a Rumble on the custom scene



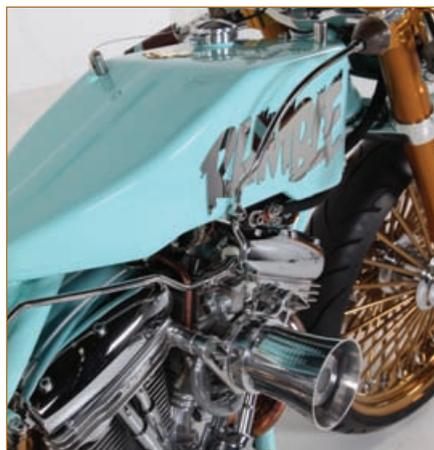
Written by Duncan Moore - duncan@dealer-world.com

There has been an ever increasing use of large front wheels on custom Baggers over the past few years, but large diameter wheels used at the back of a bike have been a rare sighting. Uwe Sickert of MotorVisionen is changing that view with his latest build 'Rumble'

CUSTOM builds based around the board track theme are a common sight at any custom show these days, so it takes something special to make an example of the genre stand out. In the case of Rumble, from MotorVisionen, at Dresden, Germany, that special something is the use of 23in wheels front and back.

The build of Rumble began in early 2011 when Uwe Sickert, of Motorvisionen, won a RevTech motor as the prize in a show where he had a previous build on display. The 110ci motor was pressed into service once Uwe was asked to compete in the Biker Build-Off at the Custom Show in Bad Salzuflen the following year.

With the motor as a starting point in the shop's jig, Uwe began measuring up, and with a design finalized had a single downtube frame made for the project by Penz Performance. To accommodate the

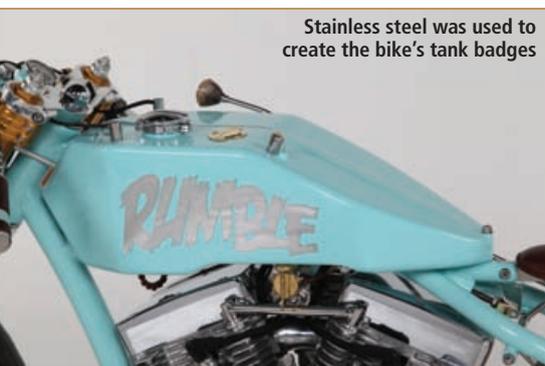


A complex linkage system allows the hand shift to be situated on the right-side of the tank and still operate a regular gearbox



The complete front end from a Suzuki GSX-R 750 was used on Rumble and combined with a 23in DNA Mammoth 52-spoke wheel

Stainless steel was used to create the bike's tank badges



larger wheels while retaining a short wheelbase, the frame was built without a seat post.

A Suzuki GSX-R 750 was sourced to supply the USD front end. The right side lower leg was shaved and on the other leg a custom brake mount was fabricated to carry a single GSX-R radial mount, four-piston caliper. The one-off bracket was needed to allow the caliper to work with the over-sized custom rotor, which has had the bike's name and the shop's website address machined into it.

The wheel that carries the custom rotor is a 23 x 3.25in DNA Mammoth 52-spoke, wearing an Avon 130 60 R23 65V tire, and the same combination is

used at the rear of the bike. The only difference is the use of a DNA Sprokster, which works with a GSX-R rear caliper.

With a rolling chassis in place, Uwe was able to start detailing the bike, which includes some unusual details. Below the six-speed RevTech gearbox, a



The leather wrap on the exhaust tips matches that used on both the handlebar grips and foot pegs



After the throttle cable is run through the handlebars it emerges and runs over a pulley on the top of the gas tank and then through the tank itself

1969 Ford Mustang's oil cooler has been repurposed as the bike's oil tank. The open belt drive that connects the transmission to the motor is a 2.5in Baker Drivetrain unit. The rearset foot pegs, which are wrapped in leather, to match the handlebar grips, serve two purposes. Not only are they foot pegs, they also house the taillights and rear turn signals.

The rider contact points continue with a MotorVisionen made solo saddle, which is sprung through the frame's backbone. Moving forward, the one-off 'bars have an internal throttle and Galespeed

hand controls. While the throttle may be internal, once the cable leaves the handlebars it becomes exposed and runs over a small pulley mounted atop the gas tank before going through the tank itself to connect to the carb. The finishing touch at the front of the bike is the race bike style number board that carries the headlamp, Kellermann turn signals, speedo and modified boat switches which, act as starter and ignition controls. The number board, like the gas tank, was made in-house at MotorVisionen. Beside holding the gas in the left side, the tank carries the bike's electrics in the right side, and also acts as one of the mounting points for the hand shift for the gearbox.

