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AMERICAN MOTORCYCLE DEALER

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

Motor Company reports increased sales worldwide

HARLEY-DAVIDSON has released its end of year figures and is reporting that earnings and new motorcycle sales have continued to grow in the fourth quarter of 2013 and for the full year, compared to the year-ago periods.

For the fourth-quarter, diluted earnings per share increased 9.7 percent to \$0.34, primarily on strong operating results in the Motorcycles segment, including higher revenue and lower operating expense, compared to the year-ago period.

Fourth-quarter net income was \$75.4 million on consolidated revenue of \$1.19 billion, compared to net income of \$70.6 million on consolidated revenue of \$1.17 billion in the year-ago period.

It is not only revenue that has increased for the Motor Company as it is also reporting that worldwide retail sales of new Harley-Davidson motorcycles grew 5.7 percent in the

quarter and 4.4 percent for the full year, compared to the year-ago periods.

For the full year 2013, Harley-Davidson's net income was \$734.0 million on consolidated revenue of \$5.90 billion, compared to full-year 2012 net income of \$623.9 million on consolidated revenue of \$5.58 billion. Full-year 2013 diluted earnings per share were \$3.28, up 20.6 percent from EPS of \$2.72 in 2012.

"Without question 2013 was an outstanding year for Harley-Davidson. We unveiled game-changing motorcycles like Project Rushmore and Street, launched surge manufacturing, celebrated our 110th anniversary with customers around the globe and delivered continued financial growth," said Keith Wandell, Chairman, President and CEO of Harley-Davidson.

"Harley-Davidson has been relentless at driving improvements

throughout the organization that enable us to design, build and deliver motorcycles with unprecedented speed, efficiency, safety and quality. Together with our dealers, we continue to broaden our customer base and inspire riders to experience our brand. In 2013, retail sales of new Harley-Davidson motorcycles to outreach customers in the US grew at more than twice the rate of sales growth to core customers, and we continued to expand the reach of our brand in international markets.

"None of these results would be possible without the great efforts of our employees, dealers and suppliers, working as one team and moving in one direction to fulfill customers' dreams," said Wandell. "Moving forward, we believe we are well positioned to leverage our momentum, expand our reach among new and existing customers, and further strengthen Harley-

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NEWS

Industry veteran opens international consultancy



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News

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V-Twin Expo 2014: Photo Review 15-30

This year's V-Twin Expo may have marked a turning-point in attendance and business terms; it certainly did in terms of vendor new product investment



V-Twin Industry Photo : 'Class of 2014' 32-33

This is the 9th time that AMD has staged its annual 'Industry Photo' at the V-Twin Expo - AMD is proud to present The 'Class of 2014'

Products: The new, the best and the must-haves 34-51



World Champs: 'Bling King' 55-56

Michael Naumann spends his days working at Thunderbike in Germany, and then in his free time he carries on building custom bikes for himself, and King Bling is one such example of his own work and a top 20 finisher at the World Championship



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Is that a recovery I see before me?

FINALLY! Regular readers will remember that I had been speculating that having hit the bottom of the curve, the market would start to recover a tad many times, on many occasions.

Not least some four years ago (2010 I think it was) when the V-Twin Expo appeared to suggest that the industry's confidence was returning and that the downturn was going to have turned out to have been a "mere" three to four year "thing".

That year we returned from the show with record expo demand for ad space, and saw that demand continue throughout the year - from memory I think we saw a 20 percent increase (over 2009) by the end of that year.

Our humble little operation isn't a terribly accurate bellwether of market fortunes, at the best of times, as the trade ad buying habits of the market (or not) are governed by a disparate range of considerations, most of which are ultimately driven by perceived market opportunities for advertisers, but as we have seen, those perceptions are not always robust.

By the time the market gathered for the V-Twin Expo in 2011 it had become apparent that those perceptions were off, and the downward trend in exhibitor numbers and attendance accelerated to such an extent that the very viability of the show and distance to the bottom of the U-Curve were called into question.

While there were several further notable exhibitor absences from the show again this year, there was nonetheless a sprinkling of returnees and even some new exhibitors.

What is more, the upward trend in advance dealer registrations recorded by the organizers as long ago as October and November, while not resulting in hall capacity being challenged, did at least make for busy enough aisles at key times, even if that was in part due to compact show geometry.

The underlying good news is that while the bottom of the cycle's U-Curve has proven both wider and bumpier than hoped for, if V-Twin Expo does send any kind of signal, then regardless of the (now diminishing band of) naysayers, the one message to come out of the show louder and clearer than ever in recent years is that the formula, as refined in timing and duration terms, is still valid and that there certainly is "business to be done out there" now, even if it remains less and different to "the way we were".

Staples remain king, along with performance and tuning and all things Tourer. Indeed if new product initiatives are a test of market recovery (and I firmly believe they are) then the rapid development of the EFI tuning and diagnostics sector, the return to profile of items such as blowers, hop-up kits and replacement engine components, and the preponderance of new lines catering to the custom bagger and touring audio sectors, suggest that innovation is back - new product development budgets are being found and spent.

Along with brand identity and profile maintenance, such investments have always been the two most important spends for businesses to make during a downturn.

the established equation of downturn cycle math

If you can't sell as much product, you sure as heck can sell brand values when times are tight (and generally more economically than when budgets are flowing like milk and honey), and if you can sell anything, then it sure as heck isn't going to be what you were selling before - because people have stopped buying that.

This time honored and oft proven economic truism, this established equation of downturn and recovery cycle math, is now being seen loud and clear in the V-Twin parts and accessory market. Those who have stood their ground in show and advertising terms, and who are making sure that they are offering the products that people want to buy, are seeing their boats float first and fastest.

For our part we are seeing this in our business. While we here at AMD Magazine have been immeasurably less vulnerable to the marketing spend decline that pretty much all other motorcycle media of all kinds everywhere have seen, we are though now eyeing better prospects for the 24 months ahead than has been the case at any time since 2010, and that is in no small part due to our own observance of the formula.

While we have had to house-keep just as carefully (and sometimes just as drastically) as everyone else, at no time have we taken our eye off the ball in terms of brand profile and values; neither have we chickened out of new initiative investment - BIG BIKE EUROPE and our recently launched weekly online news service American Motorcycle Design being just two such cases in point from our own humble little backwater of motorcycle industry commerce.

In our case our commodity isn't service, performance or bolt-on items, it is information. If

there is a third wheel on the machine in addition to brand profile and new products, if there is an oil for the engine other than capital, then it is information.

This year our company will write, design and distribute more pages containing more information of more kinds for more people in more sectors of the motorcycle industry than any other information provider.

We've kept that going throughout the downturn in an exact mirror image of the plays that the smartest vendors have been making throughout the past five, six or seven years, and just as the exhibitors at this year's V-Twin Expo have done, having ridden-out the cycle maybe, just maybe now we are starting to look upwards at the other side of that U-Curve ... even if its sides are still destined to be a lot shallower (and still bumpier) than the one we descended down to get to where we are.

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<<< Continued from cover



Davidson's position as one of the world's leading brands."

Dealers worldwide sold 45,875 new Harley-Davidson motorcycles in the fourth quarter of 2013, compared to 43,405 motorcycles in the year-ago quarter. In the US, dealers sold 27,387 new Harley-Davidson motorcycles in the quarter, up 6.3 percent compared to sales of 25,753 motorcycles in the year-ago period.

In international markets, dealers sold 18,488 new Harley-Davidson motorcycles during the quarter, up 4.7 percent compared to 17,652 motorcycles in the year-ago period, with unit sales up 6.1 percent in the Asia Pacific region, 5.5 percent in the EMEA region and 13.3 percent in Canada, and down 2.8 percent in the Latin America region.

For the full year 2013, dealers sold 260,839 new Harley-Davidson motorcycles worldwide, compared to 249,849 motorcycles in 2012, with retail unit sales up 4.4 percent in the US, 9.8 percent in the Asia Pacific region, 13.1 percent in the Latin America region and 4.6 percent in Canada, and down 1.0 percent in the EMEA region, compared to the full year 2012.

www.harley-davidson.com

Harley-Davidson sales revenue and production data... 4th quarter 2013

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	DEC 2013	DEC 2012	DEC 2013	DEC 2012
Net sales revenue	\$1,032,292	\$1,010,898	\$5,258,290	\$4,942,582
Gross profit	\$324,745	\$321,957	\$1,862,372	\$1,720,188
Total operating income	\$122,036	\$116,103	\$1,153,702	\$1,000,176
Net income	\$75,409	\$70,639	\$733,993	\$623,925
Diluted earnings per common share	\$0.34	\$0.31	\$3.28	\$2.72

NET SALES REVENUE

Figures are shown in \$1,000s	THREE MONTHS ENDED		TWELVE MONTHS ENDED	
	DEC 2013	DEC 2012	DEC 2013	DEC 2012
H-D Motorcycles	\$781,772	\$771,137	\$4,067,510	\$3,764,794
Parts & Accessories	\$169,296	\$161,564	\$873,075	\$859,945
General Merchandise	\$75,876	\$74,028	\$295,854	\$299,403
Other	\$5,348	\$4,169	\$21,851	\$18,440

MOTORCYCLE SHIPMENT DATA NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS

United States	27,202	29,358	167,016	160,477
Exports	19,416	17,709	93,455	87,148
Total H-D	46,618	47,067	260,471	247,625

PRODUCT MIX	DEC 2013	DEC 2012	DEC 2013	DEC 2012
Touring	20,486	21,637	107,213	99,496
Custom	18,222	17,995	102,950	96,425
Sportster	7,910	7,435	50,308	51,704
Total	46,618	47,067	260,471	247,625

RETAIL SALES OF H-D MOTORCYCLES:	DEC 2013	DEC 2012	DEC 2013	DEC 2012
United States	27,387	25,753	168,863	161,678
Canada	1,186	1,047	11,062	10,573
Europe	5,636	5,360	35,927	37,027
Asia Pacific Region	7,113	6,707	26,890	24,481
Latin America Region	2,990	3,077	11,415	10,090
Total	45,875	43,405	260,839	249,849

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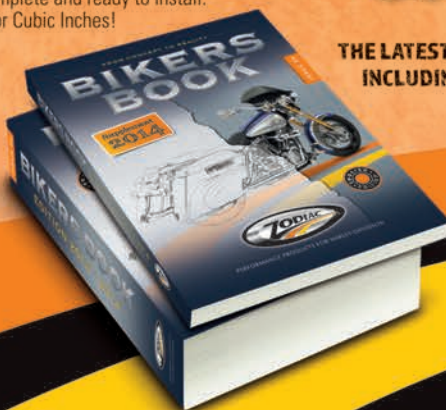
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BRIEFS

Kirk Van Scoten, founder and owner of Sumax (Oriskany, New York) is eyeing retirement and looking for buyers for his business. The company makes a wide range of fiberglass products, creating its own tooling and molds, for products such as fenders and saddlebags, undertaking its own powder-coating for some 30 years. The company also designs and distributes Taylor spark plug wires and battery cables.

