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Harley shipments up 5.8 % worldwide in first quarter, up nearly 11 % internationally

HARLEY dealers worldwide sold 57,415 new Harley-Davidson motorcycles in the first quarter of 2014, compared to 54,254 motorcycles in the year-ago quarter (up 5.8 percent); in the U.S. dealers sold 35,730 units, up 3.0 percent compared to sales of 34,706 motorcycles in the year-ago period.

In international markets, dealers sold 21,685 new Harley-Davidson motorcycles during the first quarter, up 10.9% (19,548 motorcycles in the first three months of 2013), with sales said to be up 20.5% in the Asia Pacific region, 8.2% in the EMEA region (Europe, Middle East and Africa), and 8.9% in Latin American markets. Canada was down by -2.4%.

Keith Wandell, Chairman, President and Chief Executive Officer of Harley-Davidson, Inc. said: "Our dealers had a solid quarter of retail

motorcycle sales. Sales in the Asia Pacific region were up strongly, and we are encouraged by the continued growth of new Harley-Davidson motorcycle sales in Europe. Domestically we achieved first-

“great news in our demographic market share data”
- Keith Wandell

quarter retail growth of 3.0% in the midst of a long, cold winter."

According to Wandell "there's also great news for Harley-Davidson in the annual reporting of our demographic market share data."

According to Polk/IHS data 2013 saw Harley post a sixth consecutive year as the number-one seller of new on-road motorcycles in the U.S. (both

in terms of their 'in-class' 601cc-plus displacement market and across all engine size bands) to young adults age 18-34, women, African-Americans and Hispanics (Harley's "outreach" customers) and Caucasian men age 35-plus (which Harley describes as "core" customers). The Company says that compared to 2012 it grew its U.S. market share and also increased its share gap to the nearest competitor in each of these segments.

"Together with our dealers, we continued to expand the appeal of our products and the Harley-Davidson experience," said Wandell. "Harley-Davidson dealers sold more than four times as many new, on-road motorcycles, 601cc and up, to U.S. young adults last year, and among riders age 35-plus, more than nine times as many to women, more than

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NEWS *Avinton*



HHE *Hawg Halters Inc.*



PRODUCTS



WITCHDOCTOR'S
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A 1994 Evo Softail, 'La Salle' from One Way Machine in Germany took second place in the Modified Harley-Davidson class at the 10th annual AMD World Championship of Custom Bike Building

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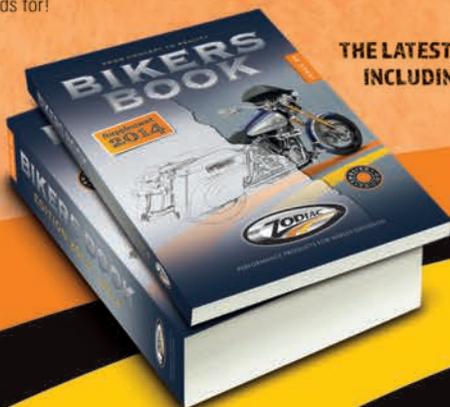
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NEWS : 'Viking' concept cruiser unveiled by Lauge Jensen **13-15**

Danish bespoke cruiser manufacturer Lauge Jensen's Henrik Fisker designed 'Viking' concept marks a debut for the 111" S&S Cycle Euro 4 compliant fuel-injected v-twin



Industry Extra: RC Components **19-22**

RC Components began as a custom wheel business, and continues to be known for its extensive wheel selection, but today the company has much more to offer its customers with a product range that covers exhausts, tuning aids, bodywork and more

PRO GUIDE: The new, the best and the must-haves **25-52**



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World Champs: 'La Salle', from One Way Machine ... **55-56**

Julian von Oheimb, of One Way Machine, took a '94 Softail and then rebuilt it with a definite Old School flavor in order to create a machine capable of taking second place in the Modified Harley class at the World Championship

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Harley-Davidson could be vulnerable to the vultures

Many, many years ago I once wrote a piece for this column saying "one day, everyone will own a Harley"! That was in response to what at the time (mid 1990's through to around 2006/7) was an apparently relentless and unstoppable juggernaut of ever better quarterly fiscals. Well, we all know how that ended, eventually!

However, in response to one industry friend, who five years ago said that those days will never come back, that era is over and that Harley had nowhere to go but ever further down, I'm now very tempted to play the "told ya so" card, as their quarter one numbers for this year see them marching inexorably forward again.

However, whilst it might appear that it is a return to "business as usual", the differences beneath the surface are very interesting and say a lot about the changed times we live in - changes that were already 'in-play' for a long time before the downturn, but have become a lot more apparent a lot sooner because of the downturn.

In Harley's case the obvious change is in the demographics of the sales they are achieving - their so-called "outreach" consumer targets. But there is more to it than that alone.

Maintaining the "core" customer base while simultaneously attracting new customers who couldn't be more dissimilar is quite an achievement - one any marketing led organization would be proud of.

Regardless of the apparent market reaction to their new model initiatives such as the 'Rushmores' and the 'Baby Rods', they are primarily design and styling hits than engineering triumphs though, and while there is absolutely nothing whatsoever wrong with that, it is remarkable that Harley have managed their turn-around largely through cosmetics rather than metal.

Harley made a big deal about the 'Streets' being the first new platform for 15 years or whatever (and they only just qualify as such, if using a generous interpretation of the concept), and in their first quarter 2014 they point with much fanfare to their demographic achievements - and they are right to do so.

Their primary success has been in meeting marketing goals, and that is what has restored sanity to a balance sheet that at one stage looked like it was going to drag them back into the mid 1980's abyss from whence they'd come.

Although plenty of Harley dealers have been bemoaning promotional weakness and inactivity this past winter, the new marketing culture the company's rebuilt and marketing hierarchy deployed in response to the goals set by CEO Keith Wandell have been executed flawlessly and have delivered results that have (for the most part) got shareholders drooling.

Certainly the bounce in Harley's stock price from the sub \$8.00 mark it tumbled to in 2009 bears more in common with a return to the "good old days" of \$70 than it does to the stretched bungee cord of halved sales and a return to loss-making.

However, the absence of a genuinely new platform and genuinely new balance

sheet opportunity (of the kind that Buell and MV Agusta would have eventually represented) says much about the realities of the Milwaukee balance sheet.

Just as its once take-over target Ducati has been swallowed up by VAG (Volkswagen Audi Group), and at a time when MV Agusta are vehemently denying rumors of a courtship by GM, and at a time when both EBR and KTM (another company that once came within a nano-second of becoming a part of Harley's balance sheet) are pretty much half owned by Indian manufacturers, and Chinese manufacturers are poised to 'hoover-up' so-called 'Heritage' brands of all kinds whenever they come on the block, rumors about Harley-Davidson's vulnerability to big equity or automotive avarice remain persistent; they just won't go away.

With the kind of capital required to truly embrace other areas of the motorcycle industry (either through acquisition or through engineering) appearing to be beyond present finances, and be something far from the mind of existing stock holders, then they are vulnerable. There is always a bigger fish, and even though we are barely out of recession yet, M&A activity

is heading for near epidemic proportions as fund managers thrash about in a frenzy of portfolio gap-filling while there are still tasty treats to be had.

As bait goes, Harley-Davidson is a juicy worm. It is pretty much debt-free (in ratio terms at any rate), it is pretty much self-contained, and is pretty much an ATM waiting for a PIN code.

As a start point for an investment portfolio, or as an addition to an established fund, Harley has "buy me" stamped all over it, especially if another marque or emerging brand from elsewhere in the riding landscape could be stabled with it.

In contrast to Harley's paralysis in such matters, look at the activity over at their Midwestern nemesis - Polaris. It was always a matter of record that there was concern enough about their progress with Victory, but the 'sang froid' coming out of Milwaukee when Polaris acquired the Indian Motorcycles operation from Stephen Julius (Stellican) has fooled nobody.

With Polaris making plays in the electric and utility/delivery vehicle markets, and beefing up their PG&A income streams (that always lucrative driver of stakeholder dividends as Harley themselves know only too well), investors with an eye for return timescales could see the opportunity to 'off' their stock without having to get their funds dirty by actually having to do anything as tawdry as actually compete with powerful adversaries could be tempted to head for the exits as soon as the share price triggers someone's algorithm.

Without the ability to undertake strategic strengthening as a result of a friendly deal, Harley will remain vulnerable to being bled by the leaches.

Primary success is in meeting marketing goals

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<<< Continued from cover

six times as many to African Americans and more than seven times as many to Hispanics, as the nearest competitor."

According to Harley-Davidson's internal data, retail sales of its motorcycles to U.S. "outreach" customers grew at more than twice the rate of sales growth to core customers in 2013 compared to 2012.

First-quarter 2014 diluted earnings per share were \$1.21 (up 22.2%) on "higher motorcycle shipments and continued improvement in operating efficiencies." First-quarter net income was \$265.9 million (\$224.1 m in Q1 2013) on consolidated revenue of \$1.73 billion (\$1.57 billion in Q1 2013).

"Harley-Davidson delivered gains on many fronts in the first quarter, with shipments up 7.3%, strong margin improvement and solid growth in dealer new motorcycle sales," said Wandell.

"Our Project RUSHMORE motorcycles were in high demand in the quarter and we began shipping the Harley-Davidson Street 750 and 500 into select markets."