With the build finished, the bike was stripped down to allow Lack Bauer from Dippoldiswalde to apply the pale blue paint. Then, when re-assembled, it was highlighted by the polished stainless steel tank badges that give the bike its name – Rumble.

The use of the 23in wheel on Rumble shows that there are still new ideas that can be applied to the board tracker theme, and Uwe's use of them here was rewarded with a seventh place in the 2013 World Championship of Custom Bike Building.

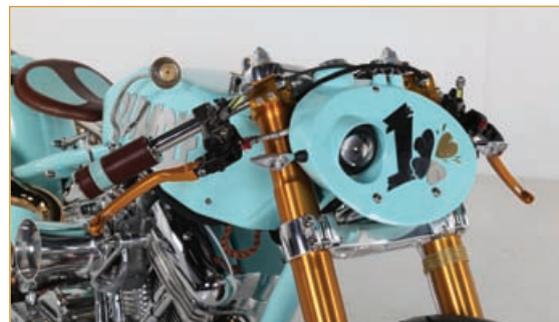


The RevTech engine and matching six-speed transmission are joined by a 2.5in Baker open primary drive



Rumble's foot pegs serve double duty as they also carry the bike's taillights and turn signals

MOTORVISIONEN
Dresden, GERMANY
Tel: +49 (0)351 3270607
motorvisionen@gmx.de
www.motor-visionen.de



The one-off, hand-made number board carries the headlamp, turn signals, and the switches for the ignition



100% MADE
IN THE U.S.A.



Available through



RACING PRODUCTS

More Than Just Exhaust



RACING PRODUCTS

Mufflers and Full Systems
For Touring, Dyna, Softail,
and Sportster Models.



4" Diameter Mufflers That Give You
Big Diameter, Big Performance,
Big Sound, And Big Attitude



By: RUSH



A true performance stepped 2 into 1
exhaust that provides horsepower gains.



COMFORT PLUS BY RUSH

Designed with an open channel to
relieve pressure from the tail-bone
for both men and women, and the
prostate for men.



ADVANCED DISC TECHNOLOGY



A metal matrix composite disc brake rotor
that is 60% lighter than traditional steel rotors.



By: RUSH



SIDE KICKS are designed to offer the rider
the freedom of 2 wheels when riding and
the stability of 4 when stopping and starting

Visit Your Local Dealer For A RUSH.

2777 E. 83rd Place Merrillville, IN. 46410 866-99-4RUSH www.rushracingproducts.com

TECMATE
Distributors of TECMATE retail chargers

AUSTRALIA - A1 ACCESSORY IMPORTS
T. (61) 7 3806 1800 sales@a1accessory.com.au

AUSTRIA - SCHUMOTO KG
T. (43)(732)757080 office@schumoto.at

BELGIUM - BIKE DESIGN BVBA
T. (32)(52) 453361 info@bike-design.be

CROATIA - PICCILO RACING D.O.O.
T. (385)21325677 piccilo-racing@st.t-com.hr

CYPRUS - J.L. MOTORACE LTD (MOTORCYCLE)
T. (357)(22)752234 motorace@cytanet.com.cy