In response to pressure from some counties, Missouri has decided to introduce statewide legislation to permit motorcycle sales on a Sunday.

Chicago Harley-Davidson and Lake Shore Harley-Davidson have been acquired by Michigan based Fox Motors and are being opened under new management this week as Fox Powersports. The dealerships were bought from a New Orleans based company (Revolution Motorsports) that also owns Harley stores in Louisiana, Tennessee and North Carolina. Fox also owns Grand Rapids' Harley-Davidson.

The motorcycle 'Black Book' is reporting that more used unit buyers are paying closer to market value and that as dealers build inventory for the spring and summer season, used models may finally be in balance with demand. Overall, prices are now said to be decreasing by small amounts year on year with street bikes, scooters and dual-sport motorcycle prices currently down by only -0.5 percent.

Californian importer Sudco International is offering new Keihin flat-slide FCR 39 mm and 41mm carb kits. Said to be well known for their strong performance gains, high-flowing flat side throttle design and quick-response adjustable accelerator pumps, the kits are available for many popular Big Twin and Sportster models.

EMD engine covers

ESTEVES Motorcycle Design (EMD), in France, has launched a new range of engine covers. The line-up includes the Snatch cam cover for use on '99-'14 Twin Cam applications. The Snatch line has been designed as an old fashioned alternative to contemporary billet parts, while being usable on modern engines. The die-cast cam cover is CNC machined on the gasket surface and replaces the OEM cover. The OEM mounting hardware is reused, but seals are not included.

EMD's Snatch cable clutch cover uses the same manufacturing techniques as the cam cover, and has been designed to fit Twin Cams from '07-'13 (six-speed cable clutch).

The matching Snatch primary cover is for use on Dyna and Softail Twin Cam models '06-'14. Like other Snatch parts it is die-cast and then CNC machined on the gasket surface. Sold without seals, it reuses the OEM mounting hardware. All Snatch parts are available in a choice of raw, semi-polished, black, or black cut finishes.

A second primary drive cover option offered by EMD is its Billy Boy cover,

the design of which was inspired by the design of the sheet metal Panhead and Knucklehead primary cover housings from the '40s, and the famous Billy Bike from the film Easy Rider.

The cover fits all Evo Big Twins and Twin Cams (with forward and mid controls) '89-'06, and is supplied with chrome Derby cover hardware. Starter ring model '89-'93 installed (large diameter), and for models '94-'06 the starter ring EMD (small diameter) is not included.



The Snatch cam and cable clutch covers from EMD can be used on Twin Cam applications



EMD has a primary cover available for Dyna Twin Cam models that matches its other Snatch engine covers



The EMD Billy Boy primary cover's design was inspired by the sheet metal Panhead and Knucklehead primary covers and by the Billy Bike from the film Easy Rider



Finishes available are raw, with chrome Derby cover, black with black Derby cover and black chrome with chrome Derby cover.

**ESTEVES MOTORCYCLE DESIGN
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Tel: 33 (0)6 07 58 19 35
esteves5@wanadoo.fr
www.estmd.com**

Donnie Smith Custom Bike Show March 29-30, St Paul, Minnesota

THE 27th annual Donnie Smith Custom Bike Show (now with added cars) is being staged at the Saint Paul River Center, St Paul, Minneapolis, on Saturday March 29th and Sunday March 30th, Sponsored by mail order parts and accessory retailer Dennis Kirk, the show is said to have the largest attendance of any custom bike industry event in the Midwest, and will see a host of big name guests in attendance and top-class custom bikes

competing for a total cash prize fund in excess of \$7,500.00. The show has grown tremendously from its beginnings, and weathered the downturn pretty well - the organizer, Neil Ryan, says that this year it comprises over 200,000 square feet of expo center grade indoor show space with competition classes set to include Custom Baggers, Choppers, retro bobbers and custom cruisers.

www.donniesmithbikeshow.com



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Industry veteran opens international consultancy

FORMER Bel-Ray Oils veteran JJ Handfield used the recent V-Twin Expo to debut his own new company – JJ Sells



JJ Handfield offers international powersports industry consultancy.

PowerSports, LLC. Handfield is leveraging his considerable long term international distribution experience to offer American parts and accessory manufacturers (V-Twin and 'metric') a consultancy service to increase worldwide sales for their aftermarket products. Handfield has four decades of powersports industry sales and marketing experience, domestically as well as internationally, and says that "while my focus will be international, that doesn't mean I will be ignoring my hundreds of dealer, distributor and manufacturer friends who focus on the USA." Handfield went on to say that:

"Many top selling North American companies and innovative American powersports industry products are not known or present outside the USA. JJ Sells PowerSports can open the door to the world market for these companies and their products. "It begins with introductions to experienced and known players in the regions and countries of interest. We have distributor/buyer and industry contacts at all levels and channels on all six continents." No stranger to the international motorcycle industry show scene, Handfield has represented Bel-Ray and Spectro as International Sales Manager. "I've worked with

distributors and been in motorcycle shops all over the world. I know these markets and what is required to generate sales, and can also leverage expo and media contacts to help develop brand awareness."



Roadsmith Indian trike conversion

ROADSMITH Trikes used the V-Twin Expo in Cincinnati to unveil what is claimed to be the industry's first new Indian trike conversion. This latest conversion is Roadsmith's third version of an Indian trike (having designed trike conversions for all of the previous iterations of the Indian brand).

The new Roadsmith Indian trike conversion for 2014 and newer Indian Chief models takes its styling cues from the Indian's curvaceous fenders, with the new bodywork covering Roadsmith's independent rear suspension and 10in longer wheelbase.



The swingarm used by Roadsmith carries a differential with a unique adjustment system, which utilizes a central cam adjuster, similar to an axle adjuster, that when the hex-bar is turned the cams evenly push back the differential to tighten the trike belt. The differential housing has a set of spider gears in it, and is filled with gear lube and does not require servicing.

The conversion bodywork also covers the true track stabilizer bar, also known as a sway bar, which is a flexible link between the two trailing arms. The bar uses the torsion effect to always try to keep the trike righted or sitting square to the ground. When one wheel hits a bump, the bar can flex quickly to absorb the movement, then return.

Completing the package at the rear of the trike are disc brakes and 16 x 7in, 5 x 4-1/2in bolt pattern alloy wheels, with a positive 35mm offset size that fits many automotive applications.



The Indian Chief conversion joins 19 different trike conversion kits for Honda,

Harley-Davidson, Victory and Indian motorcycles currently produced by Roadsmith.

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Bare Knuckle Choppers take Ultimate Builder Series Championship

AT the Chicago Progressive International Motorcycles Show (Feb 8th-10th) Paul Wideman of Bare Knuckle Choppers won the freestyle class in the J&P Cycles Ultimate Builder Custom Bike Show and scooped the Championship series win for 2013/14. Wideman took home a cheque for \$5,000 with Jon Shipley (of

Hoosier Daddy Choppers) taking \$3,000 and a Harley-Davidson 120R engine for his win in the Modified Harley class. Operated by Bob Kay and Jeff Najjar's Biker Pros team, the series concluded at Seattle the following weekend where Urban Custom Cycles took the top prize for that round.

Wideman's Championship winning bike is a 1940 EL Knucklehead in a handmade frame and front end; the 74 inch engine features shaved and resized flywheels, large port heads and Kibblewhite



valves. Second place in the Freestyle class at Chicago went to Chop Doc Choppers (Ron Harris) for their 'ol 48' board tracker.

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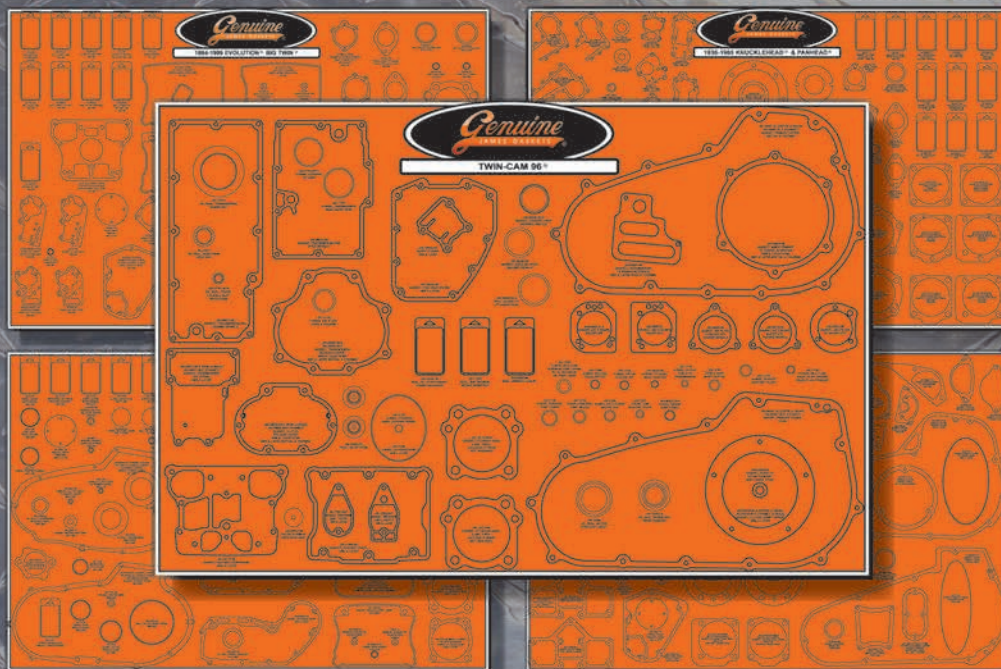
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“WHERE HAVE ALL MY CATALOGS GONE?”



Robin Bradley reviews this year's 13th annual V-Twin Expo at Cincinnati, February 8-9, 2014 - a year in which quality of attendance, timing and economy of duration made the event a winner

CONGRATULATIONS to everybody involved at Easyriders Events and Reaction Management (their show contractor) for delivering this year's 13th annual V-Twin Expo at Cincinnati, Ohio, on February 8th and 9th. "I ran out of catalogs!" If I heard that from one exhibitor, then I must have heard it from a dozen - and before the end of the first day too. As bellwethers for how an expo has gone, that is a good one! Trying to generalize about the outcome of any industry expo is also an invidious task, but based on a balanced assessment of the several dozen exhibitor perspectives that we here at AMD Magazine garnered, the consensus view is that the show worked, worked well, and that it is now (again!) blindingly apparent to most people that there is no reason why it cannot continue to work well in the future. As has been the case throughout the downturn, there has been, and was at the weekend, the continued gossiping and rumormongering about the viability

of the V-Twin Expo project, on any number and manner of grounds - from date, to duration, to venue, to concept as a trade-only nexus at a time when the trend is undoubtedly moving towards combined trade and consumer attendance at such shows, and when electronic and social media are challenging the channels. However, while it was very difficult to gauge overall numbers relative to last year (due in large part to the continuing evolution of the geometry and real estate count of the show layout), it did appear that there were sufficient visitors in the aisles to feed most of the booths with a reasonably steady flow of visitors at most times of the day on the Saturday. Those familiar with the V-Twin Expo, indeed, most any other trade expo, will realize that attendance will inevitably pulse up and down the aisles in waves, so there will always be quieter hours, and busier hours. This year though, whilst the one hour earlier opening has

yet to translate into an earlier visitor habit, the hall did stay reasonably busy longer into the afternoon than has been the case, with the majority of the exhibitors that we spoke with reporting good numbers,

and above all good quality meetings with dealers who are genuinely in a position to make buying decisions. One big concern had been what would happen on the Sunday. The experience last

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Class of 2014

'no reason why it won't continue to work well in the future'

<<< Continued from page 15

year had vendors and organizers nervous - that was the first time that the V-Twin Expo had been cut down to two days following the abandonment of the Monday half-day.