First-quarter operating income from motorcycles and related products grew 25.6% to \$347.7 million (\$276.8 m in Q1 2013); operating income in the quarter "benefited from higher motorcycle shipments and higher gross margin compared to the prior-year period", according to the Company.

Revenue from motorcycles grew 13.1% to \$1.31 billion (\$1.15 billion in Q1 2013) - the Company says it shipped 80,682 motorcycles to dealers and distributors worldwide during the quarter, which it says was "in line with guidance and a 7.3% increase compared to shipments of 75,222 motorcycles in the year-ago period."



Revenue from motorcycle parts and accessories was \$198.1 million during the quarter, up 7.7%, and revenue from general merchandise, which includes MotorClothes apparel and accessories, was \$64.1 million, down 11.1%, compared to the year-ago period.

Gross margin was 37.7% in the first quarter of 2014, compared to 36.7% in the first quarter of 2013. First-quarter operating margin from motorcycles and related products was 22.1%, compared to operating margin of 19.6% in last year's first quarter.

Operating income from financial services was \$63.2 million in the first quarter of 2014, an 11.7% decrease compared to operating income of \$71.5 million in last year's first quarter - Harley says that "first-quarter financial services results reflect a higher provision for credit losses."

Harley-Davidson continues to expect to ship 279,000 to 284,000 motorcycles to dealers and distributors worldwide in 2014, an approximate 7% to 9% increase from 2013. In the second quarter of 2014, the Company expects to ship 92,000 to 97,000 motorcycles, up from shipments of 84,606 motorcycles in the year-ago period. The Company continues to expect full-year 2014 operating margin of 17.5% to 18.5% in the Motorcycles segment. The Company also continues to expect capital expenditures of \$215 million to \$235 million in 2014.

Harley-Davidson sales revenue and production data...

1st quarter 2014

Income statements in \$1,000s (except share)	THREE MONTHS ENDED	
	MARCH 2014	MARCH 2013
Net sales revenue	\$1,571,688	\$1,414,248
Gross profit	\$592,131	\$519,442
Total operating income	\$410,882	\$348,306
Net income	\$265,917	\$224,129
Diluted earnings per common share	\$1.21	\$0.99

NET SALES REVENUE

Figures are shown in \$1,000s	THREE MONTHS ENDED	
	MARCH 2014	MARCH 2013
H-D Motorcycles	\$1,305,039	\$1,153,827
Parts & Accessories	\$198,135	\$184,038
General Merchandise	\$64,114	\$72,144
Total	\$1,571,688	\$1,414,248

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

United States	54,291	50,683
Exports	26,391	24,539
Total H-D	80,682	75,222

PRODUCT MIX

	MARCH 2014	MARCH 2013
Touring	36,178	31,332
Custom	29,149	30,302
Sportster	15,355	13,588
Total	80,682	75,222

RETAIL SALES OF H-D MOTORCYCLES:

	MARCH 2014	MARCH 2013
United States	35,730	34,706
Canada	2,009	2,059
Europe	9,940	9,183
Asia Pacific Region	7,178	5,958
Latin America Region	2,558	2,348
Total	57,415	54,254

New designs offered by Renegade

CALIFORNIAN custom wheel specialist Renegade Wheels has brought new wheel designs to market for 2014, which includes the Renegade Bridgeport. This new design is offered in diameters from 16in up to 30in, and a choice of Phantom-Cut, chrome, or black powder-coated finishes. Manufactured from forged aluminum billet, which is CNC-machined, the Bridgeport wheel, which has 14 interlaced spokes, can be combined with matching rotors, sprockets, pulleys, derby covers and air cleaners.



A second new wheel for 2014 is the Renegade Warwick, which features a

swept five-spoke design where each spoke appears to be three uniquely layered blades on top of each other. Once again this design is offered in sizes 16in-30in and a range of finishes. Finish options include not only chrome and black powder-coat, but also the company's Phantom-Cut that features hand-polished highlights accenting black anodizing. Renegade has



matching rotors, sprockets, pulleys, derby covers and air cleaners available too.

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Wild West offers new approach, buys Apollo

BUCKNER, Kentucky based Wild West Motor Company (WWMC) is starting the process of licensing several established shops in the US and Canada to have the ability to manufacture their line of motorcycles as "Licensed Manufacturing Sites."

WWMC has been around for many years and have "thousands of their motorcycles on the roads worldwide." The company was moved to Kentucky in 2008 and downsized in order to survive the downturn in the Custom motorcycle market.

Jim Winn, the present Senior Partner and CEO, says: "WWMC came very close to ending up like many other Custom manufactures, such as American Iron Horse, Titan, Big Dog and many others - closed!"

"However, we are starting to see some upturn in the market, and to meet this, and what we hope will be an opportunity for future growth, we believe that a new approach to the custom motorcycle build model is what is required. By entering into licensing agreements with the right



Jim Winn "we are starting to see some upturn in the market"

motorcycle builders/dealers we can develop an approach that leverages local market expertise and provide those businesses with access to a build program that has greater pedigree and design/engineering foundations than any single custom shop or builder could create.

"This model means builders /dealers in different regions of this and other countries can provide their consumers with a line of established Custom V-twin motorcycles that they can build locally.

"These licensed manufacturers

would represent WWMC in every way, including being able to provide the VIN/MSO and share in our N.A.D.A. listings - listings that have continued uninterrupted since 1999.

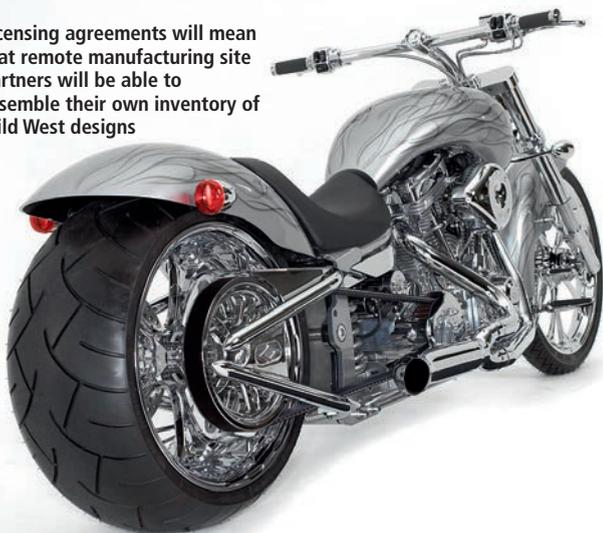
"That is a huge benefit - it means our bikes, the bikes that they can build locally, will be fully financeable and insurable with an established residual and used value track record in a way that one-off individually built customs generally aren't."

In additional news WWMC has announced the acquisition of APOLLO CHOPPERS located at Eminence, Kentucky. Founded in 2002, the Apollo Choppers line of motorcycles will also be offered for assembly to Wild West "Licensed Manufacturers" for sale to their customers and to other dealers.

Apollo will be building Bobbers and entry level cruisers, as a range-completion option to Wild West's line of " high-end choppers, 'Pro-Street' style models and mid-level cruisers.

www.wildwestmc.com

Licensing agreements will mean that remote manufacturing site partners will be able to assemble their own inventory of Wild West designs



Wild West will offer Apollo Choppers designs to round-out their range

Vectrix Electric scooters in Chapter 7 bankruptcy filing

IT LOOKS like the final chapter in the troubled Vectrix story may well be about to be written, with a Chapter 7 bankruptcy filing in the United States, an action that usually results in the liquidation of any remaining assets of a business. Based at New Bedford, Massachusetts, with an assembly plant in Wrocław, Poland, Vectrix ceased all US operations as of December 31,

2013, although at that point it was planned to maintain the plant in Poland to fulfil obligations under a joint venture agreement with Daimler AG's Smart division. First introduced in 2006, the Vectrix was a maxi-size scooter, and was said to be the first commercially available high performance electric scooter. Plagued by battery and production issues, the company

first entered into a sequence of bankruptcy actions designed to protect it from its creditors in 2009, with its assets ultimately being acquired by the Chinese Gold Peak battery group at the end of that year. Despite several promising advances in technology, including their patented Planetary Gear Drive and energy recovery techniques, numerous manufacturing

problems resulting in failed batteries and non-functioning scooters resulted in Gold Peak deciding to cut their losses and close down all Vectrix's US facilities at the end of last year.



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Avinton 2014 range

AVINTON'S 2014 collection of muscle bikes is composed of three distinct models for three different riding styles: Roadster, GT and Race. The company then gives purchasers further options with a choice of six different finishes: Originale, Vintage, Deluxe, Grand Sport, Super Snake and Cult.

The bikes are created in four different phases. First, the owner chooses the model they desire according to their needs, body type, or biking style. The next choice is the finishing pack (Originale, Vintage, etc.), then come the 50 plus options that Avinton offers in addition to the packages, before the final choice of paint job, as well as the finish of the motor that is included in the finish packages.

In the 2014 model range the Roadster is described as the most adaptable and comfortable to ride, with large handlebars and a rake specifically made to suit its large steering radius designed to make it suitable for daily use, out in the countryside or in downtown traffic.

The GT is Avinton's incarnation of the classic Cafe racer, and the style of the first prototypes that Avinton constructed. It has sport handlebars at an intermediate level, 5cm higher than those of the Race and 5cm lower than those of the Roadster.