CZECH REP. - MOTOSERVIS DEVL
T. (420)606 460 579 brandt@techbase-cz.cz

DENMARK - NELLEMAN & DREWSEN APS
T. (45)(8743) 5433 pb@nellemanhandel.dk

ESTONIA - OÜ HELADORA LLC
T. (372) 5285672 rain@motopood.ee

FINLAND - OY BRANDT A/B
T. (358)(9)895501 uf.bjorklund@brandt.fi

FRANCE - MORACO SAS
T. (33)(3)85 51 45 30 info@moraco.fr

GERMANY - ECON WERKST.-AUSRÜSTUNGS
T. (49)(2689) 928747 info@econ-wa.de

GERMANY - HERMANN HARTJE GMBH
T. (49)(42) 51 611 273 info@hartje.de

GERMANY - LANGENSCHIEDT GMBH
T. (49)23 63 36 18-0 info@langenscheidt-gmbh.de

GERMANY - PAASCHBURG & WUNDERLICH
T. (49)(40)248 277 0 info@pwnonline.de

GERMANY - SCHÜLLER MOTORRADTEILE
T. (49)(6245)994 79 10 info@enuma.de

GREAT BRITAIN - PROBIKE SHADOWFAX
T. (44)(1604)600555 sales@probike.co.uk

GREAT BRITAIN - MOTOHAUS POWERSPORTS
T. (44)(1256)704909 sales@motohaus.com

GREECE - EKON TEKNIK
T. (30)(210)9221500 info@ekon.gr

HOLLAND - HOCOPARTS B.V.
T. (31)(342) 412290 info@hocoparts.com

HUNGARY - DOVER KFT
T. (36)(1)2392202 csaba@doverkft.hu

ICELAND - NITRO SPORT EHF.
T. (354)-55 74 848 ragnar@nitro.is

IRELAND - INTERCONTINENTAL DISTRIBUTORS LIMITED
T. (353)(1)8344 289 andy@idl-dublin.ie

ISRAEL - A.E. MOTORCYCLE
T. (972)(50)271923 ae_motor@netvision.net.il

ITALY - SOCIETÀ GENERALE RICAMBI
T. (39)(051)722557 Deluca@sg-rl.com

JAPAN - OKADA CORPORATION
T. (81)(3)5473-0371 j.sumiyoshi@okada-corp.com

KUWAIT - TRISTAR MOTORCYCLES
T. (965)2405194 shams@tristar.kw.com

LATVIA - MAXMOTO
T. (371)-67 81 78 16 andris.krumins@maxmoto.lv

MOROCCO - SHENO
T. (212) (0)5 22 35 97 16 larichimed@sheno.ma

NEW ZEALAND - NORTHERN ACCESSORIES
T. (64)(9)276-6453 steven@northacc.co.nz

NORWAY - SPARE PARTS SERVICE AS
T. (47)(64)837500 jang@sps.no

PHILIPPINES - STRONGHAND INC.
T. (632) 373-2311 open@stronghandinc.com

POLAND - OLEK MOTOCYKLE
T. (48) (33) 810 19 05 import@olekmotocykle.pl

PORTUGAL - JMP EQUIPAMENTOS
T. (351)(232)961841 geral@jmqequipamentos.com

SERBIA - MOTO-BIKE
T. (99)(381)64128979 motobike@ptt.rs

SINGAPORE - DWA LUBRICANTS PTE LTD
T. (65) 6515-6282 dwa@pacific.net.sg

SLOVAKIA - MOTOSERVIS DEVL
T. (420)606 460 579 brandt@techbase-cz.cz

CENTRAL & SOUTH AFRICA, OCEANIA - TECMATE SOUTH AFRICA
T. (27)(21)5316087 tecmate@netactive.co.za

SPAIN - EUROMOTO 85 S.A.
T. (34)(936)376 611 euromoto85@euromoto85.es

SWEDEN - MOTOSPEED AB
T. (46)(21)351925 klarkner@motospeed.se

SWITZERLAND - TECHNOPOLYMER AG
T. (41)(91) 683-0333 robert.maier@technopolymer.ch

SWITZERLAND - HOSTETTLER AG
T. (41)(41) 926-6111 claudia.shumacher@hostettler.com

TAIWAN - PROMO-TEC INTERNATIONAL
T. (886)(2)2562-7770 pro.motec@msa.hinet.net

TURKEY - VELOMOTO
T. (90)(212)6061707 info@velomoto.com.tr

UAE - TRISTAR MOTORCYCLES DUBAI
T. (971) 4-3330659 floyd@tristaruae.com

USA, CANADA, CENTRAL & SOUTH AMERICA
TECMATE NORTH AMERICA
T. 905 337 2095 sales@tecmate.com

EUROPE - PARTS EUROPE
T. (49)6501 9695 2000 info@partseurope.eu

TecMate (International) SA BELGIUM
www.tecmate-int.com
TEL: 0032 (0)16 805440
FAX: 0032 (0)16 805441
SALES@TECMATE-INT.COM

RIVERA PRIMO

DISTRIBUTOR NETWORK

Canada
Parts Canada
Tel: (403) 250 6247

New Zealand
Australia
Performance Cycle Wholesale-NZ
Tel: 006493081634

Japan
Neo Factory
Tel: 0081432128082
Three Miles Trade
Tel: 0081252312811

Europe
Custom Chrome Europe-Germany
Tel: 0049 671 88888 - 0
W&W Cycles-Germany
Tel: 0049 931 250 6116
Parts Europe
Tel: 0049 6501 9695-2000
Zodiac Int.-NL
Tel: 0031 297 284 821

USA
Bikers Choice
Tel: 817 258 9030
Drag Specialties
Tel: 608 758 1111
MC Advantages
Tel: 800 726 9620
MID-USA
Tel: 314 351 3733
Tedd Cycle
Tel: 845 565 2806
TEC Dist.
Tel: 978 352 4710