A repeat of the 'tumbleweed' seen on the Sunday last year, with Sunday being the new Monday would, no question, have cast somewhat of a shadow over what up until that point had been such an encouraging turnout.

Well, the good news is that the second initiative taken by Easyriders Events in recent years, namely to move the show back by a week in order to avoid a clash with the NFL Superbowl, appeared to have worked.

No matter that in doing so the event now clashed with their own Easyriders Custom Show



SUBURBAN SPEED: the performance division of the well known Wisconsin Harley dealership is seeking to leverage its 2013 AMA Pro Vance & Hines Harley-Davidson series win (with Steve Rapp) to increase custom and tuning shop sales of its performance parts and kits. Rick Cassel told AMD that "we've got everything from 113" conversions for 110" Evos and economical stage '1' 103 and 107 inch 'Street Stomper' kits that can make up to 35 percent more power, through to a full line of Big Bore Kits; www.suburbanharley.com

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DRAG SPECIALTIES: the Janesville, Wisconsin headquartered distributor continues its backing for the V-Twin Expo, in addition to investing expo dollars into its popular program of showcase events. Having hosted dealers at Atlanta, Georgia, in February, the company returns to King of Prussia, Pennsylvania, for its North East regional showcase on Saturday March 22nd, then hosts the industry at Madison, Wisconsin on August 23rd and 24th; www.dragspecialties.com; www.partseurope.eu

up the road at Columbus, Ohio, because the aisles were noticeably busier, certainly until the early afternoon, than had been the case on the Sunday last year.

Plus, no question, there were also some Sunday-specific visitors... it wasn't only dealers who had stayed over. So if the effect of the new timing and duration formula was encouraging, that is nothing compared to the 'vibe' created by an overwhelming consensus view that the quality of business opportunities that exhibitors were experiencing was by far the best it has been for many years.

There may or may not still be issues surrounding venue in terms of the age-old and ever-ongoing debate about early spring timing, and the inevitable weather issues of the Midwest of the United States in February, relative to those who advocate a sun-belt location, especially in the context of the apparent (albeit fall) success that the Orlando, Florida based AIMExpo is

Continued on page 19 >>>



NAMZ/BADLANDS: V-Twin Expo saw Jeff Zielinski presenting his recently acquired Badlands program integrated into his award-winning Namz line; www.namzccp.com; www.badlandsmotorcycleproducts.com



JAMES GASKETS: the noted Dayton, Nevada based gasket and seal specialist is respected for its continuous exploration of materials and its manufacturing precision. James' gasket boards have been a workshop essential for years; www.jamesgaskets.com

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CUSTOM CHROME: there was widespread appreciation in seeing Custom Chrome return to the aisles of the V-Twin Expo – following traumatic times it is a positive statement of intent from the Morgan Hill, California headquartered distributors' current management team; www.customchrome.com



MIDWEST MOTORCYCLE SUPPLY: the Pevely, Missouri based distributor continues to add to its Ultima own brand powertrain and chassis component program. The V-Twin Expo saw them give a debut to a patented and "intensely dyno-tested prototype" of an "Ultra Clean Engine" design that meets some of the most stringent emissions requirements, including the upcoming Euro 4 regulations. It incorporates gas recirculation for the upcoming generation of emission controlled engines that will incorporate OBD2 onboard diagnostics; www.midwest-mc.com; www.ultimaproducts.com



VIOLA V-TWIN: S&S Cycle's service parts program unveiled its 290 page 2014 catalog, and with some 500 new additions to the product line. The show saw the debut of Kevin Boarts, their recently appointed VVT Brand Manager and product line analyst; www.violavtwin.com



LE PERA ENTERPRISES: founded in 1972, the award-winning Californian manufacturer of handcrafted seats continues to lead the top end of the custom seat market in design and manufacturing terms. Recent new designs include their convincing and comfortable 'Stubs' cafe racer style seats; www.lepera.com

www.RIVERAPRIMOINC.com

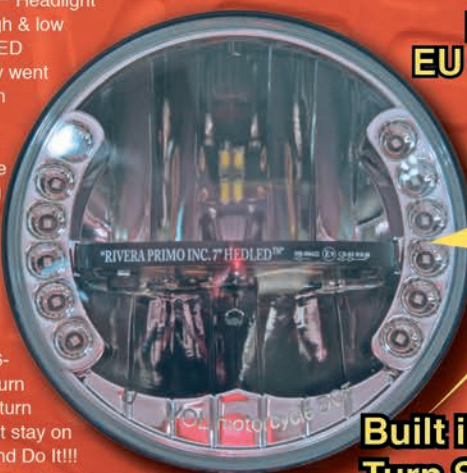


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FREEDOM PERFORMANCE EXHAUSTS: the Gardena, California based manufacturer says that their standard True Duals remove the stock OEM crossover headpipe, eliminating the catalytic converter, and claims that this reduces the heat produced by 30 percent and that they are compatible with many major brand slip-ons with O2 ports and plugs provided for early models. The company is also offering what it says is the world's only 5-step 2-into-1 dresser performance exhaust system with anti-reversion three-step header pipes with exclusive 2-step removable baffles; www.freedomperform.com

<<< Continued from page 17 headed for in the 'metric' market. Either way, while it was punishingly cold in Cincinnati for the show this year (no surprise there!), the expected snow storms didn't materialize, and if there is scepticism about the effects of the Midwest winter on powersports industry shows, then I should imagine that the organization currently hoping to reinvent its failed 'Indy' Dealer Expo by moving it to Chicago in December have way more to worry about than Jim Betlach and the Easyriders team! Anyway, comparisons with venue decisions made by other show organizers are fundamentally flawed simply because the specialty focus of the V-Twin Expo and its staging in the statistical heartland of the Harley-Davidson demographic (in unit sales number and custom shop number terms) means that the needs of our sector differ greatly from the sportbike and offroad markets. Given the consistently poor

Continued from page 20 >>>



COASTAL MOTO: Jason Spillers, who started the Ormond Beach, Florida based wheel specialist, is continuously adding to his US made wheel design program and says that his company is "the fastest growing motorcycle wheel brand in the US." New designs this year include the Fuel and the Fury – and as with all his designs they are available in a selection of finishes including 'contrast cut' and come with a five year chrome wheel warranty. Matching pulleys, rotors and air cleaners are also available; www.coastalmoto.com

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<<< Continued from page 19

track record of shows on the West Coast and in the Southwest, then the reality is that our industry is better off sticking with the devil it knows than allowing itself to march blindfold into other potential difficulties (seen and unseen!), V-Twin Expo ain't broke, and by all means continue to improve it, but it doesn't need a fix as such. The motorcycle industry has been gathering in Cincinnati in February one way or another for way more than 30 years now, and if that is a formula that worked, and worked well, in the late 80s when motorcycle sales, including those being achieved by Harley-Davidson, were a fraction of even what they bottomed-out at in the recent recession, then there is no reason to call into question the venue now.

It's not as if bad weather in Ohio in February is something new.

It will only be in the context of what we see in market terms in the next few years that we will know whether or not 2014 has marked a turning point for the show, but given that there were almost as many returnee and first time exhibitors as there were additional absences, then I think the 2014 experience can be regarded as a positive one, and may well now prove to be something

Continued on page 30 >>>

JIMS USA: if it's big inches that you're after there's only one place to shop. Founded by Jim Theissen in 1967, the Camarillo, California based manufacturer offers complete engines, transmissions (including their Fat 5 Overdrive), tools and the 2013 'Accessory of the Year' patent-pending ForceFlow Cylinder Head Cooler. The engine seen here is their flagship 135" Twin Cam motor that fits all Twin Cam frames – and there is an Evo mount version available. Their new big-hitters this year are their Powerglide SteadyRoll tappets – which incorporate a bushing instead of needle bearings, illuminating the dangers inherent in tappet failures as well as a unique Damage-Control System that can help identify if there is something wrong with the motor long before a failure would occur; www.jimsusa.com



'a reasonably steady flow of visitors at most times of the day'



CUSTOM CYCLE ENGINEERING: winner of this year's Value Product of the Year award, CCE's parallel steering damper for Dressers up to 2007 (with stock crash bars and a non-fixed/Batwing-style fairing) positions a Shindy Steering Stabilizer "in the optimum location so the damper can be installed with minimum effort" says company owner Rick Whitehead. "The installation of the Steering Damper stabilizes the front fork and helps with front end wobble. The damper is mounted parallel to the frame"; www.customcycleengineering.com



K&P ENGINEERING: said by company owner Dave Fisher to be the "world's finest oil filter," K&P use medical grade, type 304 stainless steel micronic filter cloth to "provide unmatched protection against oil contamination and resultant engine damage, and deliver up to 7 times more oil flow than paper filters"; www.kandpengineering.com



BAD DAD: the Fort Wayne, Indiana based family business continues to engineer and manufacture well-received Bagger parts and accessory designs – the company says that all their front fenders are now available for 2014 touring models. Last year saw them introduce their 'Long Strokes' chrome slip on mufflers, stretched to show the angled cut out – at the back of stretched saddlebags. The company has also introduced its 'Competition Series' which features more radical versions of some of their existing products (such as tank and saddlebags) which are "accented with custom body lines for builders who want a more distinctive design"; www.baddad.com

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AVON TYRES: Sales Manager Sukoshi Fahey told AMD that the company had a "excellent response to our new trike tires and Cobra 120/70-21 AV 71 white walls. People have been asking us for those for years and finally we can bring them to market. Availability for both is expected in May";
www.avonmoto.com



DARKHORSE CRANKWORKS: Hoban's Cycle Shop's Newton, Wisconsin based aftermarket performance and tuning specialist remains family owned since it started in 1980 and continues "with a passion to only build the best Harley-Davidson motors." The company remanufactures Harley engines, and with proprietary bearing and engine case upgrades, and blueprinting and balancing of newly built or remanufactured crankshaft assemblies, are widely regarded in the industry as one of the 'go-to' performance shops;
www.darkhorsecrankworks.com