The Race, as the name suggests, has a sports riding position that places the



GT Grand Sport



Race Grand Sport

rider's weight more towards the front of the machine for increased agility and control.

When it comes to finishing packages the Originale includes forged and machined aluminum wheels, front AJP six-piston brake caliper, and original aluminum silencer for Avinton by Arrow.

Kineo spoked wheels feature in the

Vintage finish package along with a Sachs rear shock and Cafe racer style mirrors, placed at the end of the handlebars.

Purchasers of the Deluxe finish benefit from the additions of Marchesini aluminum wheels, Beringer single disc front brake and six-piston caliper, CSC steering damper, and a black or white Avinton exhaust muffler with a carbon end cap.

Twin front Beringer brake discs and six-piston calipers are a feature of the Grand Sport finish, as is an improved race rear shock with a remote reservoir.

Braking is taken to a new level for the Super Snake finish with the fitment of a quadruple disc Beringer front brake system and machined billet rear caliper. There are also personalized handlebar grips mirrors, turn signals, and an alcantara covered seat.

The Cult Finish is the most exclusive, based on the Super Snake, and it goes further with the choice of material used in the bike's construction including titanium, carbon and magnesium. Indeed every aspect of the bike's build can be modified and customized to suit.



Race SuperSnake



Roadster Grand Sport

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Custom Bike Show, Sweden, June 7th



THE world famous Custom Bike Show, held each year by Twin Club MC at Norrtälje on the Swedish coast, is celebrating its 40th anniversary this summer. Although Twin Club took a break from operating the show in the 1980s, it is the oldest custom show in the world (by a matter of months!), and this year also sees another anniversary - this will be the 10th year that the show has been an AMD World Championship Affiliate. Being staged on Saturday June 7th this year (always the first Saturday of June, coinciding with Sweden's National Holiday weekend), the one-day/seven-hour show has seven classes and is a genuine 'ride-in'. It has a big reputation for some of the best "authentic" real-world, well-ridden custom bikes and best examples of 'Swedish Style' choppers ever seen at any show, with visitors from all over Scandinavia and beyond - hence its status as the Scandinavian Championship of Custom Bike Building.
www.custombikeshow.se

Record first quarter results for Polaris



POLARIS Industries has reported record first quarter net income of \$80.9 million for the quarter ended March 31, 2014, up from \$75.5 m in 2013. Net sales for the first quarter 2014 totaled \$888.3 million, up 19 percent (from \$745.9 m). "I am extremely pleased to report record sales and earnings for our 2014 first quarter", said Scott Wine, Polaris' Chairman and CEO. "This represents the 18th consecutive quarter of record earnings performance, with first quarter sales up 19 percent - led by continued excellent performance from our Off-Road Vehicles business and rapid growth within our motorcycle, small vehicle and PG&A businesses in both North America and internationally." "We remain true to the long-term corporate strategy to become an \$8 billion global enterprise, and we further expanded the breadth and reach of our PG&A business

with this month's acquisition of Kolpin Outdoors." Motorcycle division sales increased 52 percent in the 2014 first quarter to \$78.9 million due to the shipments of the new model year 2014 Indian motorcycles. Consumer retail demand for Polaris motorcycles, driven by strong Indian Motorcycle retail sales, was up about 50 percent during the 2014 first quarter, while first quarter North American industry heavyweight cruiser and touring motorcycle retail sales were up low-single digits percent from 2013. Sales of Polaris motorcycles outside of North America increased 140 percent in the first quarter of 2014 as compared to a year ago, driven by strong shipments of Indian motorcycles. International sales to customers outside of North America totaled \$165.1 million for the 2014 first quarter, up 44 percent over the same period in

FIRST QUARTER PERFORMANCE SUMMARY (in thousands except per share data)

	Three Months ended March 31,		
	2014	2013	Change
Product Line Sales			
Off-Road Vehicles	\$602,843	\$541,272	11%
Snowmobiles	15,586	14,714	6%
Motorcycles	78,867	51,797	52%
Small Vehicles	38,483	11,059	248%
Parts, Garments & Accessories	152,567	127,067	20%
Total Sales	\$888,346	\$745,909	19%
Gross Profit	\$258,417	\$216,648	19%
Gross profit as a % of sales	29.1%	29.0%	+10 bps
Operating Expenses	\$142,375	\$124,753	14%
Operating expenses as a % of sales	16.0%	16.7%	-70 bps
Operating Income	\$126,682	\$101,969	24%
Operating Income as a % of sales	14.3%	13.7%	+60 bps
Net Income	\$80,901	\$75,464	7%
Net income as a % of sales	9.1%	10.1%	-100 bps
Diluted Net Income per share	\$1.19	\$1.07	11%

2013. The increase in first quarter sales resulted from strong sales growth in the Europe, Middle East and Africa region with sales up about 50 percent; over two-thirds coming from the April 2013 acquisition of Aixam, and a 28 percent combined increase in sales to customers in the Asia/Pacific and Latin America regions. Both ORV and motorcycles gained

market share outside of North America during the 2014 first quarter. Gross profit increased 19 percent to \$258.4 million or 29.1 percent of sales for the first quarter of 2014, compared to \$216.6 million or 29.0 percent of sales in the first quarter of 2013.

www.polaris.com

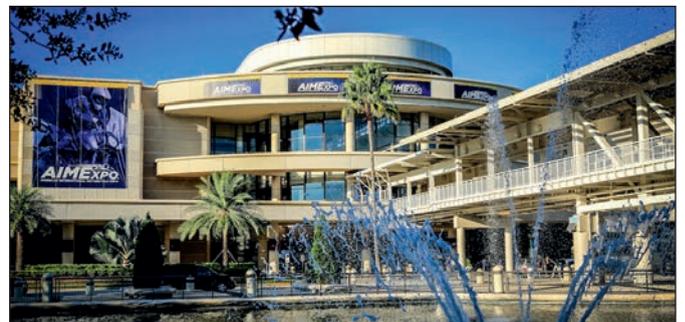
AMA National Convention, Hall of Fame event moving to AIMExpo for 2014

IN another coup for the American International Motorcycle Expo (AIMExpo - October 16-19, Orange County Convention Center, Orlando, Florida) the AMA is to stage its National Convention at and during AIMExpo.

"AMA members come from all areas of motorcycling, and the 2014 AMA National Convention is designed with all of them in mind," said AMA President and CEO Rob

Dingman. "Like the AIMExpo, which itself offers something for everyone, so will our convention, whether you are a new rider exploring options in the demo ride area, or an AMA Life Member attending the AMA Motorcycle Hall of Fame induction ceremony."

Their National Convention includes their Hall of Fame induction event, the annual AMA member meeting, the annual AMA business member



meeting, motorcycling-related seminars designed specifically for AMA members, and other AMA member-exclusive benefits.

"The AMA is the national organization dedicated to promoting the motorcycling lifestyle, and AIMExpo is the grand stage for motorcycling in North America, so it makes every sense to partner and grow awareness for the economic and

emotional benefits of motorcycling," said Larry Little, Vice President and General Manager of AIMExpo. "For the AMA to choose AIMExpo as the location for both the AMA National Convention and the AMA Motorcycle Hall of Fame Induction Ceremony is an honor, and we're excited to help showcase both of these premier events."

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S&S 111" Euro 4 compliant powered 'Viking' concept cruiser unveiled by Lauge Jensen

DANISH bespoke custom bike builder Lauge Jensen has unveiled a new cruiser, the 'Viking', designed for them by noted LA based designer Henrik Fisker.

The unveiling was at the prestigious 'Top Marques' luxury brands show at Monaco, and marks Fisker's first foray into two-wheel design, the Dane having made his reputation in the automotive industry, through work for BMW and Aston Martin, and as the designer behind the Fiskar 'Karma' - an electric 'series' hybrid luxury Sedan.

Described as a "design study" the company says "this premium motorcycle blends the talents of two of

The 'Viking' concept cruiser, designed by Henrik Fisker



The first bespoke custom motorcycle company to achieve Euro 4 compliance

The engine featured in the new 'Viking' Concept was unveiled late last year and is the first air-cooled V-twin to meet the new Euro 4 emissions requirements.

A lot more stringent than the Euro 3 norms they replace (effective January 1st 2016), and subject a six stage testing procedure that is 50 percent longer than the protocol it replaces, Lauge Jensen say the engine is "mean, lean and green" and the only custom motorcycle manufacturer in the world to have global type approval.

Established in 2008 by Uffe Lauge Jensen at Horsens, Denmark, and bought last year by Anders Kirk Johansen, the company specializes in bespoke custom motorcycles, but sees this new engine and the 'Viking' Concept as a possible platform for volume production.

Uffe Lauge Jensen, who is still central to the

The Lauge Jensen/S&S 11 inch fuel injected engine meets the upcoming Euro 4 emissions controls

project as Director of Development, says that his team "designed its own catalytic converter exhaust system which we calibrated specifically to the cat/chassis set-up.

"Being first with EURO 4 may not be a primary concern for some of our customers, but it will give them the reassurance that they own a fantastic and personal motorcycle, which is future-proofed, and ahead of the rest in its low emission output."

The fuel injected S&S 45 degree 111 inch V-twin was co-developed by Lauge Jensen and S&S Cycle in terms of emissions testing and tuning, both at S&S' own facility at Viola, Wisconsin, and at TÜV Automotive in Pfungstadt, Germany.