Barnett
Clutches & Cables

DISTRIBUTOR NETWORK

Australia
East Coast Custom
Tel: 07 3252 4633
Rollie's Speed Shop
Tel: 07 3252 2129
SK Imports
Tel: 07 3889 6441

Canada
Power Twins
Tel: 403 250 6611

Germany
Custom Chrome Europe
Tel: 0049 (0)671 88888 0
Parts Europe
Tel: 0049 (0)6501 9695-2000
W & W Cycles
Tel: 0049 (0)931 2506115

Netherlands
Motorcycle Storehouse BV
Tel: 0031 (0)50 303 9771
Zodiac International
Tel: 0031 (0)297 28 86 21

New Zealand
Performance Cycle Wholesale
Tel: 0064 (0)9 308 1625

USA
Bikers Choice
Tel: (800) 347 8080
Drag Specialties
Tel: (800) 222 3400
Midwest
Tel: (800) 352 3914
Tec Dist.
Tel: (800) 356 0043

www.barnettclutches.com

Barnett
Clutches & Cables

BIG INCH FLYWHEEL ASSEMBLIES, CYLINDERS & PISTON KITS

JIMS

Performance Parts For Harley-Davidson Motorcycles
555 Dawson Drive, Camarillo, CA 93012 Phone 805-482-6913 • www.jimsusa.com

DARKHORSE Crankworks
A Division of Nolan Brothers
Detroit, MI Since 1982

SINCE 1980

www.darkhorsecrankworks.com

FLYWHEEL WORK

ENGINE CASE MACHING

TIMKEN BEARING CONVERSIONS

COMPLETE CRANKSHAFT ASSEMBLIES

MADE IN USA

DONT LET YOUR BOTTOM END BE A SHAKER!

CALL TODAY, MAKE IT A MONEY MAKER!

920.726.4990

ZODIAC
ORIGINAL PARTS & ACCESSORIES

INTERNATIONAL HEAD OFFICE

THE NETHERLANDS
ZODIAC INTERNATIONAL B.V.
Tel: 0031 (0)297 288621
Fax: 0031 (0)297 288226
Email: sales@zodiac.nl
www.zodiac.nl

AUSTRALIA
CASSONS PTY. LTD.
Tel: 2 888 2 1900
Fax: 2 888 2 1999
Email: cassons@cassons.com.au

FRANCE
ZODIAC FRANCE
Tel: 01 45 93 10 75
Fax: 01 45 93 18 41
Email: zodiac-france@zodiac.nl

FC PARTS
Tel: 03 27 85 57 15
Fax: 03 27 85 96 50
Email: fcparts@wanadoo.fr

GERMANY
ZODIAC DEUTSCHLAND
Tel: 02137 78740
Fax: 02137 787420
Email: zodiac-deutschland@zodiac.nl

GREAT BRITAIN
ZODIAC U.K.
Tel: 01453 758451
Fax: 01453 752939
Email: zodiac-uk@zodiac.nl

HUNGARY
ZODIAC MOTORCYCLE PRODUCTS HUNGARY
Tel: 06 30 217 1832
Fax: 06 87 480 882
Email: zodiac-hungary@zodiac.nl

ITALY
ZODIAC ITALIA
Tel: 3426 561527
Fax: 02320 66975
Email: zodiac-italia@zodiac.nl

SPAIN
ZODIAC ESPANA
Tel: 96 81 42067
Fax: 96 81 42068
Email: zodiac-espana@zodiac.nl

SWITZERLAND
AMERICAN BIKE SHOP
Tel: 071 761 2678
Fax: 071 761 0678
Email: abs-zodiac@rheintal.ch

Licence plate holder for side mounting

Custom Parts
made by **PISTOR**
Germany



FINE PARTS FOR HARLEY DAVIDSON AND CUSTOM BIKES

>>> with **ABE**

Now also for Rocker/Breakout

INFO: www.madebypistor.de
SHOP: shop.madebypistor.de
PHONE: +49 (0) 8226 - 9181

FEHLING

▲ PROTECTION GUARDS ▲ LUGGAGE CARRIERS
▲ HANDLEBARS ▲ CHROME PARTS



Ernst Fehling GmbH & Co. Metallwarenfabrik
Mendener Str. 1 - DE-58739 Wickede (Ruhr) - Germany
Fon +49 (0) 23 77 - 20 39 • Fax +49 (0) 23 77 - 16 35

www.fehling.de

FEHLING
www.fehlingparts.com
DISTRIBUTORS

Australia
East Coast Customs
www.eastcoastcustom.com.au
Rollies Speed Shop
www.rollies.com.au