CYCLE ELECTRIC: the respected Englewood, Ohio, American v-twin charging system specialist has been selected by S&S Cycle for inclusion in the Viola V-Twin service parts program – credentials don't come much better than that; www.cycleelectricinc.com

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COMETIC/DELKRON: International Sales Manager Jason Moses says that response to their new Twin Cam Twin Cooled head gasket has been "excellent." Available in various bores and thickness to "help squeeze as much performance from the new Twin Cooled motor as possible," they are said to have an extra embossment to seal the new Twin Cooled head. "These gaskets must be used on the new 2014 tourer engines because older standard style Twin Cam head gaskets simply will not seal the new liquid-cooled heads." Since the strategic acquisition of the Delkron engine program four years ago new products have included new Twin Cam cylinders and heads and complete fully assembled 120" square blocks for most pre-1999 Big Twin chassis; www.cometic.com



DESIGN ENGINEERING (DEI): the Avon Lake, Ohio based company has made the exhaust-wrap and thermal control market their own – check out their Titanium Exhaust Wrap, which is said to be able to handle 25 percent more heat than a conventional wrap "with a great new hi-tech look"; www.designengineering.com



KB PISTONS: manufactured by United Engine and Machine, and named for the legendary Keith Black, KB cast hypereutectic 390 alloy and forged 4032 low expansion alloy performance v-twin pistons that are available for Harley-Davidson and Indian motorcycle Power Plus engines in a variety of different engine sizes and compression ratios; www.uempistons.com



THUNDERMAX: the hot news from the White House, Tennessee based manufacturer concerns the latest version of their award winning EFI module - a 2014 'Project Rushmore' spec real-time wide-band Bagger tuner with "Wave Tune Technology" to increase power and performance. They also unveiled a new addition to their line-up, ThunderMax XMS, which is said to be a complete easy-install replacement performance ECM for 'Stage-1' touring models; www.thunder-max.com



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FEULING PARTS: highlights of an ambitious new products binge from the Mojave, California based manufacturer include an all new forged steel one-piece Twin Cam crank and master/slave off-set linked rods. Believed to be the first aftermarket one-piece crank ever offered in volume production for Harley-Davidson's, Feuling have conquered the previously prohibitive costs issues and believe they can sell at a price that brings the undoubted advantages of one-piece crank construction to within affordability, relative to the potential gains that the concept undoubtedly delivers, especially in big inch engines. The design features auto-style plain bearings, and use of the 7075 aluminum Feuling 'High-Flow' cam plate and high volume oil pump help overcome the inherent problems that the stock items and previous attempts to make durable one-piece aftermarket cranks available have encountered; www.feulingparts.com



NESS ENTERPRISES: Cory Ness continues to steer the family parts and accessory business in the right direction with recent new product offerings including 2014 wheel designs, extension of their Victory Motorcycle parts and accessory offering, and additions to their popular performance air cleaner program. The biggest news recently though concerned their link with MagnaFlow - the Californian manufacturer will develop and make a whole new signature series of Arlen Ness by MagnaFlow v-twin exhaust designs; www.arlenness.com

DYNOJET: added to their established feature-rich Power Commander V product line, DynoJet also offers 'Power Vision', an EFI performance tuner and data logger developed to tune any Harley-Davidson motorcycle equipped with the Delphi ECM. The 'Power Vision' product suite includes a full color touch screen flash device, vehicle interface cable and WinPV software - a Windows based tuning application. DynoJet say that the "sophisticated yet simple touch screen display incorporated into Power Vision does not require the use of a computer to flash the ECM"; www.dynojet.com



'exhibitors report good numbers of good quality booth visitors'

MID-USA: the Hazelwood, Missouri based distributor's new 'En-cycle-Pedia' catalog promises dealers that it will "expand not only your horizons, but your bottom line too." Recent new parts introductions include OEM replacement swingarms for 1989/99 Softail frames, and an exclusive line of moly coated 96 and 103 cubic inch standard compression replacement pistons that use stock Hastings rings. The company has also updated its custom rear fender program, introduced some custom oil gauges, 'Speedline' passenger footboards and fork panel accent strips, in addition to old-style vintage-look mini ED air cleaners and billet oil coolers in a choice of chrome or black; www.mis-usa.com



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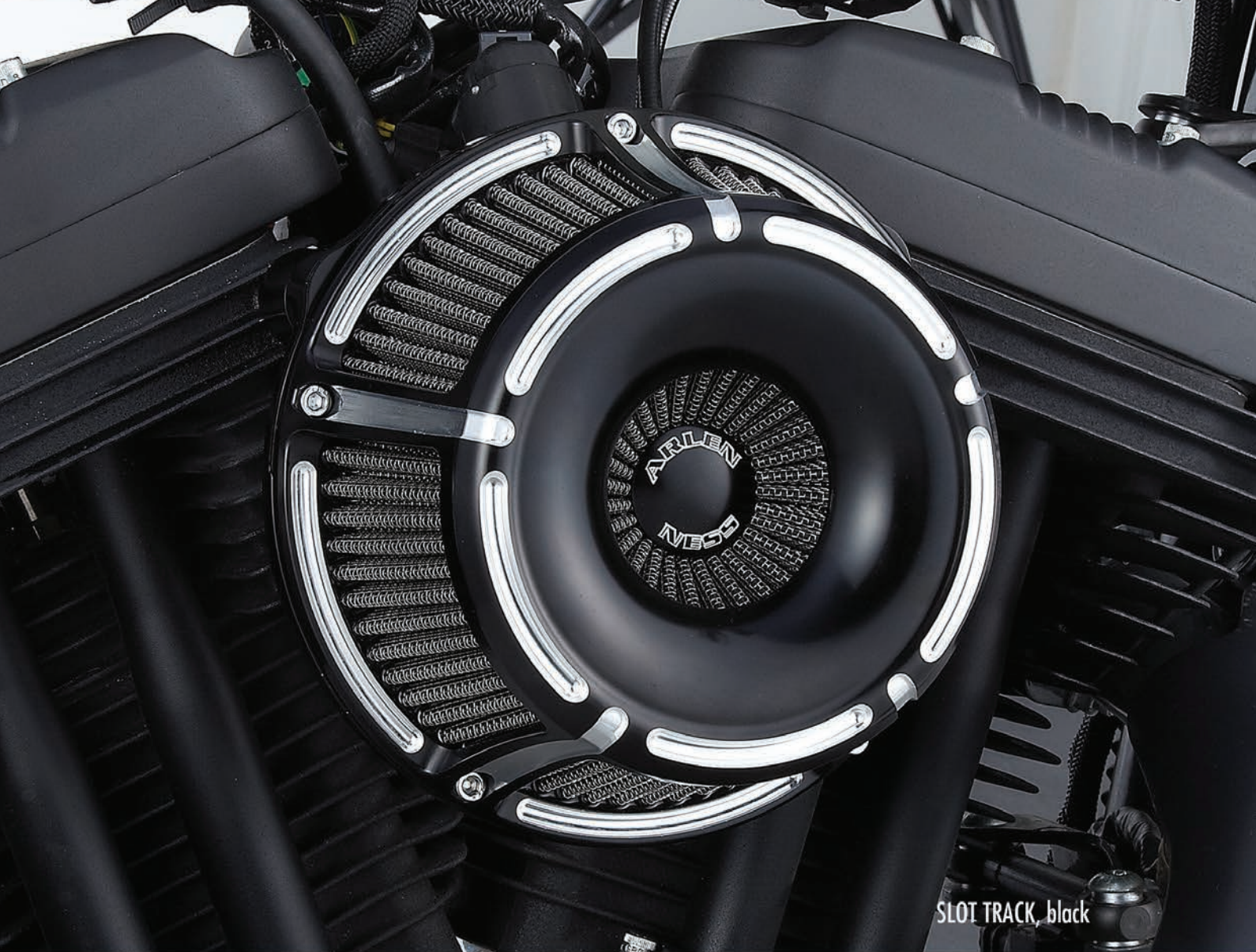
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TWO BROTHERS RACING (TBR): founded in 1985 from a factory-backed AMA superbike team, TBR are a legend when it comes to 'metric' performance exhausts. The company is now offering v-twin dealers access to a 'COMP-S' hand-crafted exhaust system that is said to boost power and torque, while reducing weight. Also check out their 'COMP-V' dual-mode direct velocity or high-flow intake system; www.twobros.com



HD BLOWER: new to V-Twin Expo this year, this new division of Norco, California based supercharger specialist Kraftwerks gave a debut to a compact and stylish Danish made Rotrex blower unit supercharger that is designed as "sympathetic to Harley-Davidson styling," with housing and covers available in a variety of finishes; www.hdblower.com



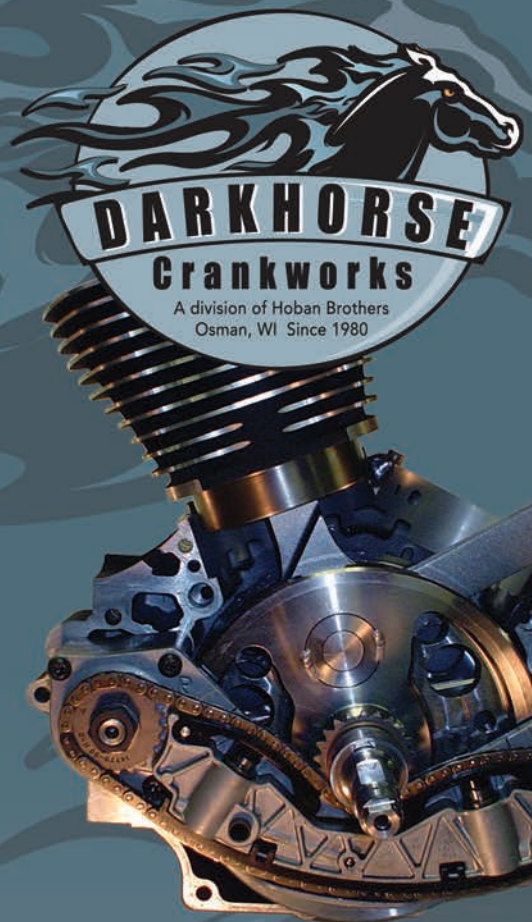
SUPERCHIPS: the Sanford, Florida based company claim that their new Flash 2.0 'vigilante' is the "most technically advanced yet easiest to use device available." An all-new Bluetooth wireless Android and Apple iOS based Harley-Davidson tuning and monitoring suite, the company say that "unlike other stage 1 tuners, Flash 2.0 is calibrated for your add-on intake and exhaust"; www.superchips.com