To pass the Euro 4 test the motorcycle used must have been running for at least 1,000km to give a fair reading (the efficiency of catalytic converters declines with use), and the bikes are placed on a rolling road to simulate various riding situations and engine behavior.

The EURO 4 test lasts for 1,800 seconds and is completed six times, compared to EURO 3, which tests the vehicle for 1,200 seconds three times. Because of the importance of the exhaust system and the catalytic converters, S&S says they were "uniquely positioned to support our customer and help develop a package that is not only efficient and clean, but retains the character and sound that riders want from an air-cooled v-twin."

Denmark's most creative talents: Anders Kirk Johansen, an industrialist whose family invented LEGO, and renowned vehicle designer Henrik Fisker", and that it "points to a possible volume-production direction" for Lauge Jensen - a business that Johansen bought in 2012.

The 'Viking' Concept is powered by an S&S Cycle 45-degree V-twin

producing 100hp, which is said to make it capable of more than 130mph, and is believed to be "the first motorcycle of its type" to comply with the new, stringent Euro IV emissions regulations that come into effect in 2016.

Lauge Jensen says that the engine has been "carefully developed and tuned to achieve this without losing the

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LAUGE JENSEN

The Lauge Jensen 'Great Dane' starts at around \$59,000



years, and this is the first time I have the freedom to go and do it. I hope people like what we have created and that we can make more of them – for sure there's plenty more to come from this collaboration between myself and Anders."

www.laugejensen.dk

character of the sound that is so loved by riders. Johansen and Lauge Jensen are proud to have achieved the new emissions targets without compromising the engine's performance, safeguarding the production and character of future products."

Lauge Jensen currently produces the limited edition 'Great Dane' custom cruiser, which starts from €42,800 (around \$59,000). The company says it intends "to build a bike based on the 'Viking' Concept at higher volumes and with a lower price tag than the 'Great Dane'."

Commenting on the design

collaboration, Anders Kirk Johansen said: "We have been developing the 'Viking' Concept for some time. Potentially, it's the next step for our company, beyond our limited production 'Great Dane' custom bike.

"It's great to have Henrik, one of the world's leading vehicle designers and a fellow Dane, working in partnership with us to help create a really special, emotional design. Revealing a concept bike is all about gauging demand, but, if it's there, I look forward to producing the 'Viking' Concept for the mainstream market.

"It's been a dream of mine to design and create a motorcycle for many



The company says it intends "to build a bike based on the 'Viking' Concept at higher volumes and with a lower price tag than the 'Great Dane'."



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Hawg Halters and AirFX launch joint distribution initiatives for complete suspension systems

IN new product terms it has been quite a year for Hawg Halters, the Georgia, USA based manufacturer.

New versions of its popular X23 triple tree, designed for maintaining the correct steering geometry on 2014 touring models with 23" wheels, were followed by a new Neck Rake Builders kit for 2014 tourers fitted with 49mm front ends.

Historically the company has been best known for its brake products and is offering differential bore 4 and 6 piston direct bolt on calipers in black or chrome for stock 11.5" and 11.8" stock rotors and performance upgrades for both 13" and the newest 18" sizes, all with matching True Floating Brake Rotor Kits in chrome, phantom cut.

Another new addition to their product line this year are complete touring bike front end kits as part of a complete front end program that "delivers a fully assembled bolt-on package to HHI dealers and custom builders."

Owner Mark Thompson went on to say that "this exciting new assembly includes our choice of triple trees,



41mm front and rear suspension kit



Softail Rear AirFX shock kit



Hawg Halters' complete front end program delivers a fully assembled bolt-on package from a flexible modular range of options including triple trees, lower legs and suspension configuration

includes everything from front and rear kits, 2.75" travel Softail rear shocks, air tanks, switch harnesses, controllers, 'Instant Up kits', Air Fill Kits, remote controls and three different switch configurations including an integrated kit to work with HHI hand controls.

www.hawghalters.com

starting with the innovative X23 for stock frame upgrades, or one of our complete range of triple trees for those building a big wheel bagger using a full neck kit.

"Currently we are offering triple trees for custom builds from the 23" wheel to the 30/32" big wheel kits.

"Then there is a choice of 'Bomber' or 'Torpedo' billet lower legs in single or dual disc configuration, in chrome or black finish, with a hidden axle, and our 4-bolt fender mount brackets. Our complete front end kits are currently in 41mm, but we're looking to add 49mm packages this season.

"Finally a variety of shock absorber treatments, including stock or lowered ride height, with a further choice of performance shock inserts or a complete air system can be ordered."

The air system, by Indianapolis based AirFX, is the result of a joint distribution program effective this year that "combines the two company's highly engineered suspension components."

This new distribution agreement will see the two manufacturers offer AirFX 41mm front air suspension kits in conjunction with HHI's triple tree

and complete front end line.

HHI is already delivering their 49mm triple trees for 2014 bikes, and the new 49mm AirFX kits are due to become available shortly as a complete builders program that



Touring Bike Rear Shock Kit



41mm Front Cartridge Inserts

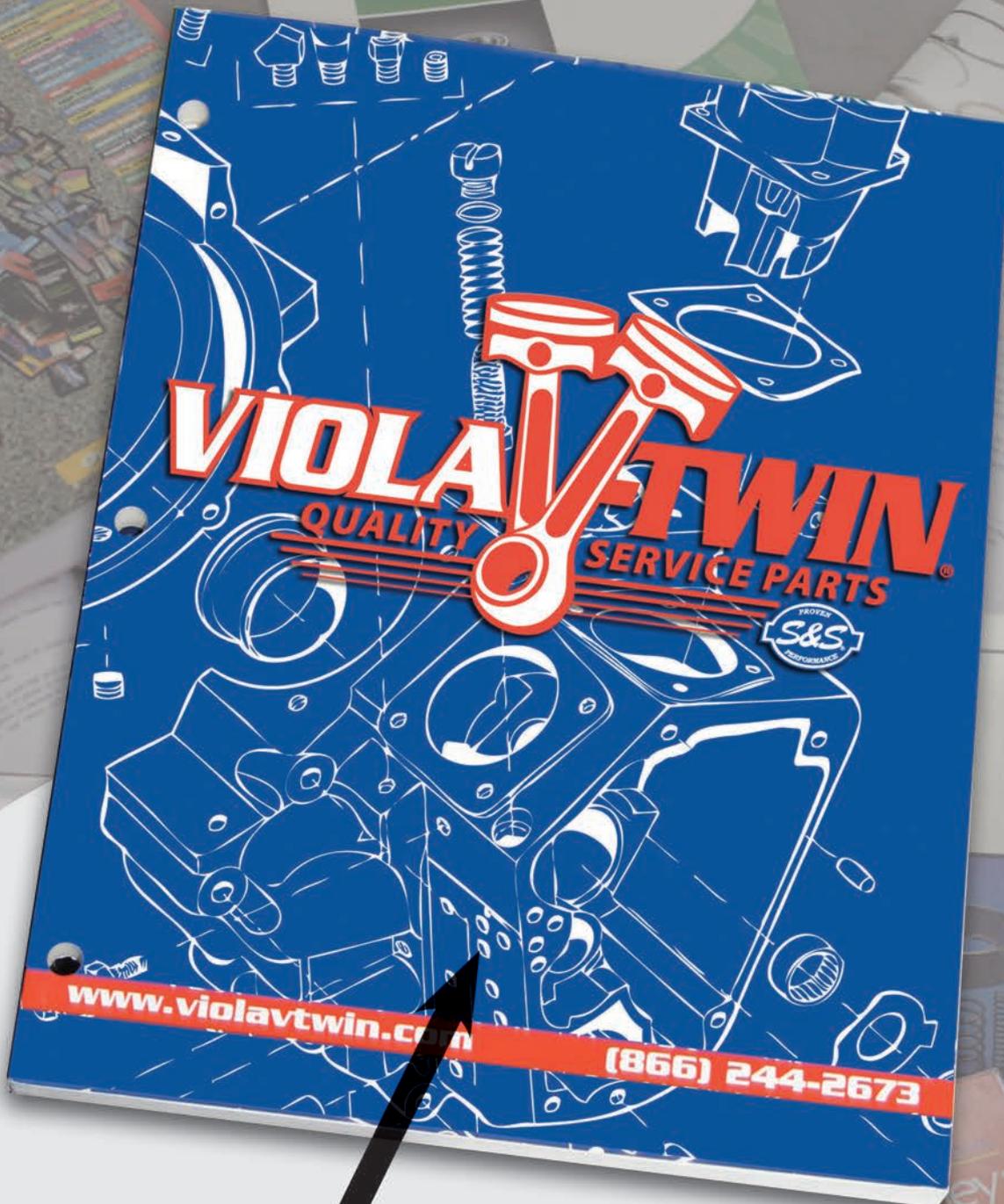


HHI's brand new Okuma CNC milling center - 39,000 lbs of production capacity ready to go!