Japan
Neo Factory
www.neofactory.co.jp
Sundance
www.sundance.co.jp

Germany
Parts Europe
www.parts-europe.eu
Custom Chrome Europe
www.custom-chrome-europe.com

The Netherlands
Zodiac International
www.zodiac.nl

USA
Biker's Choice
www.bikerschoice.com
Drag Specialties
www.dragspecialties.com
MC Advantages
www.mcadvantages.com
Rivera Primo
www.riveraprimoinc.com
TEC Dist
www.tecdist.com
Zipper's
www.zipperperformance.com

Canada
Parts Canada
www.partsCanada.com

Genuine
JAMES GASKETS

WORLDWIDE DISTRIBUTION

AUSTRALIA
Redgrave Motorcycle - www.redgravemc.com
Rollies Speed Shop (RSS Dist.) - www.rollies.com.au

CANADA
Importations Thibault - www.importationsthibault.com
Motovan - www.motovan.com
Parts Canada - www.partsCanada.com
Preston Cycle - www.prestoncycle.com

EUROPE
Custom Chrome Europe - www.custom-chrome-europe.com
Custom Iberica, Spain - www.customiberica.com
Motorcycle Storehouse - www.mcseurope.nl
Parts Europe - www.parts-europe.eu
W & W Cycle - www.wwag.com
Zodiac, Int'l. - www.zodiac.nl

JAPAN
Konishi Parts - www.konishiparts.com
Neo Factory - www.neofactory.co.jp
J.P. Stroker - www.jpstroker.com

NEW ZEALAND
Performance Cycle Wholesale - www.performancecycle.co.nz

USA
Biker's Choice - www.bikerschoice.com
Custom Chrome - www.customchrome.com
Drag Specialties - www.dragspecialties.com
Tec Distributing - www.tecdist.com
Tedd Cycles - www.vtwinmfg.com

www.jamesgaskets.com

JIMS

BIG INCH FLYWHEEL ASSEMBLIES, CYLINDERS & PISTON KITS



555 Dawson Drive, Camarillo, CA 93012
Phone 805-482-6913 • www.jimsusa.com

OFFICIAL AMD WORLD CHAMPIONSHIP OF CUSTOM BIKE BUILDING!



FOLLOW US ON facebook.




MADE IN AMERICA



DISTRIBUTOR NETWORK

Australia

Rollies Speed Shop
Tel: 07 3252 2129

Canada

Preston Cycle Products
Tel: (800) 265 2298
Parts Canada/Drag Specialties
Tel: (877) 717 2858

Europe

Custom Chrome Europe
Tel: 0049 (0)671 88888 0
DÜX Industries
Tel: 0049 (0)40 434037
Parts Europe
Tel: 0049 6501 9695-2000
Motorcycle Storehouse
Tel: 0031 (0)50 3039775

Zodiac International

Tel: 0031 (0)297 288 621

USA

Bikers Choice
Tel: (800) 347 8080
Custom Chrome
Tel: (800) 729 3332
Drag Specialties
Tel: (800) 222 3400
Kustomwerks
Tel: (800) 498 4711
Midwest
Tel: (800) 325 3914
MID-USA
Tel: (800) 527 0501
Tedd Cycle
Tel: (914) 565 2806

www.beltdrives.com
AVAILABLE WORLDWIDE

brake, oil, fuel, and hydraulic applications to transform your ride

GOODRIDGE
FLUID TRANSFER SYSTEMS
USA INC, Los Angeles 529 Van Ness Avenue, Torrance, CA, USA
ussales@goodridge.net
www.goodridge.net

ROLLING THUNDER

- **MADE IN THE USA**
- **CUSTOM FINISHES**
- **CUSTOM "ONE-OFF" & ORIGINAL DESIGNS**
- **AVAILABLE IN 16"-30" SIZES**



MOTORCYCLE STOREHOUSE

Motorcycle Storehouse B.V.
Industrieweg 22, 9781 AC Bedum, The Netherlands
Tel: +31 (0)50-3039775 - Fax: +31 (0)50-3039777

INTERNATIONAL SALES OFFICES

MCS Spanish agent
Paloma Pinto
Tel: +34 0 93 865 7427 - Fax: +34 0 93 865 7427
E-mail: paloma@mcseurope.nl

MCS French agent
Bruno Selle
Tel: +33 (0)4 90 67 76 33 - Fax: +33 (0)4 90 67 92 11
E-mail: bruno@mcseurope.nl