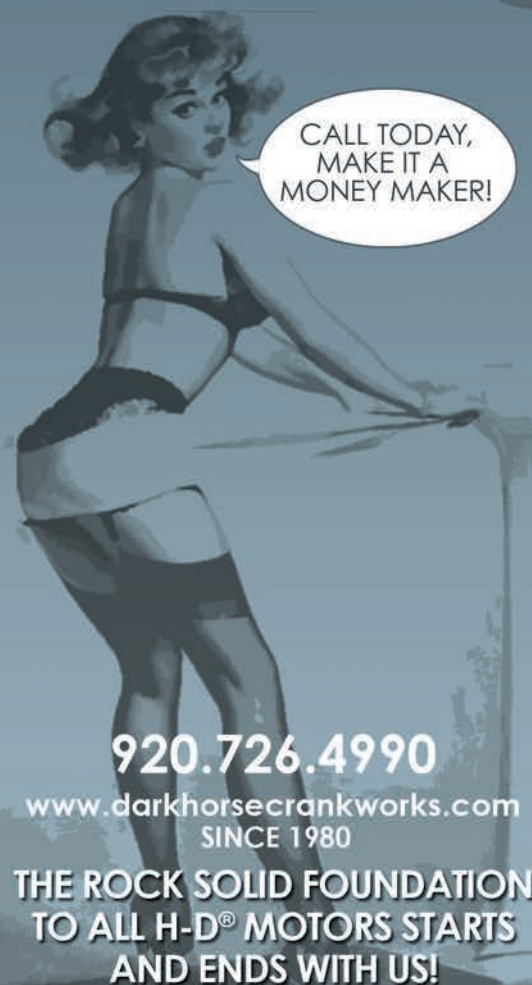
TECHNO RESEARCH: founded in 1992 and headquartered at Royal Oak, Michigan, Sandro Scaccia has released a new addition to his portfolio of tuning and diagnostic products called 'Maximus'. For use on all platforms (version for Apple devices is coming soon) by consumers or pro-grade tuners, it records up to 20 hours of data, will re-flash the stock ECU, read and clear trouble codes, calibrate the speedo and run a full spectrum of active tests, from tach, injectors and coils to DBW throttle actuator, ACR compression and turn signals - it will even program key fobs and active-manage settings such as cruise control; www.technoresearch.com



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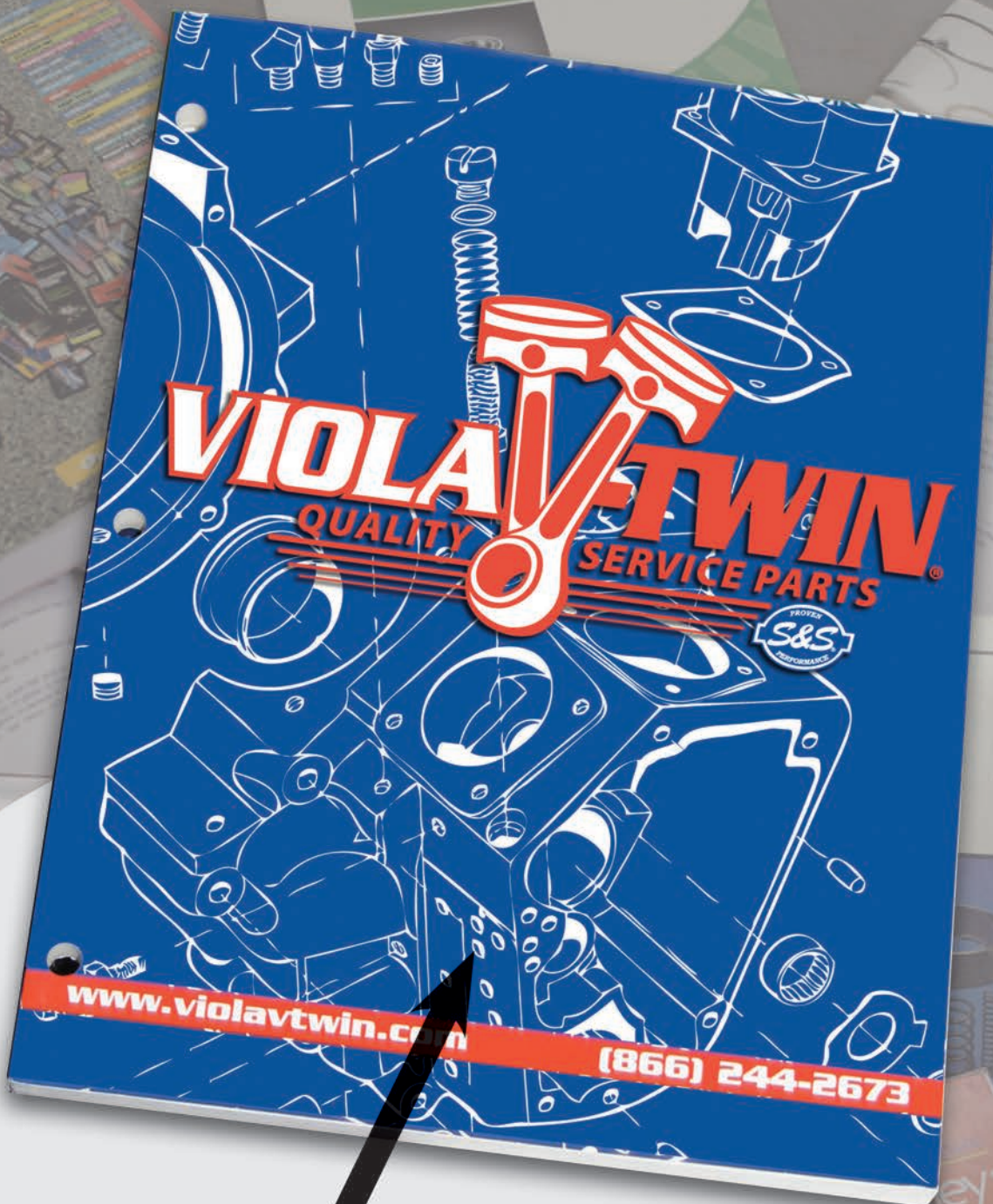
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ZIPPER'S PERFORMANCE: recent new products include their 103ci 'muscle' kit for stock 96 and 103 inch Twin Cams, a 110" kits for 2008-2014 touring models, CVOs, or bikes with the factory 110" stage one kit, and a high flow air cleaner for the 2014 'Rushmore' tourers; www.zipperperformance.com



<<< Continued from page 20

that the show, its exhibitors and the dealers that make it all possible can look back on and regard as a genuine turning point.

Look out for more show news and new product reports in this and upcoming editions of AMD Magazine, and in our all new American Motorcycle Design e-sends each week (send us an email if you're not signed up yet) – and remember that you can find the archive of all available editions at

www.amdmag.com



SBS FRICTION: the Danish brake pad specialist is now selling its Street Ceramic H.HF, carbon tech H.CT and StreetExcel sintered H.HS/H.LS pads under its own SBS brand through a selection of distributors; www.sbs.dk



TOP DOWN PRODUCTS: based at Exton, Pennsylvania, owner Dennis Sauro says his company is responsible for all stages of the design and manufacture of their custom parts and accessories. Products include the 'Roto-Plate', a rotatable license plate concept that is available with or without brake light or LED frame, axle and swingarm mounting kits, and, newly released, an extended line of axle cover for all Harley models; www.topdownproducts.com

VANCE & HINES: the latest version of the leading exhaust manufacturer's FuelPak, the 2014 FP3, will "revolutionize fuel management" according to the Santa Fe Springs, California based manufacturer. Connecting wirelessly by Bluetooth to iPhone or Android smartphones, the FP3 uses Flash technology to "recalibrate engine parameters and mapping for exhaust systems" with autotune feature as standard; www.vanceandhines.com

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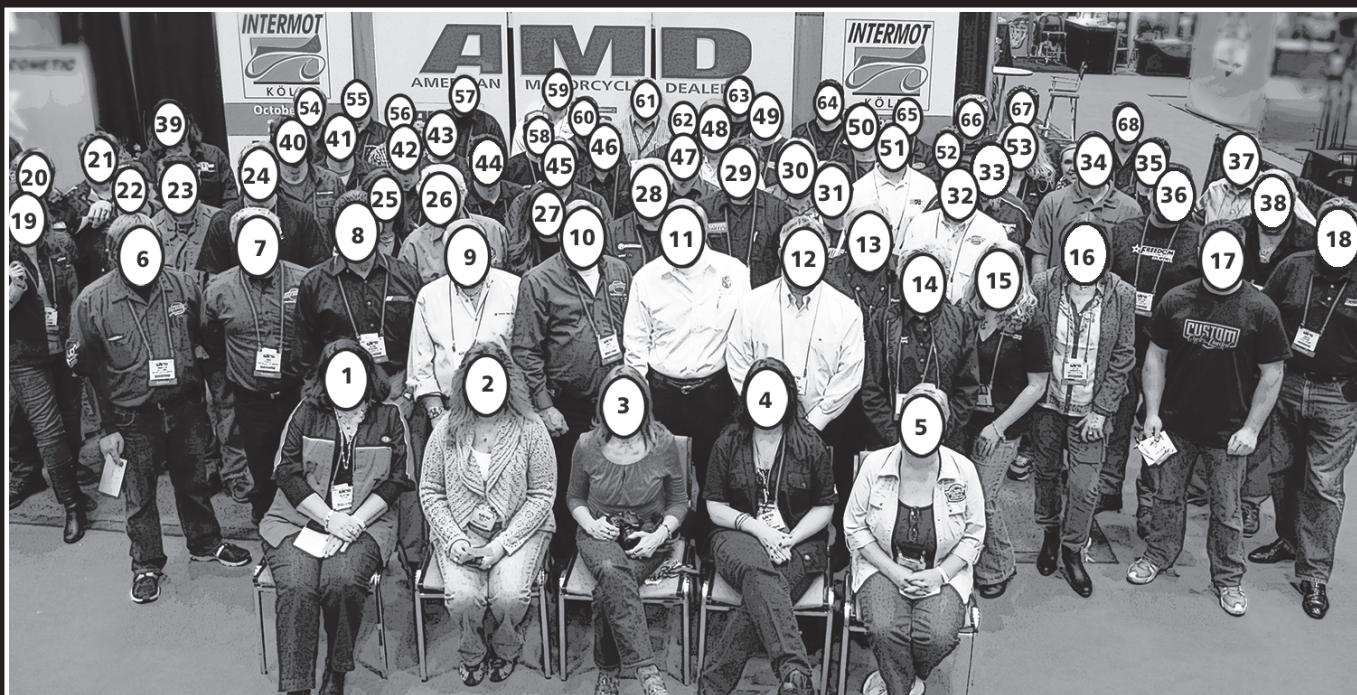


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- 11 JJ H
- 12 Hec
- 13 Tom
- 14 Cher
- 15 Kris
- 16 Rita
- 17 Rod
- 18 Jam
- 19 Lisa
- 20 Bert
- 21 Joe
- 22 Ske
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2014 INDUSTRY PHOTO

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 n Kerby (Mid-USA)
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 61 Charlie Hadayia Jr (Tucker Rocky/Biker's Choice)
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 63 Jon Petrich (Witchdoctors.com)
 64 Jeff Zielinski (NAMZ Custom Cycle Products)
 65 Andrew Dellenbach (Revolution Performance)
 66 Gerard "GG" Voilque (Mag Connection)
 67 Nick O'Kane (K&N Engineering)
 68 Dave Kelly (Avon Grips)

Wizards new All Wheel & Tire Cleaner

WIZARDS Products has developed its new All Wheel & Tire Cleaner to safely remove stubborn road grime, brake dust and general scum without staining or etching wheels.