HHI's 25,000 sq ft manufacturing facility at Dahlonega, Georgia employs 32 people





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25 YEARS OF RC COMPONENTS



Rick Ball,
Owner and President



LIKE many people in the custom motorcycle industry Rick Ball, owner and President of RC Components, grew up immersed in cars and motorcycles. Growing up in the San Fernando Valley, just north of Los Angeles, he was exposed to drag racing from an early age and soon took to working on both cars and bikes in order to finance his own racing activities. His work was good enough that within a year of beginning work in his local auto body shop, RC Acrylics, in 1986 he was in a position to be able to buy it and become his own boss. After concentrating his efforts on developing the body shop Rick was able to once more think about drag racing and began to put together what he felt to be the best race bike he could. However, there was one stumbling block – wheel choices. In 1989, when Rick was building the bike, there was a distinct lack of lightweight custom wheels. This led Rick to look to the automotive world and to make contact with the late Boyd

2014 sees the Bowling Green, Kentucky-based business celebrating 25 years in the motorcycle trade. In this celebratory year AMD talked to company President Rick Ball to discover more about what has kept the manufacturer at the forefront of wheel production over the years ...

Coddington, who at that time was pioneering custom billet aluminum wheels for street rods. "My vision was a billet aluminum wheel that was light enough to race, but also had a truly custom look," said Rick of his first wheel design. He continued saying: "I

worked together with Boyd to produce that first wheel, the RC Comp, which is still offered today. It was exactly what I wanted." The attention that Rick's bike got at drag strips was the catalyst for him to get more wheels made for other racers who also

Rick is confident that RC is the only wheel manufacturer to have its own in-house chroming facility



RCX Headers



wanted lightweight, good looking rims. The first incarnation of RC Components was operated by Rick out of his garage at home, as he was simply offering those early wheel designs to fellow drag racers.

As is so often the case though, there was soon a demand for race technology from street riders, as Rick explained: "I began receiving regular calls from Harley guys wanting to order my super-light race wheels for their street bikes. This propelled me to immediately start working on a new RC Comp wheel that could withstand the rigors of the open road. At that time, these

were uncharted waters, but I pressed on anyway. And, as it turned out, that became the decision of a lifetime."

RC Components quickly outgrew Rick's garage and the business was soon moved to Kentucky where, following continued growth, it eventually settled in the current 60,000sq-ft premises in Bowling Green, where over 90 staff are now employed. The space and staff are needed due to all the manufacturing processes being handled in-house, and unusually this includes not only machining, but also polishing and chroming. Rick is confident that RC Components is the only motorcycle parts manufacturer to have

its own in-house chrome plating facility. There are now plans in place to further expand the Bowling Green plant to allow the company to maintain its 10-day lead time on wheel orders, which is one of the fastest in the industry.

Over the 25 years since Rick established RC Components, the product line has vastly expanded beyond the initial wheel offerings. Today the company's range includes a very successful exhaust line. The RCX Exhaust is a 4in slip-on muffler that offers a choice of 20 different tips. Then there is the matching TruFlo High Velocity air cleaner designed to work with the exhaust, and the RCX-Celerator closed



RCX Headers

RCXcelerator
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RCX 3"



RCX Mufflers



loop fuel management system to gain the greatest performance advantages available from exhaust and air cleaner upgrades, all of which pay testament to Rick's early days in drag racing - constantly looking for an increase in power.

Even with the diversification, wheels are still a key part of the product line at RC Components, and recent new and innovative designs, the Helo, Torsion and Raider, all feature uniquely machined accents on the outer rim lip. The ideas for new products and design variations on existing parts, such as the new rim detailing, come from many sources. As a business RC Components attends motorcycle events throughout the US, as it

not only allows the team to display its new products, but also provides the opportunity to meet riders face-to-face and discover exactly what they want, and from there take on new ideas.

It is not just the end user that Rick listens to when it comes to new ideas, as he is just as keen to hear from the staff at RC Components, and as such he has put into place a program to allow all employees to submit ideas on both new and existing products. These are then taken on by the design team who work year round to develop new products, which can be brought to market very quickly when needed. Rick explained:

"A new wheel design can be made, tested and released in less than a week. Whereas a new high horsepower exhaust system could

New designs feature uniquely machined accents on the outer rim lip



Helo Eclipse



Raider Eclipse



Torsion Eclipse

A new wheel design can be made, tested and released in less than a week



take 12 months of R&D and testing before it can be released."

One area where RC Components has been able to bring new products to market extremely quickly is the trend for big wheels on Baggers. Naturally, as the company started as a wheel manufacturer, it has always been at the forefront of wheel trends.

In the mid-'00s it began producing 17x12in wheels for builders looking to use 330mm rear tires, and now in response to the increased interest in tall wheels the company is listing all of its 60 plus wheel designs in 23in or 26in sizes, and there are also matching sized fender kits available. When questioned about what new products are currently in development all Rick would say was: "I can't go into details on all the new products we have in the works, but I can promise that our customers will not be disappointed." He then went on to say: "When I look back, we have come a long way from my garage in California. I have met so many great people and made lots of friends along the way. I can't say enough about all the people who have worked for us and helped make RC Components what it is today.

"I am proud of my personal accomplishments, as well as those of RC. The company's success has surpassed my wildest dreams and continues to amaze me every day. All I can really say is I'm living the 'American Dream'. I'm doing what I love

and making a living doing it. I say thanks to all of you who believed in RC Components for all these years, and I pledge to continue striving for the best of the motorcycle industry."



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'Tritons' Bagger pipes

TAILGUNNER'S newest exhaust option is the Tritons muffler, which features exclusive side vents.

The louvered side vents are said to create a deep and powerful sound; the volume being louder than stock, very deep and resonating.

The Tritons, which are a bolt-on fit for '95-'14 H-D Touring models, are also said to offer performance improvements in

both the low and mid range.

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Three-piece modular billet hub

RIDE Wright Wheels, well known for their extensive range of spoked motorcycle wheels, have been building a reputation for also now manufacturing forged billet wheels, and have taken that technology to create their new three-piece modular billet hub for their wheels. Ride Wright states that it is the first company to offer the new design of 6061-T6 aluminum hubs and that it will be offering them on its entire range, including the new forged line.

With the new hub design dealers need to carry less stock, as one wheel can be used for different applications with a simple change of hub ends.

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Ikon 'Basix' shock absorbers

THIS year Ikon's 76 series shock range has undergone a major expansion with the introduction of Ikon Basix.

"For the budget conscious rider, dyno tested rear suspension has never before been an option for newer model bikes," says Managing Director Geoff Lowe.

Featuring chrome plated bodies, fixed rate damping, 3-position adjustable pre-load and a black powder coated narrow series progressive rate spring, Lowe says that "Ikon Basix provide a level of value and performance in the budget market not seen in years. While better performance is available from our adjustable shock absorber range, 'Basix' incorporate the same high level of quality and testing that the adjustables enjoy".

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Frankenstein triple trees

FRANKENSTEIN Trikes originally designed their triple trees for use on Harley-Davidson Heritage and Touring models that have been converted to trikes, using the company's kits. Now, with the increased use of larger front wheels on these bikes, the same triple trees can be used to correct the geometry created by "big fronts". Frankenstein say that when their raked triple trees are used with stock fork tubes and a 21in wheel, the correct trail can be retained.

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



300mm floating rotors

MÜLLER Motorcycles in Germany, known for their six-piston brake for Harley models, have added to their product range with new 300mm brake discs. The floating brake discs are said to improve brake performance considerably.

Advantages of the brake discs are a fully controllable brake pressure as well as an even wear of the brake pads. Due to improved heat dissipation and the floating bearing, distortion of the brake discs is nearly impossible even under the highest demands.

The discs are TÜV approved and available in 292mm (11.5in) and 300mm and can be combined with the stock brake caliper, and the Müller six-piston brake or aftermarket brakes. They are available in matt black, satin black or polished black.



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Gas caps and shocks from Zodiac

ZODIAC now has locking gas caps available that feature a 3D skull logo. The caps, which are available for Sportster, Big Twin and Twin Cam models, feature a chrome and black finish with the lock hidden by the skull. The caps feature a knurled perimeter to ease opening and closing. Vented gas caps fit on Sportsters as well as on the left gas tank bung on most Big Twin and Twin Cam models. Non-vented gas caps fit on the right gas tank bung on most Big Twin and Twin Cam models, but cannot be used to replace the fuel gauge.

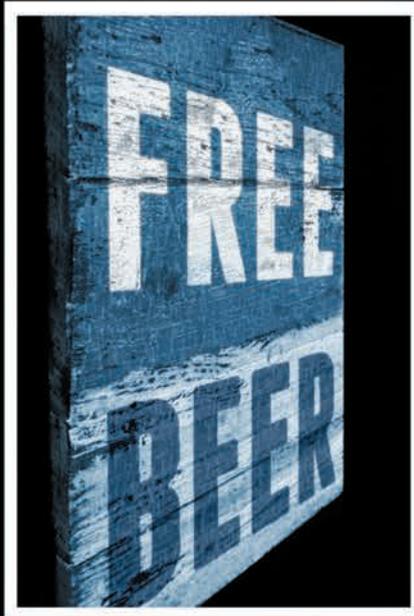
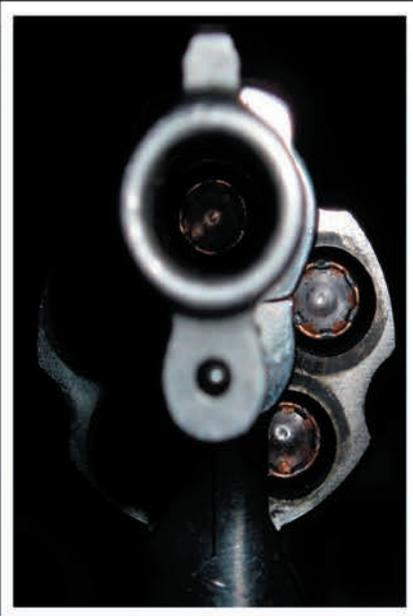


Also now available through Zodiac are the Series 970 rear shocks from Progressive Suspension. These shocks combine a high pressure gas monotube design with deflective disc damping routed through two unique circuits, and feature adjustment for compression damping via an easily accessible knob. The forged aluminum shock body and piggyback are internally coated to reduce friction. Progressive rate springs are fitted with pre-load adjusters and hard chrome main shafts are used. Available in black with magnesium-look or black upper and lower eyes, the Series 970 shocks are available for most Dyna, Sportster and XR 1200 models.