MCS German agent
Rasi Bayazid
Tel: +49 (0)211 289 0538 - Fax: +49 (0)211 289 0532
E-mail: rasi@mcseurope.nl

MCS Italian agent
Marcello Fontana
Tel: +39 0445 390437 - Fax: +39 0445 395539
E-mail: marcello@mcseurope.nl

MCS UK agent
Simon Letts
Tel: +44 (0)1892 668844 - Fax: +44 (0)1892 667722
E-mail: simon@mcseurope.nl

MOTORCYCLE STOREHOUSE

HCI

ARE YOU MAKING THE MOST OF YOUR OPPORTUNITIES TO SELL CUSTOM HELMETS?

If not, then you need to stock and sell the U.S.A's fastest growing line of custom helmets

Contact: Al Sobel
HELMET CITY
Delray Beach, Florida, USA
Tel. TOLL FREE: 1-888 550 3731
Tel. Intrl: 1-561 330 3700
Fax: 1-561 330 2501

IMPORTERS & DISTRIBUTORS WANTED

CURRENT DISTRIBUTORS

CZECH REPUBLIC
Tomás Cerny
Moto Classic, s.r.o
Royal Enfield Pro CR a SR
Tel: 00420 775 997 648
e-mail: info@royal-enfield.cz

NETHERLANDS
Bad Boy Helmets
Tel: 0031 (0)653 119 597
e-mail: info@badboy.nl
www.badboy.nl

SPAIN
GZM/Accessories Unlimited
Tel: 0034 96 6758000
Fax: 0034 96 6758015
e-mail: gzm@gzm.es

www.helmetsales.com



NAMZ Custom Cycle Products, Inc.

- ✓ OEM Electrical Connectors
- ✓ Complete Wiring Harnesses
- ✓ EFI & Ignition Harnesses
- ✓ 1971-Up Handlebar Extensions
- ✓ Throttle-by-Wire Harnesses
- ✓ Braided Hoses & Clamps
- ✓ Plug-n-Play Headlights
- ✓ Tools & Installation Supplies
- ✓ American V-Twin & Metric
- ✓ Custom - OEM - Private Label



Providing over 12-years of wiring excellence.
1-877-277-NAMZ or www.namzccp.com



#1 starters



nothing starts
without us!

category 5



contoured series
primary drives



(215) 702-8324

TECHCYCLE.COM

INJECTION TECHNOLOGY
Completely smooth interior & exterior

YEP, WE MADE 'EM BETTER

Stretched Saddlebags

- Injected bag creates smooth inside and outside surfaces
- Pre-drilled and pre-fit for easy bolt-on installation
- Finished in a final primer that is ready for paint
- Stretched 4-1/2" and features more carrying space
- Available for dual, single and no exhaust configurations

MAL
in the
USA

BAD DAD™

WWW.BADDAD.COM



260-407-2000
FORT WAYNE, IN

THIS MONTH'S ADVERTISERS

AIM Corp (US) Clutches & gear kits	4
Arlen Ness Enterprises (US) Inverted Series Air Cleaners	18
Avon Grips (US) Velvet Air grips	9
Bad Dad (US) Stretched saddlebags	61
Barnett Clutches & Cables (US) Scorpion series clear Derby covers, distributor network	8
Belt Drives Ltd (US) GMA new floorboards, forward controls, distributor network	19,40,60
Biker's Choice (US) 2014 catalog	39
Cometic Gasket (US) Twin Cam twin-cooled head gasket	35
DNA Specialty (US) New 2013 Victory Wheel	28
DP Brakes & Clutches (US) Brakes & clutches	51
Drag Specialties (US) Finessed Fat Bob	20
Easyriders Events (US) V-Twin Expo 2014	11
Hawg Halters (US) Calipers, triple trees, front ends and handlebars	13
Helmet City Inc (US) D.O.T. & novelty helmets, distributor network	42,59
James Gaskets (US) Gasket board kits, distributor network	32,59
Joker Machine (US) Square L.E.D turn signals	43
K&N Engineering (US) High-flow air filters, Wrench-Off performance oil filters	32,46
Kibblewhite Precision Machining (US) Manganese guides & reamers	19
Küryakyn (US) Wireless Bluetooth speakers	26-27
Kustom Tech (IT) Parts & accessories	64
Le Pera Enterprises (US) Seats	34
Mag Connection (FR) Distributor	63
MAG Europe (GB) Mustang wide tripper diamond stitch seat	25
Medallion Instrumentation Systems (US) Premium Bagger gauges	53
Mid-USA Motorcycle Parts (US) Parts and accessories	33
Motorcycle Storehouse (NL) Distributor, International Sales Offices	44-45,46-47,48-49,60
NAMZ Custom Cycle Products (US) Wiring harnesses & fluid lines	61
Paul Yaffe's Bagger Nation (US) Speed Freak accessories, 3D molded, bolt-On parts	17,54
Rivera Primo (US) Primo HD Xtreme sports camera, Distributor network	52
Rush Racing Products (US) High performance products	30,57
S&S Cycle (US) Stealth air cleaner, S&S Petroleum 25W60 engine oil, Vintage parts	5,14,47
Spectro Oils of America (US) Premium-quality lubricants	40
STD Development (US) Panhead replicas	36
Tech Cycle Performance Products (US) Belt drives & starters	61
TechnoResearch (US) Diagnostic and tuning tools	51
TecMate (BE) Distributor network, Optimate product selector	52
Terre Di Moto (IT) 2014 Biker Fest - The Italian Bike Week	2
TTS Motorcycles (DE) Rims & wheels	31
Vance & Hines (US) Exhausts	37
Wizards Products/RJ Star (US) Professional finishing products	53
Zodiac International (NL) Bikers Book 2014 supplement	7