The company states that its All Wheel & Tire Cleaner is safe on factory as well as custom wheels – polished aluminum, roughcast, uncoated, anodized, chrome, clear coated and PVD. Wizards also guarantees outstanding results on black walls, whitewalls and raised white letter tires as well.

All Wheel & Tire Cleaner is non-acidic, non-caustic and biodegradable, as well as being V.O.C compliant and made in the USA. It is available in 22oz. and gallon size containers.



WIZARDS PRODUCTS
Hanover, Minnesota, USA
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sales@wizardsproducts.com
www.wizardsproducts.com

OptiMate 3

TECMATE'S latest battery charger is the OptiMate 3, an all-in-one tool for use with 12V batteries. Like the company's other chargers, the OptiMate 3 is easy-to-use and fully automatic. However, it is also now microprocessor-controlled, lighter, more efficient, and comes with global input (100-240V). TecMate says the OptiMate 3 is 33 percent more powerful than the unit it replaces and capable of recovering a battery from deep discharge and optimally recharging it. It can also check that the charge delivered is the best possible, before then checking how well the battery can retain the charge, and display the battery's status.

The OptiMate 3 is available in dual and quad-bank formats as well as the single option, with the two and four outputs being independent, meaning they can handle up to four different batteries completely independently.

All versions of the OptiMate 3 have been listed by the California Energy Commission as approved for sale in California, verifying that they meet strict energy use requirements, especially when the charger is idling (no battery connected) and during long-term maintenance charging.



TECMATE NORTH AMERICA
Oakville, Ontario, CANADA
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ABS lines for 2014 Baggers

GOODRIDGE has released a range of brake and hydraulic clutch lines designed to fit 2014 ABS and non-ABS Harley-Davidsons, which can be used when the stock handlebars are changed on ABS Baggers.

The Goodridge brake and clutch hoses feature a PVC coated stainless steel braided brake hose with a Teflon inner liner, and polished stainless steel or chromed steel hardware components.

The range of H-D lines available from Goodridge includes

complete bolt-on kits and universal adapters to mate to Goodridge universal brake lines, available for the new Rushmore Project, Softail, Dyna, and XL applications.

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Exhaust options from SuperTrapp



SUPERTRAPP'S exhaust options include their MegaShots Big Bore 2-into-1-into-2 for Baggers, which is a tunable, disc-based system. Designed specifically for 103ci – 140ci, high output big bore motors (minimum Stage 4 level builds), the system features 1.875in – 2.00in – 2.125in equally-stepped head pipes, flowing through a 3in collector into dual 2.5in core FatShot-style, tunable, disc-based mufflers.

SuperTrapp MegaShots fit '85 – '14 Baggers with stock chassis configuration. The pipes include both 18mm and 12mm oxygen sensor ports to accommodate both style sensors. This system is available in chrome or black ceramic finish with full coverage, 2.5in heat shields and includes twenty-six 4in discs per muffler and all necessary mounting hardware.

A second option from SuperTrapp is the Paul Yaffe designed Road Legends Phantom

Pipe II, 2-into-1 for Dyna and Softail models. It is an updated version of the original Phantom Pipe for Softails and the baffled FLH Phantom Pipe.

Available in a baffled black ceramic version, it includes a 2in removable and rebuildable core. The four-piece, chrome-plated heat shield is pre-installed, and the Turned-Up Claw end tip features a domino dot-engraved decorative billet end cap. The Phantom Pipe II features a 2in primary pipe and a 3.5in diameter collector. The SuperTrapp Road Legends Phantom Pipe II fits '06 – '13 Dynas with forward controls, and for '08 and up Dyna models the Phantom Pipe II fits when an aftermarket air housing is used. The Phantom Pipe II also fits '07 – '14 Softails.



SUPERTRAPP INDUSTRIES

Cleveland, Ohio, USA

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981958



S&S flywheel assemblies

S&S Cycle is now able to offer replacement three-piece flywheel assemblies for Harley-Davidson 120R engines, which have been designed to be stronger than stock to prevent flywheel shift.

The flywheel assemblies, which have been named by Cycle Source Magazine as its 2013 Performance Product of the Year, feature 4-5/8in stroke, stock for the 120R engine, and feature special 7.575in long S&S connecting rods. The flywheels are CNC machined from hardened 4140 steel forgings and the connecting rods are stronger than stock, with S&S Cycle stating that tests have shown them to have over 200 percent greater twist and bend yield strength.

The crankpin joint features the patent-pending S&S angled hole crankpin and its special drive plug to ensure full contact between the flywheel and crankpin across the length of the joint, and increased contact pressure.

S&S Cycle's three-piece flywheel assemblies for



Harley-Davidson 120R engines is available for both A and B style engines 2007 and up, '99-'06 A style, and '00-'06 B style.

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The Black Duck Custom fuel cap features a knurled finished outer edge to provide a positive grip

The Black Duck Custom fuel cap features a knurled finished outer edge to provide a positive grip



The replacement caps for the oil tank caps include a swiveling dipstick

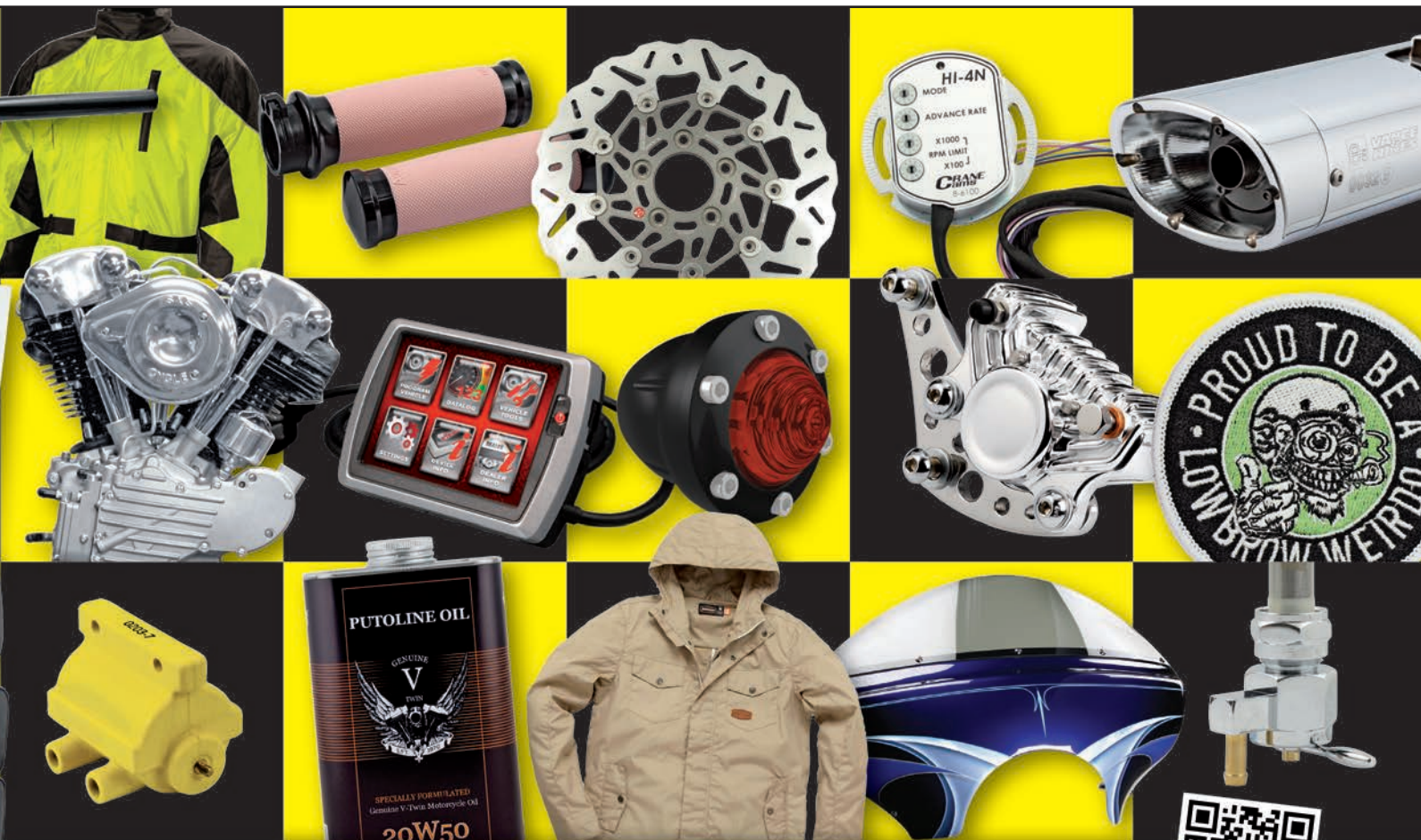
The range of parts, which can also be ordered finished in gold plate, includes a steering stem bolt cover

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The logo for Black Duck Parts, featuring the words "Black Duck" in a stylized script font with "parts" in a smaller font below it, all enclosed within a circular border.

The range of parts, which can also be ordered finished in gold plate, includes a steering stem bolt cover

Black Duck's ignition covers are available in two- and five-hole fittings



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BDL's latest open belt drive has been designed exclusively for use on '07- '09 Softail machines

The new kit includes BDL's ball bearing lock-up clutch assembly, billet aluminum rear pulley cover, side guard, installation hardware and complete instructions.



The EV 700 belt drive kit includes four interchangeable domes to cover the rear pulley



New offerings from Biker's Choice

BIKER'S Choice now has **Xtreme Machine saddlebag latch covers** available. CNC machined from aluminum, and offered in black, black cut, or chrome, the latches match Xtreme Machine wheels, and fit '93-'13 Touring models. Under its **Twin Power brand**, Biker's Choice is offering **high performance lifters**, which are made in the USA. Sold in sets of four (S type), the lifters are said to have a very slow leak down and will act like solid lifters, maintaining full cam lift at all rpm. R type lifters have a faster than stock bleed rate and are used to allow for a better idle on performance camshafts.



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Hawg Halters 2014 Touring bike neck rake kits

HAWG Halters Inc. (HHI) is continuing to expand its product offering for riders and builders wanting to run large front wheels on Touring models, with the introduction of its Neck Rake Builders kit for 2014 Touring bikes fitted with 49mm front ends.

The new kit, said to offer optimum set-up for performance and handling, features a seven-degree neck rake, and nine-degree triple trees. The kit is designed to utilize the upgraded larger H-D production neck bearings, which HHI includes in the kit.