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Reproduction Amal mk1 carbs are now available from W&W

W&W Cycles continues to cater to the needs of owners of older Harley models and is now carrying **Amal mk1 concentric carburetors** for use on those bikes. Originally introduced in 1966, the mk1 was a replacement for the Amal Monobloc, and as such is smaller and lighter, has a completely concentric design, and the air and idle adjusters are relocated for easy access. The reproduction carburetors available through W&W feature various improvements over the originals including a forged alloy, hard anodized throttle slide, which has a low friction surface for smoother operation and greater wear resistance. The material used for the carburetor body has a passivated finish to resist corrosion, and the ethanol-resistant, puncture-proof Stayup float and Viton tipped alloy needle valve are said to help improve control of the fuel flow.

Two versions of the reproduction Amal mk1 are available; one to fit 750cc engines and the other for 1,000 and 1,200cc models.

To allow the Amal carbs to be used on Linkert inlet manifolds, **W&W is stocking Bates adaptors**. One option is a three-bolt design for side valve and '36-'39 OHV engines, while the other, a four-bolt version, works with OHV engines '40-'65, K-Model '52-'56, and WR applications.

The Bates parts selection at W&W includes the company's adaptors to fit OEM or aftermarket oval air cleaners with recessed backing plate to S&S Super E and G carbs. Made in Germany from aluminum, the adaptors have a satin finish and require three 1/4in-20 x 3/8in Allen screws to mount them.

The design of the **Moon taillight**, now stocked at W&W, is derived from '33-'36 Ford car lights. This version has a metal housing with two holes at the back for universal mounting. The light assembly includes a stop light and license plate illumination, but not a license bracket.

Under its **Cannonball brand**, W&W is manufacturing **fender mounts** for Springer forks with 19in or 21in wheels. Bolt hole distance on the brackets is 65mm, with a maximum fender width of 120mm, and stock FXSTS fenders are bolt-on fit. The brackets can be ordered in black or silver anodized finishes and to fit 24mm OEM forks or 25mm W&W forks.

Completing the latest new selection of Old School parts at W&W are the **Performance Machine Vintage four-piston brake calipers**. The caliper utilizes the look of one of the company's original 'Dual Action Cast' caliper designs, but has four-piston internals. Available for front or rear use, the calipers can be ordered in Black Ops, chrome or Machined Ops finishes.



The Moon taillight, based on the design used on '33-'36 Ford cars, includes a stop light, and license illumination



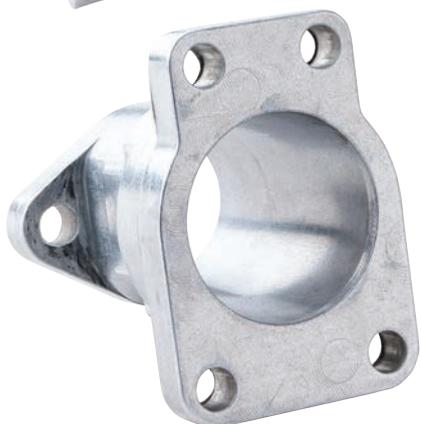
W&W's fender brackets for Springers work with either OEM or W&W's own forks



Performance Machine Vintage four-piston brake calipers look like the company's original 'Dual Action Cast' caliper designs but feature four-piston internals



Bates' adaptors allow Factory oval style air cleaners to be fitted to S&S Super E and G carbs



An Amal mk1 carb can be fitted to a Linkert manifold with a Bates adaptor

Bagger forward controls



SUPERTRAPP, under its JayBrake brand, has introduced the J-FL forward controls for use on Bagger models.

Machined from a combination of steel and billet aluminum, the controls mount directly onto the bike using the stock mounts, pivot points and master cylinder.

The controls, which fit '97 onwards Baggers, mount to bikes with or without a highway

bar, and are available in chrome or black. Matching grips and pegs are available, too.

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Superchips tuners for Android and iOS devices

SUPERCHIPS continues to update its range of electronic tuning aids - recent additions include the Vigilante EZ hand-held tuner and Vigilante Flash mobile tuner and performance meter for fuel-injected Harley-Davidsons.

Superchips say that "EZ and Flash are ideal for those riders who want to tune their bike's fuel injection system on a stock or Stage 1 modified Harley model where a performance air cleaner and/or performance exhaust has been installed.

"Vigilante EZ or Flash are designed to deliver calibrations tailored to the bike's exhaust and intake configuration, eliminating deceleration-pop, reducing running temperatures, and improving acceleration and response by re-programming the stock electronic control module after downloading a tune-file from the device."

Said to be easy to install, the EZ tuner's connector is plugged into the Data Bus of the bike with the style of intake or exhaust selected via the unit's toggle switches. "The bike is tuned in just two minutes and EZ saves the stock files, allowing users to return to stock at any time". Diagnostic Trouble Codes (DTCs) are said to be easily read and cleared.

Vigilante Flash is described as having all the features of EZ, but with the added ability to "monitor performance parameters on a mobile Android or iOS device. Apart from the Vigilante Flash device, all that is needed is an iPhone, iPad, Android phone or Android tablet.



"The Flash connects wirelessly via a Bluetooth dongle (MVI) to the motorcycle and allows users to monitor the motorcycle and its performance by displaying virtual gauges in various configurations, user-configurable parameter displays and data logging (also known as data acquisition/ DAQ). Display options include speed in mph or kph, rpm, which gear the bike is in, 0-60mph and 1/4-mile times."

The company says that two versions of the Vigilante EZ and Flash are available. One for all models with J-1850 Data Bus system, such as '04 - '13 Sportster, '01 - '11 Softail, '02 - '13 Touring, '02 to present V-Rod and '04 - '12 Dyna; with another for all models with CAN Bus system, such as '12 to present Softail, '13 to present Dyna, '14 to present Sportster and '14 to present Touring models.

The Superchips range is available through distributors, including Tucker Rocky and Zodiac International in Europe.

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Universal Megaphone Series

SUPERTRAPP'S Universal Megaphone Series is a 4in diameter slip-on muffler that features external disc-based tuning.

Made from stainless steel, the cone body is 17.5in long and finishes with a straight cut. Twelve 4in tuning discs are supplied with the exhausts.

Options on the mufflers include satin,

polished or brushed finish; 1.75in or 2in diameter inlet and quiet cores.

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PULLBACK RISERS

New lines from Drag Specialties

The die-cast aluminum black rocker boxes from Drag Specialties are supplied with gaskets



AMONG the latest new lines from Drag Specialties are **black rocker boxes**. Made of die-cast aluminum, supplied complete with gaskets, and finished in satin black powder coat, the rocker boxes are sold individually to fit '92-'99 Evo Big Twin models.

The **front brake master cylinder assemblies** from Drag Specialties include the lever, clamp half and banjo bolt. The $\frac{1}{8}$ in bore master cylinders have a $\frac{1}{8}$ in-24 banjo bolt, and the $\frac{1}{4}$ in bore master cylinders have a $\frac{3}{8}$ in-24 banjo bolt.



Drag Specialties' front brake master cylinder assemblies are compatible with DOT 4 or 5 brake fluid, and work with all 1in or 1-1/4in diameter handlebars

The assemblies, which are finished in black, are compatible with DOT 4 or 5 brake fluid, and work with all 1in or 1-1/4in diameter handlebars. They fit '96-'14 models, except '08-'14 Dressers, H-D Trike and '04-'14 XL models.

Created for use in **H-D hard saddlebags**, the Drag Specialties lining kit is designed to protect items

that may bounce around in the bags. Available in black and pre-cut to size, the kit is treated for mildew and moisture resistance, and the material has a pressure-sensitive adhesive on the back for an easy peel and stick application.

Installation in '14 FLHT, FLHX and FLHR models creates a lined lid, sides and bottom.

A second option for use with 2014 Touring model saddlebags is Drag Specialties **collapsible soft luggage**. The bags are designed to fit the 2014 hard saddlebags from the larger storage compartment to the multi-angled lid, and feature top storage compartments with zipper closures.

The zipper on the outer compartments wraps around two sides in the rear and three sides in the front for easy access. The zipper on the main compartment wraps around three sides and the lid will flip-up, creating an open access for easy loading and locating items. Each bag has two handles that can be joined together with a leather-like pad for easy transporting before and after loading.



Drag Specialties' collapsible soft luggage bags are designed to fit the hard saddlebags on 2014 Touring models

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Drag Specialties' lining kit is designed to protect items that may bounce around in the hard bags fitted to '14 Touring models



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VICTORY & INDIAN PRO GUIDE

Barracuda adds to Victory range



BARRACUDA Custom Accessories of St Paul, Minnesota, has added to its range of parts for Victory Motorcycle models with new detailing products.