THIS MONTH'S EDITORIAL ITEMS

American Motorcyclist Association (US) Mark Blackwell named AMA Hall of Fame Legend	8
Arlen Ness Enterprises (US) Fork Legs for Softail & Dyna	33
Arlen Ness Enterprises (US) Partners with Magnaflow on new exhaust line	9
Bagger Werx (US) Bradley Report - Powersports Industry affiliation	12
Baker Drivetrain (US) Launches Rapid Rebuild Program	6
Biker Pros (US) Bradley Report - Ulitimate Builder custom bike show dates	15
BMW (DE) Bradley Report - R nine T flat twin	15
Brembo (IT) Bradley Report - North and South American investments	12
Brough Superior (AT) Iconic brand to make comeback?	16
Drag Specialties (US) New products	36
Ducati Motorcycles (IT) Bradley Report - New retail financing plan	12
Easyriders Events (US) 2014 V-Twin Expo	1,64
Frankenstein Trikes (US) Sport trike kit for H-D V-Rod	45
Greg's Custom Cycle (US) Deepsickness Psychotic fairing	29
Harley-Davidson (US) Launches liquid cooled bikes for 2014	6
Headwinds (US) Gas door	35
Jim Nasi Customs (US) Road Glide inner fairing	41
Koelnmesse (DE) Bradley Report - INTERMOT 2014 Exhibitor prospectus	12
Krazy Horse Customs (GB) Road Trip - Company feature	21-24
Küryakyn (US) New accessories	50
Lehman Trikes (US) Light bar	50
LV8 (IT) Lift for trikes	29
Lyndall Racing Brakes (US) Lug-Drive composite rotors	44
Made by Pistor (DE) Licence plate holders	33
Motorcycle Industry Council (US) Bradley Report - US motorcycle sales up in September	12
Motorcycle Storehouse (NL) Suspension and exhaust options	35
MotorVisionen (DE) Custom Build - 'Rumble'	55-56
Öhlins Racing (SE) Bradley Report - Robert Brinkmark appointment	15
Paughco (US) Easyride frames and Swedish style chopper	48-49
Polaris Industries (US) Bradley Report - Indian Motorcycle 'legacy generation' recall	15
Rick's Motorcycles (DE) Good Guys parts line updated for 2014	29
S&S Cycle (US) New selection of parts	38
Skip Fordyce Harley-Davidson/Buell Sales (US) Bradley Report - Dealership sale	12
SuperTrapp Industries (US) Jaybrake J-Four Classic and Tranzbrake calipers	41
Supreme Legends (US) Extended adjustable Bagger brake controls	50
Trick-Tools (US) JMR RaceLine Series	44
Vance & Hines (US) 2014 Sportster exhaust	31
W&W Cycles (DE) Extends product line	43
Western Power Sports (US) HardDrive hires new Product Manager	64
Xtreme Machine Wheels (US) Arson wheel	45

The First European Purchasing Group

ONE STOP - ONE BOX & 3,350,000 PARTS



Good Deal on Arlen Ness Wheels

All the month of december



Exclusive by MAG
French Design
and Fabrication



Available soon
Primary cover
Cam and
Sprocket cover
Air Filter Cover

Available Now
Rocker Cover for EVO Big Twin
Sporty up to 04 and 2004 up
Raw finish or Polished



MAXimum Performance with your EFI



Available for most
models ... just ask
for your's

Would you like to have full control of your EFI system, freedom to make major or minor adjustments without a master's degree in electronics and computers? Here is a simple solution—ThunderMax with AutoTune! The ThunderMax is a completely new product that replaces the factory module, not an add-on box or signal modifier. The ThunderMax is purpose-built to deliver uncompromising performance but you don't have to be a rocket scientist to program it or make adjustments.