HHI's 49mm neck and rake kit takes the advantages of its latest 49mm triple tree design and



enhances the updated triple clamp from H-D. HHI says this triple tree design allows it to deliver maximum fork rigidity and superior handling responses.

HHI now offers complete 21, 23, 26 and 30in conversion kits. These kits include 'X 23 Bolt-On Triple Tree Kits' or the 'Custom Neck Rake Builders Kits' for 23, 26 and 30in builds in both. In addition HHI supplies billet fender brackets, US-made, one-piece, wrap-around fenders in raw or black for 21, 23, 26 and 30in styles, D.O.T. brake lines, custom wheel and tire combinations in most popular sizes, which include matching true floating brake rotors in 11.5, 11.8, 13in, and now the new BFBK 18in direct bolt on caliper and rotor kits.



HAWG HALTERS INC
Dahlonega, Georgia, USA
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info@hawghalters.com
www.hawghalters.com



Mark Thompson, seen here on the right, has seen his product line continue to grow throughout the downturn, indeed consistently ever since he started the business in 1999. The company collaborates very closely with Californian wheel specialist Renegade, being the recommended brake calliper and accessory brand of choice for Renegade's wheels and rotors – if you haven't seen them yet check out their new direct Bolt-on four piston differential bore callipers for 11.8 inch rotors.

Ride Wright Wheels' 2014 wheels

RIDE Wright Wheels has announced the launch of wheel applications for 2014 Harley models as well as Victory and Indian. Ride Wright Wheels, previously best known for their range of spoke wheels, is now also producing billet mag wheels for these American motorcycles.

The new range includes Exotica and Omega wheels, which can be designed exactly the way the customer wants. Choices available are modular hub color, the styles and number of spokes, the spoke and rim finish, as well as the color of nipples.

Custom options on the wheels even extend to elaborate engraving.

Exotica spoke wheels feature a rolled spun rim made from 6061-T6 aircraft aluminum and are enhanced with a special silicon material to handle added abrasion and flex for maximum durability, and to prevent air leaks. Available in 40-, 50-, 60- and 80-spoke designs in all popular sizes up to 26in and soon to be released 30in wheel rim.

Omega wheels are 'classic style lip' steel wheels built with 40, 50, 60, 80 or 120 spokes and a variety of spoke styles, including twisted, diamond, smooth and

jewel. These wheel designs are available with the same options as the Omega line with the only difference being the style of the lip as well as the material used being steel instead of aluminum. The exception is the new 30in Omega wheel, which has a 6061-T6 aluminum hoop and only weighs 9lbs,

which is said to make it the lightest wheel of that size on the market.

Ride Wrights Wheels' El

Camino wheels are manufactured from aircraft quality 6061

T-6 aluminum, and supplied with full lifetime structural Ride Wright backing. The

forged billet wheels are available in polished, chrome or painted as required or personalized in a highly customized fashion.

The company also offers matching rotors and



pulleys, and wheels can be ordered with a set of tires mounted and computer balanced.

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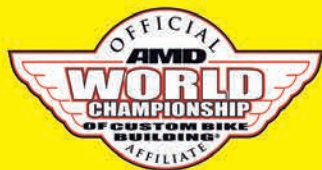
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Paughco frames, rolling Chassis kits and custom gas tanks

PAUGHCO'S FXR style frames are available in both stock and custom configurations. They are said to retain the factory handling characteristics and are available for stock, 180 and 200 rear tire sizes and accept a variety of drivelines. Frame rails are fabricated from 1-1/4in tubing and backbones feature a 1-3/4in tube with .250 wall thickness. Stock width frames accept 130 tire with a 1-1/2in wide belt, while the wide chassis can take a 180 tire with 1-1/2in belt or 200 and 1-1/8in belt or chain. Wide chassis require use of a custom Paughco swingarm and 9in fender (sold separately). A swingarm, pivot blocks and shaft are not included with the FXR style frame, but are sold separately by Paughco.

Alongside its frames, Paughco is also able to offer rolling chassis packages. One of the rolling chassis options available is Sportster-based, and feature parts chosen to eliminate compatibility issues. The LB (Low Budget) Bobber is a bolt together package using an '86-'03 Evolution Sportster engine and related hardware. The version shown features one of Paughco's traditional Sportster frames, stock length

chrome Paughco Springers, tanks, seat, fenders, wheels, brakes, bars, lights and more.

The LTC (Long Time Coming) Chopper, is a traditional Sportster powered chopper that uses a wide tire rigid frame with 2in in the top tube, 4in in the down tubes and 40 degrees of neck rake. The chrome 18in over Tapered Springer is fitted with a shock absorber and bolts to a complete brake, wheel and tire assembly. All the hard parts are included leaving just paint and wiring to finish.

The custom tank range from Paughco includes 'Axed and Dished' designs, which have a style popular in the '60s and '70s. They feature integrated mounts and are fitted with bungs for cam-style caps and late model 22mm petcocks. Available in four capacities; 3-, 3.5-, 4.5- and 5-gallon.

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The Paughco FXR style frame can be configured to work with wide rear tires

Spectro Suspension Cleaner

SPECTRO Oils of America used the V-Twin Expo to launch two new additions to its product line for 2014 - Suspension Cleaner and Golden 4 Semi-Synthetic 20w40. Both of the new products have been formulated due to customer demand.

Spectro Suspension Cleaner is an aerosol cleaner that is said to quickly remove grease, oil, dirt and grime from suspension components, and any metal surface, without leaving any residue. "Spectro Oils' Suspension Cleaner is a direct result of dissatisfied customers," said Dave Miller, President of Spectro Oils of America. "The launch of this new product was due to the demand for a higher quality cleaner of suspension components by our dealers. This fast drying formula interacts with the oil film, leaving a clean residue free surface."



SPECTRO OILS OF AMERICA
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Industry veteran Ron Paugh sees his Carson City, Nevada based company celebrating its 45th anniversary this year – as seen by the range here, he has come a long way from the first batch of primary covers that he made in the 1960s in his father's engineering business

The 'Axed and Dished' design tanks from Paughco are fitted with bungs for cam-style caps and late model 22mm petcocks



Drag Specialties latest products

DRAG Specialties' billet aluminum indicator light bezels are finished in chrome and mount using two-sided tape, which is supplied. Designed to match the company's speaker and instrument bezels, they are available to fit '98-'13 FLTR and FLTRX models.

The handlebar control kits for use with a hydraulic clutch by Drag Specialties are die-cast, finished in chrome, and feature smooth top switch housings and OEM-style clamps. The control kits accept OEM-style switches and wiring and use OEM-style brake master cylinder rebuild kits, and versions are available for single and dual disc brake systems. Kits are available for use on '96-'11 FXD and FXDWG, '96-'10 FXST and FLST, '96-'07 FLHT and '96-'03 XL models.

The saddlebag hardware kit from Drag Specialties has been designed for riders looking to replace and upgrade their OEM

saddlebags. Everything needed to assemble and mount OEM-style hard saddlebags and saddlebag lids is included in the kit. The kit features chrome right and left hatch assemblies with hardware, chrome mounting brackets, wear plates with hardware, chrome lock set with keys, ball head studs and washers, grommets and lid gaskets. Lid tethers and faceplates must be purchased separately.

The saddlebag hardware kit fits '93-'13 FLT, FLHT, FLHR, FLHX, and FLTR models. Drag Specialties has introduced its frame mount spring solo seat mount kit to make it easier to fit a solo seat to a bike. Everything needed to mount a new seat is in the kit, including all hardware, 3in chrome springs, a faux leather frame cover and instructions. Designed for Drag Specialties' large and small spring solo seats (sold separately), the seat mount itself is powder-coated black. Spring mount studs are stainless steel, and all other hardware is zinc coated. The mount kit fits '96-'14 FXD, FXDWG and FLD models.



The chromed billet aluminum indicator light bezels are designed to match Drag Specialties' speaker and instrument bezels



Drag Specialties has introduced its frame mount spring solo seat mount kit to make it easier to fit a solo seat to a bike

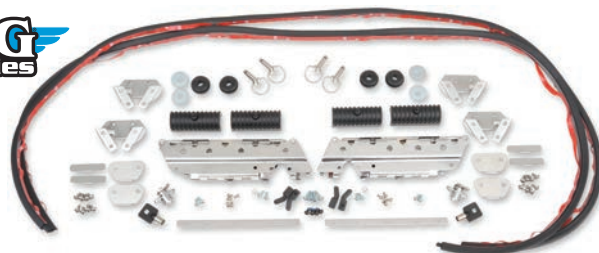


Drag Specialties' control kits accept OEM-style switches and wiring



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The saddlebag hardware kit from Drag Specialties has been designed for riders looking to replace and upgrade their OEM saddlebags

HardDrive V-twin oils

HARDDRIVE, the V-twin division of Western Power Sports, has released a range of oils especially developed to meet the needs of American V-twin applications.

HardDrive's engine oil, which is blended specifically for air cooled V-twin engines, is made from severely hydrocracked base oils for purity. Sold in quarts (12 per case), gallons (six per case), and 55 gallon drums, it is said to have superior film strength to resist breakdown and increase service life. The oil meets or exceeds all Harley-Davidson warranty criteria, and API CI-4/SL service rating.

The Single Weight engine oil by HardDrive is recommended for pre-Evolution V-twin motorcycles. Sold in quarts (12 per case), it too meets or exceeds Harley-Davidson warranty criteria, and API CI-4/SL service rating.

Produced using ultra high grade, fully synthetic base oil, HardDrive's Full Synthetic engine oil has stable base oil molecules to minimize oxidation and pre-mature breakdown. It has been engineered specifically as a 'multifill' lubricant for Harley-Davidson engines, transmissions and primaries. Sold in quarts (12 per case) and gallons (six per case), it is said to offer protection against engine wear and sludge build-up.

HardDrive's transmission oil has an extreme pressure additive package to provide smooth shifting across all rpm ranges, when used in four-, five- and six-speed Harley-Davidson transmissions. It meets or exceeds API GL-5 classifications, and is sold in quarts

(12 per case).

Developed for use in all '84 and newer Big Twin H-D motorcycles equipped with a wet type diaphragm spring clutch, the HardDrive Big Twin Primary Oil is blended with extreme pressure additives for outstanding film strength, wear protection and durability. Specifically formulated for high performance primaries it is sold in quarts (12 per case).

The Sportster gear/chaincase oil has been developed for use in '71 and newer XR and XL models where transmission and primary chain case share a common lubricant. Meeting or exceeding API GL-5 classification, and sold in quarts (12 per case), the oil is blended with extreme pressure additives for smooth shifting throughout the rpm range.

The line-up of oils from HardDrive is completed by



the Fork Oil, which has been developed for use in both OEM and aftermarket fork assemblies. Formulated for consistent damping action and to resist fading or surging, it meets or exceeds API GL-5 classifications, and is sold in quarts (12 per case).