New chrome or black custom cam cover badges for the right side of the Victory Freedom engine are 100 percent billet aluminum backed with strong 3M hi temp adhesive.

For the left side, Barracuda has a new line of chrome or black billet aluminum derby covers.

Kingpin read fender turn signal inserts for relocated turn signals come in a powder coated mid-gloss black or chrome. C&C machined from solid

6061-T6 billet aluminum, Barracuda owner Steven McParland says that these items are "designed to last the life of the bike and perfectly fill the fender turn signal hole in all Kingpin models and years".

Barracuda's rear shock preload/spring adjusting tool means that the rear shock preload on Victory models can be adjusted to the proper riding height and weight for better handling and road control.

New custom 'cheese wedge' badges are not just a label, but a solid molded piece that "fits perfectly in the triangle groove on the side 'cheese-shaped' wedge."



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Hi-Output and Turn Down slip-ons

VANCE & HINES has new products for Victory and Indian Motorcycle models.

Their popular Hi-Output slip-ons will soon be available for the '10-'14 Cross Country and Cross Road and '12-'13 Hard Ball models, in a choice of black or chrome

finish, with optional quiet baffle. Described as "addressing the need for a slip-on system for the Victory's 106-ci V-twin motor" Vance & Hines say that "every aspect of the Hi-Output slip-on's design is singularly focused to yield maximum horsepower by improving the volumetric efficiency of both stock and heavily modified engines." Also seen here are Turn Down slip-ons for the 2014 Indian Chieftain (not for the Classic or Vintage) that are said to "perfectly complement the luxuriously sculpted lines of the Chieftain and provide a sumptuous exhaust note to the powerful 111 cubic inch Thunder Stroke V-twin."

VANCE & HINES
Santa Fe Springs, California, USA
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Hi-Output slip-ons for selected Victory models - "aggressively stepped styling and a deep rich tone", according to Vance & Hines



Vance & Hines Turn Down slip-ons for 2014 Indian Chieftains will be available in chrome and feature a 4 inch round muffler with scalloped end cap



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Witchdoctor's - Victory parts specialist



THERE aren't many aftermarket parts and accessory businesses that have been created specifically to serve the burgeoning Victory Motorcycle market, but Warren, Ohio based Witchdoctor's in one such company.

Founded in 2010 by Jon Petrich, and starting with a handful of products, fast forward just four years and the company already boasts over 1,000 parts and accessories for "just about every Victory model."

The line includes everything from nuts and bolts (chrome and anodized colors) through to custom wheels and high performance items. The range is a combination of third party items distributed by Witchdoctor's and own design and in-house manufactured Witchdoctor's brand products.

Petrich says that "like all the best ideas, our business goal was simple – to offer the customer everything they might be looking for to express their own personality. We can help choose their accessories and show them that they can do the job themselves if they want to, and I believe that puts us miles ahead of the competition."

"We realized in the beginning that we are selling more than just parts. We are selling cool, individuality, pride and satisfaction. Whether the rider is looking for 'Bling' or functional parts, our aim

is to offer riders and dealers access to the most comprehensive line-up of aftermarket accessories for Victory models in the marketplace.

"However, the product line is only part of the story. In a time when customer service appears to have gone by the wayside, from the very beginning we have worked hard to ensure that great service is the company's greatest asset – and I strongly believe that ours is the best in the Victory market."

The company has an easy-to-navigate website, which is updated regularly and includes "how-to" videos and customization showcases.

The company sells through a large dealer network and ships domestically and internationally daily with a 98 percent fill rate. "Our main warehouse is based here at Warren, Ohio, but uniquely for a business for our size and age we also have a warehouse in Germany to better serve European customers."

"I think our dealer program is excellent with a buy-in as low as \$500 and margins of around 30 percent or more on our top 25 SKUs."

"Dealers who want to get into selling Victory custom and aftermarket parts now have one place to order from, allowing them to be more profitable in an area that they may have struggled with before." Witchdoctor's offers a free drop shipping service for dealers who need that option.



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Extended Fender and Bags for Victory Cross Country

HENRY T. Chriss, President and CEO of Old Skool Cycle Werks (OSCW), continues to design fiberglass aftermarket motorcycle accessories for all motorcycle manufacturers. His latest design is an extended fender and extended bags with optional speaker lids for the Victory Cross Country.

An overlay rather than a replacement, so the factory taillight and taillight housing can be retained and protect the ABS module, the fender overlay extends three inches beyond the stock fender and has a cut-out to expose the factory taillight.

The factory taillight housing can still be used so the taillight and taillight housing don't have to be relocated or removed. The strength of the stock fender also protects the ABS module located under the fender. Blinkers, similar in shape to the taillight, are currently in design and will be located in OSCW's stretched bags.

OSCW's stretched bags are extended three inches below the factory bags and curve around the exhaust. The stretched bags come

with optional direct replacement lids that have cut-outs to accept 6.5" or 7.7" speakers.

OSCW's fender and bags can be installed using factory mounting points and hardware. Its fender overlay mounts over the factory

fender, and its stretched bags and bag lids are direct replacements.

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Sportster lowering kit



LICK'S 'Gutter Punk' lowering kits have been designed to be an easy install for bikes with 39mm forks, and include all the parts needed to lower both ends of a bike.

The drop-in fork springs, which can be fitted



without removing the forks from the bike, will lower the front end by up to 2in, and the short shocks for the rear will drop the bike by up to 2-1/2in.

The kit to fit '91 to present Sportster models can be ordered with a choice of six different shock options; chrome, black, chrome-black springs, black-chrome springs, or fully shrouded housings in chrome or black.

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FLT raked triple trees

THESE new 7 degree "KO" trees and kits for 2014 FLT's from Ness are made from forged 6061-T6 billet aluminum and allow the stock trail numbers to be retained while using large diameter wheels.

Ness say that these are "the best handling kits for touring models on the market", and that they allow 7 degrees of rake while maintaining 7 degrees of trail when using 23" wheels, without frame modifications. Designed for 21" and 23" wheels (6 1/8" rake on 21 inchers), 'Batwing' style fairings retain their stock position, and the kit includes top and bottom tree, pressed-in steel stem, lower fork bearing and travel limiters. They fit 1997-2013 models, and 2014-up models with 49mm forks.



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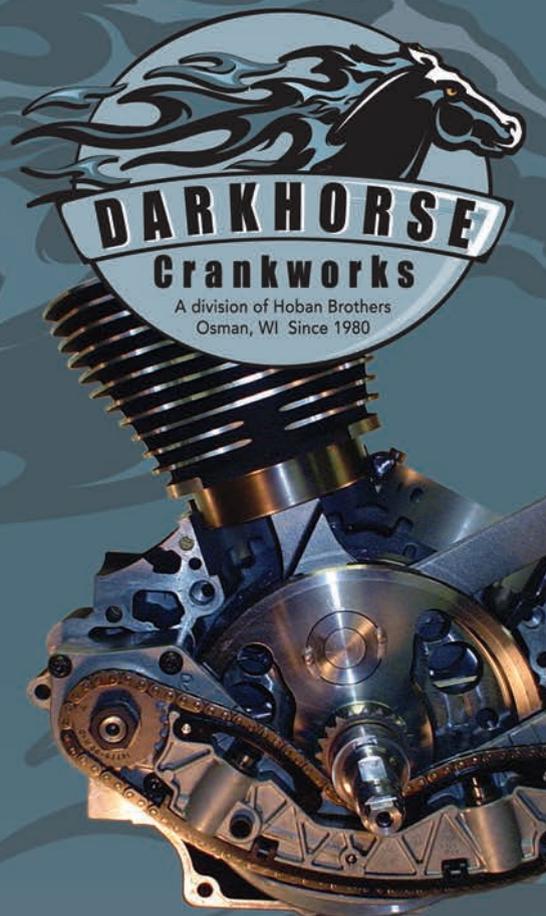
ZIPPER'S has responded to Harley-Davidson's introduction of the Project Rushmore Touring models by creating a high flow air cleaner specifically for those bikes.

Due to the 2014 Rushmore models having a new, distinctive round cover over the stock air cleaner, Zipper's has developed a high flow air cleaner kit that retains the stock look.

A CNC machined billet backing plate that fully supports the Rushmore cover is included in the kit, and it is equipped with additional air ports with a fully radiused entry for smooth airflow gains. The kit

also features a washable, oiled gauze element, said to outflow the factory system by 47 percent.

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Ignition conversions and Ultra-light pulleys



BDL's new cam cover simplifies the wiring on early ignition conversions

ANAHEIM, California based specialist BDL has released a new TC cam cover that converts all Harley Twin Cam engines that are fitted with chain drive cams to be able to accept earlier electronic ignitions. Suitable for use with all aftermarket rotor cup systems, the kits, which include application-specific bolt, end adaptor and seal, are said to substantially simplify the wiring process for customizers when converting chain-driven Twin Cams to earlier electronic ignitions.

Also seen here is a new range of lightweight transmission pulleys for both high performance and stock applications.

The company's new hard anodized pulleys are machined from 7075 aluminum, and are said to weigh just 2.25lbs, making them one third the

weight of the OEM part they replace. The reduced weight of the pulleys equates to reclaimed horsepower and less wear on the bearings. BDL's lightweight transmission pulleys are currently available for four-speed Big Twins '79 – '83, five-speed '86 to present and five-speed Sportsters '92 onwards.