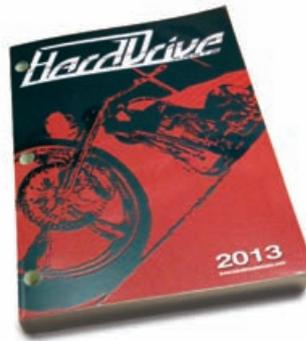
HardDrive hires Heinemeyer

Boise, Idaho based distributor Western Power Sports (WPS) continues to work to develop its presence in the custom aftermarket.

Founded in 1960 and distributing over 120,000 products in total, the company has always had product lines that could sell in Harley-Davidson dealerships and aftermarket shops, but since the 2012 introduction of its specialty v-twin brand HardDrive the company has been making steady progress in



establishing itself with a presence in the custom world. Their latest news concerns the hiring of 41 year old all-rounder Gunnar Heinemeyer as a Product Manager. Gunnar is well known in the Harley-Davidson aftermarket, having started working for Custom Chrome in Europe in 2001, and having become a product manager and parts buyer there after starting as a technician and then moving into sales, he transferred to the US Custom Chrome operation at Morgan Hill, California in 2010. WPS has a network of five warehouses around the United States - at Fresno, California, Memphis, Tennessee, Elizabethtown, Pennsylvania



and Ashley, Indiana, as well as at its Boise, Idaho headquarters, and has already built an impressive v-twin product portfolio which is featured online and in a 668 page catalog that made its debut in February this year.

www.wps-inc.com



Ex Custom Chrome man Gunnar Heinemeyer hired as new Product Manager

<<< Continued from cover when pushed on the subject "but at this stage, until we are really able to see what numbers we get, and have a more clear understanding of who attends, and how many of them are new to our show, or repeat attendees, we won't really know for sure.

"However, no question about it, it looks like we will see an attendance bounce in 2014."

"Growth in exhibitor booth terms is a different thing. As has been the case throughout the overall industry and economic downturn, most of the major and serious specialist players are registered to exhibit. We expect to maintain overall exhibitor numbers from 2013 give or take a handful of booths either way.

"With that said, even if we were to gain exhibitors due to the changes taking place at other shows, the days of doubling or tripling the square footage required at ANY specialty trade expo/show are over. The smart businesses in our industry have carefully planned their trade show presence by strategically selecting a booth size that is productive and delivers a return on their investment. These are the same players that include their presence at the show as part of their annual marketing plan-meaning they promote their presence at the V-Twin Expo for months before, they communicate with their dealers about what to expect at the show in their booth, where they will be located, they offer training on site and more times than not, they deploy show specials to maintain their dealer base while they attract new, qualified dealers.

"V-Twin Expo will again showcase all the best and most viable business opportunities for custom shops in



2014, but this is an industry that has rediscovered its soul; in terms of what those opportunities are, there is no question that performance, service, workshop and bolt-on accessory revenues will continue to be the primary drivers for the market, and therefore for the show itself".

Betlach went on to say that one of the things he is hearing from exhibitors is a lot of talk about unveiling of new product at V-Twin Expo in February next year. He heard this more this past summer and fall than he has ever heard previously. Betlach believes this is a good sign and counts on the pulse of the V-Twin Expo as an indicator for the upcoming season and overall market confidence.

He also says that the show has a "new and exciting" line-up of instructional seminars for the dealers AND, for the first time ever, the Expo will offer a couple of key seminars to the Exhibitors Friday afternoon prior to show open Saturday morning. As usual there will be a number of exhibitor sponsored seminars and training sessions, plus the always popular IndustryWelcome Party Saturday night will feature Jasmine Cain and free food and beverages for all - the full schedule will appear in AMD next month when we preview the show's vendors.

The show is being staged in Cincinnati, Ohio, on Saturday February 8th and Sunday 9th; see the Ad in this edition of AMD Magazine for details.



SF FORGED
2 PISTON
CALIPER



CLASSIC HAND CONTROLS
FOR 1" AND 7/8"
HANDLEBAR

KUSTOM TECH
QUALITY MOTORCYCLE PARTS