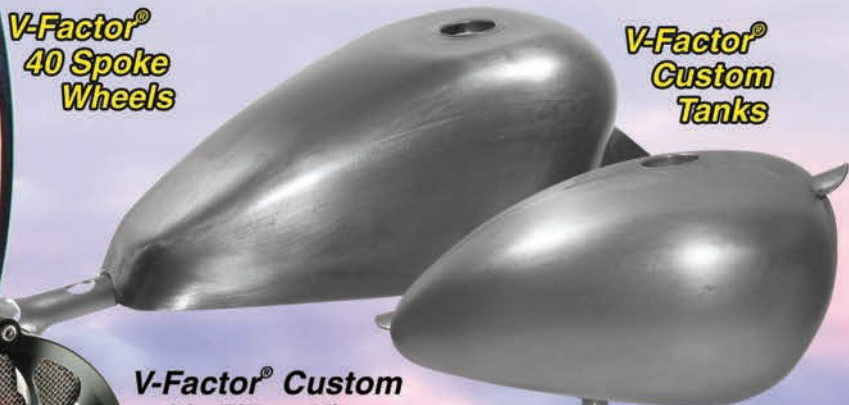
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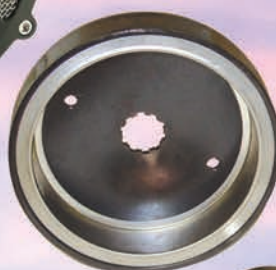
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EUROPE

New additions to Zodiac range

NEW electronic products from Zodiac include the **Rivera 7in HedLed headlight** unit with integrated turn signals. The HedLed is a solid state LED headlight unit with high and low beams said to be capable of outshining any Halogen or HID light and most LED units available to date. Unlike other LED headlights, it has a classic look reflector and a glass lens. The built-in turn signal ring has two separate banks of amber LEDs that can serve as extra front turn signals or as cruising lights. To use the HedLed LED turn signals as stand-alone signals requires the installation of a load equalizer or electronic turn signal relay.

The HedLed headlight unit is 7in in diameter and fits in almost any headlight designed for use with 7in standard size light units, such as Road Kings, Street Glides, Electras, Dyna Switchback and most FL Softail models. The HedLed is E-approved as a headlight.

A further lighting option available from Zodiac is an **EU-approved spider web taillight**, which features a clear lens and 20 red LEDs for brake and taillight functions and five clear LEDs for license plate illumination. The light is available with a clear or



Zodiac's LED spider web taillight is EU-approved



smoked lens, and for use with top or lower mounted license plate, and comes pre-wired and includes two connectors. One is a bulb-style that goes straight into the stock taillight bulb fitting as used on '88 - '03 models, the other is for '04 to present models and plugs straight into the stock connector on the bike's wiring harness. The taillights fit '88 to present Touring, '89 - '00 FXR, '89 to present Softail, '91 to present Dyna (except '09 to present FXDB, FXDFSE and FXDWG) and '89 to present Sportster (except '07 to present XL 1200 N, '09 to present XL 883 N, '10 to present XL 1200 X and '08 to present XR 1200).

A new part from **The Factory**, which is now

A range of CNC machined billet aluminum end caps are available for use with the S&S Cycle Power Tune Sport exhaust



The HedLed is a solid state LED headlight unit with a built-in turn signal ring that has two separate banks of amber LEDs

available from Zodiac, is a **hand-cast aluminum gas tank**. Made using traditional casting methods, the tank body is 14in long, 10in high and 7in wide, holds approximately 2.5 gallons and takes regular Harley style 22mm fuel valves. The **Factory's matching Crown II gas cap** is available in cast aluminum and cast brass and must be ordered separately. These caps can also be used in any other steel gas tank as they come with a steel weld-in bung.

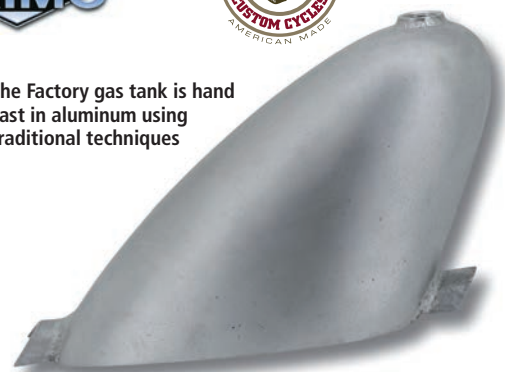
Rounding out the new selection of parts being shipped by Zodiac is an exhaust option for Sportsters from S&S Cycle. The **Power Tune Sport exhaust** features drag race styling and is available in chrome or a high temp black ceramic coating. The exhaust system contains both pipes and mufflers in one package, with the dual pipes featuring S&S spherical port ends, connected by a hidden crossover for a wide, smooth power band. The whole system is covered by

2-1/2in diameter 220-degree coverage heat shields, and CNC machined billet aluminum end caps and pipes are sold separately. The system is available for all '04 - '13 Sportsters, '14 models will be available shortly.

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The Factory gas tank is hand cast in aluminum using traditional techniques



The Factory gas caps can be used with the company's aluminum tank or regular steel gas tanks



The S&S Cycle Power Tune Sport exhaust system for Sportsters features a hidden cross-over pipe



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King Bling



MICHAEL Naumann is a very competent custom bike builder, employed by Thunderbike in Germany, the winner of the 2012 World Championship of Custom Bike Building. However, Michael also builds bikes by himself, and as such entered King Bling into the Freestyle class at the 2013 World Championship in his own name and placed in the top twenty

GERMANY has proven to be one of the countries that has really taken to the big wheel phenomenon, with some of the country's top builders, such as Thunderbike, Rick's Motorcycles and Fred Kodlin, all continuing to build with ever larger wheels. However, many of the bikes being built have only used a large wheel at the front, retaining a stock sized rim at the rear. However, Thunderbike employee Michael Naumann, who builds in his own time as well as at the shop, decided he would take a different view on the big wheel build idea and use 23in rims at both ends of a bike. The result is King Bling.

Michael's starting point was a 1958 Panhead frame. This was cleaned up and then prepared to take air suspension from Independent Choppers. At the front the forks compress so much that the sliders stop just below the lower triple tree. The trees themselves





were machined by Michael. At the back of the bike, when the shocks are fully deflated, the bike is able to sit on the ground without the side stand being needed. The air reserve and compressor for the air ride system is all held inside a dummy oil tank under the seat. The actual oil tank is now sited in between the front of the engine case and the frame's down tubes.

The 23in wheels that are held by the forks and swingarm were supplied by German wheel specialist TTS, and are both 3.5in wide and shod with Avon 130/60 – 23 tires. On the front wheel a Springer mount brake caliper from

K-Tech has been modified to work with the telescopic fork. The same supplier also contributed the hydraulic drum brake with a built-in sprocket that is used at the rear.

With King Bling now at the roller stage, Michael turned his attention to the drivetrain. Despite a Panhead frame being used for the build, a Knucklehead style motor was chosen. In this case it is an S&S Cycle engine, which has been matched to a Baker transmission via a



BDL open belt primary. The engine was then dressed with a set of one-off pipes by Michael, an S&S carb, and a set of hard oil lines.

Using his skills as a machinist, Michael then went on to craft not only the rear fender stays, but also the mid-mount foot controls. He then took care of all of the polishing and plating himself, leaving only the paint to do. This was taken care of by Ingo Kruse.

Given that Michael works at Thunderbike, the shop which in 2012 took the win in the Freestyle class at the World Championship, it should come as no surprise that he knows what is needed from a bike to place highly at the Championship. So it is easy to see why he built King Bling as he did, and this knowledge paid off when his fellow competitors voted his bike 19th in the Freestyle class at the 2013 World Championship of Custom Bike Building.

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BRIEFS

Harley-Davidson has announced a cash dividend of \$0.275 per share for the first quarter of 2014, an increase of 31.0% compared to the fourth-quarter 2013 dividend of \$0.21. The company has also announced that it is to repurchase up to 20 million shares of Harley-Davidson, Inc. common stock, in addition to previously announced repurchases - as of the end of 2013, 8.6 million shares remained on prior board-approved share repurchase authorizations.

Las Vegas Harley-Davidson has broken ground on a new store on the Las Vegas strip. Slated to open in October it will be a 50,000 square foot sales, rental and accessory facility, and will be the third location in the city.

The LA Calendar Motorcycle Show planned for Sunday July 20th has moved to a new location at Malibu (the Malibu Golf Course). This will be the 23rd show and will include the Calendar Bike Building Championship and Concours d'Elegance.

Hesperia, California, based Daytec Frames has closed after 40 years with owner Phil Day taking up a position working for Gary Chipp, at Chariton, Iowa headquartered Fat Baggers Inc (FBI). A private-label manufacturer of volume designs for the likes of Arlen Ness and WCC, Daytec also did much to fuel the explosion in custom bike builds that peaked in 2006, bringing reliable production grade engineering to the one-off chassis build sector.

V-Twin Expo awards

THE annual industry awards at the V-Twin Expo saw Steve Menneto, Vice President of Motorcycles for Indian and Victory at Polaris Industries (and recently elected MIC Board Member), named Industry Leader of the Year, with

Terry Vance, co-founder of Vance & Hines, being chosen for a lifetime achievement award.

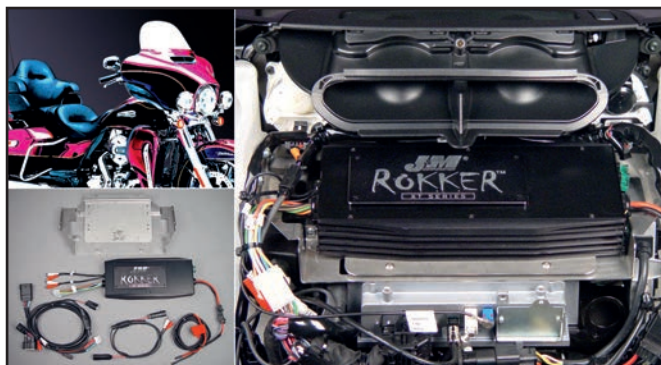
Performance Product of the Year went to Daytona Twin Tec for their ECM CAN Bus Twin Scan 3; Metalsport 3-D



Value Product of the Year –
Custom Cycle Engineering for their steering damper for Baggers



Performance Product of the Year –
Daytona Twin Tec for their ECM CAN Bus Twin Scan 3



Tech Product of the Year - J&M Corporation for their Rokker XT DSP Amp



Industry leader of the year -
Polaris/Indian
VP Motorcycles
Steve Menneto



Audio Product of the Year -
Hogtunes saddlebag speaker lids

'Big Homie' wheels were named Accessory of the Year.

Rick Whitehead of legendary Californian parts and accessory manufacturer Custom Cycle Engineering saw his steering damper design for Baggers named Value Product of the Year.

There were awards too for the burgeoning audio sector of the market, with John Lazzeroni's J&M Corp's Rokker XT DSP Amp named Tech Product of the Year, and Canadian Hogtunes taking Audio Product of the Year for their saddlebag speaker lids.



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