Ultra-lightweight transmission pulleys for stock and high performance applications



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Outcast GT with color match options



LE PERA has taken its already popular Outcast saddle and reworked it to create the brand new Outcast GT.

With the new Outcast GT the customer has the option to customize the seat by choosing the color and material used for the inlay center strip and 'Speed Stripes', while increased rider comfort is offered by the deeply contoured, newly formulated Marathon foam foundation. The seat also has a matching and removable rider backrest. Le Pera is making the Outcast GT available for '08 and later Touring models.

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TTS - BIG SPOKE



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Sportster upgrades added to MCS inventory



The 2in extension drag pipes replace the stock mufflers on Sportsters and work with the stock head pipes

MOTORCYCLE Storehouse continues to expand its product range, and among the latest additions of parts stocked are the 412 Cruise shocks for Sportsters from Progressive Suspension. The new shocks fit all '04-'14 Sportster models and are offered in black with a choice of chrome or black springs.

Once installed on a Sportster the 12.5in static length shocks give a ride height of 11.5in, while still providing the full stroke of 12.5in springs. This movement is achieved through the use of special flat-wire progressive springs in combination with gas charged dampers. The shocks also feature five stages of pre-load adjustment. As a Lowbrow stockist, Motorcycle Storehouse now has the company's Filtr-o-Max remote oil filter mount available. Cast



S&S Cycle has designed its 482 camshafts specifically for 883 Sportsters that have been converted to 1200



from aluminum and offered in a choice of polished or black electroplated, the mount features a ribbed design and accepts all standard style screw-on oil filters. The ribbing is said to help with oil cooling, and Lowbrow also has an extra mount available that allows the Filtr-o-Max to be bolted to the front motor mounts of Big Twin models. The S&S Cycle 482 camshafts now stocked at Motorcycle Storehouse have a profile designed to provide the maximum benefit when used on Sportster 883 engines that have had 1200 big bore conversions done on them. The new cams are for use with stock components and all that is needed to fit them is minor cam lobe clearancing to clear the crankcase.

The cams, which fit all '00-'14 XL 883 models and will fit '91-'99 XL models when a '00-'14 style pinion gear is installed to match the pitch on the second cam, are said to deliver an additional 5hp and 2ft.lb of torque when compared to a stock 1200XL.

To allow Sportster motors to breathe more easily, Motorcycle Storehouse has slip-on 2in drag pipe

extensions. The slip-ons work with '04 and onwards Sportsters and can be fitted without complete removal of the exhaust system needed. The extensions, which replace the stock mufflers, are supplied complete with removable baffles and fit the stock head pipes and exhaust hanger brackets on '04-'13 XL1200 and '07-'13 XL883 models.



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Lowbrow's Filtr-o-Max remote oil filter mount is made from cast aluminum



Adjustable foot controls

COMPLETELY CNC-machined from aluminum, these new foot controls by respected German parts and accessory manufacturer Wunderkind (the custom parts brand of ABM) offer multiple adjustment possibilities, with the distance of the brake and gear levers able to be adjusted individually to the rider.

The variable positioning of the controls means the

rider can also choose his or her individual design in black, with or without chrome-look inserts. The surface is coated with high quality BLACKPearl Eloxal.

The system is available for all H-D Dyna and Sportster models, with VRSC V-Rod versions being released soon.



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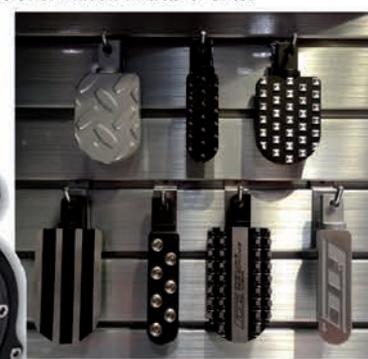
Sprocket & Pulley cover for Sporty available in 2 models, and 3 colors ... and choice of window in clear or tinted



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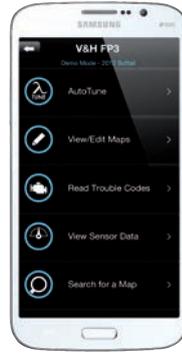
Vance & Hines Fuelpak FP3

THE latest evolution of Vance & Hines' Fuelpak, the FP3, has been designed to work on the new Harley-Davidson models that operate the HDLAN (CAN Bus) system.

Vance & Hines FP3 connects remotely via Bluetooth to iPhone or Android smartphones, Fuelpak FP3 and then uses Flash technology to recalibrate the engine's parameters and mapping to exhaust system and other performance upgrades downloaded from the expansive library of calibrations developed by Vance & Hines. It is also possible for users to adjust or modify any of the tables of the FP3's tuning, such as ignition, rev limit and more.

Autotune is a feature included on the Fuelpak FP3 that makes use of the factory sensors to increase the efficiency of tuning for specific requirements; whether tuning for unique components or different grades of fuel. This feature is in addition to the fact that once the Fuelpak FP3 is plugged-in live sensor data can be viewed on a smartphone display, which includes speed, rpm, cylinder head temperature, voltage, gear selection and other information.

Other information displayed on smartphones connected to the Fuelpak FP3 includes 'Trouble Codes', and the FP3 can be used to clear them too.



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14" 2014 Tourer rotor kit uses stock caliper and hoses

NESS Enterprises has oversized rotor kits that are said to provide a minimum of 30 percent more stopping power than the stock size item they replace.

They use the factory caliper and hose, and at 14" they fit any 2014 Tourer model with stock 19" wheels, or any 17" or larger aftermarket wheel. Each kit includes an oversized floating rotor, billet brake caliper adapter and all necessary hardware. They are sold individually, but are available for both right and left sides of 2014 FL's.



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ROUGH CRAFTS

Paughco billet Pan covers

PAUGHCO, already well known for its extensive range of frames, also offers a wide selection of smaller parts including billet aluminum Panhead rocker boxes. Features on the billet boxes include increased wall and lip thickness and matching Paughco socket head cap screws and counter sunk retaining holes. Finished in chrome, the rocker boxes fit '48-'65 Panhead engines and replicas with OEM mounting surface and bolt dimensions.

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www.paughco.com



New 'bars and velocity stacks from Figure Machine

FIGURE Machine is continuing to expand its product range with the introduction of new handlebar options. The company's Billet Bars line of handlebars has been created with what the business describes as a "distinct industrial style that stands out in a crowd". Manufactured from a combination of steel tubing and aluminum, the bars are powder coated for a durable finish.

The 1in diameter Billet Bar, which is offered in three styles ('Z', 'V' or 'U') as well as a range of lengths and widths, is designed to accept stock controls, and the knurled base will work with all 1in risers.

The new product range from Figure Machine continues with the launch of its Flow-Stack velocity stacks. They feature a 2in tall stack mounted to an internally breathing backing plate. The Flow-Stack is supplied with an optional stainless steel mesh screen that can be installed to keep small debris out of your engine. The velocity stacks are available in a choice of Vivid Black, Black Denim or Blonde Silver, and all have the signature 'Figure Machine USA' engraving around the base of the stack.

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One-piece sissy bar

BURLY Brand's new sissybar designs are one-piece units, designed to give a classic look and can be easily fitted.

Available in tall and short versions, the sissybars are TIG welded in the USA. The tall option includes a compact pad. Both designs mount to outside of fender rails, are black powder coated and available for '04 - '14 Sportster applications.

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www.burlybrand.com



Ignition switch tool for 2014 FLs



JIMS range of professional tools for Harley-Davidson mechanics has recently been expanded with the introduction of an ignition switch housing alignment tool for use on 2014 FL Touring models.

JIMS says that with the tool correct alignment of the ignition switch cover is quickly and easily achieved.

The design of this version of the tool, specifically for use on 2014 models, is based on its proven design for earlier models.

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Thunderbike air filters



NOW available from Thunderbike in Germany are street legal TB designed air filters together with Jekill and Hyde exhaust systems, and the electronically adjustable Jekill and Hyde exhaust systems are designed to be used with these aluminum air filters. The 3D machined air filters have a long-life K&N air filter insert. Mapping with a fuel controller is recommended to ensure best performance from the motor after fitting the parts.



Air filters are available in different designs and colors and TÜV approved.

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Lowered springs for 2014 Tourers

MAG Europe is now stocking Progressive Suspension's lowered fork springs for use on 2014 onward Harley-Davidson Touring models.

The new kits have been designed to work with the 49mm fork tubes found on the latest Touring models. They are available in a 1in or 2in drop and are wound in a higher spring rate to offer improved control of bottoming and brake dive.

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TBR Comp-S exhausts

BEST known for their sportsbike and race exhausts, Santa Ana, California based Two Brothers Racing (TBR) made their debut at the V-Twin Expo at Cincinnati in February with the Comp-S, a "hand crafted" exhaust system for V-twins.

Said to be specially designed to meet the style and performance of Harley models, TBR say that their Comp-S system "provides increased horsepower and torque, while reducing overall weight."

Founded in 1985, TBR grew from a factory-backed AMA superbike team to become a

world leader in 'metric' performance exhausts and has nearly three decades of championship wins in the locker. Features of the Comp-S include swept-up muffler for enhanced ground clearance, a carbon fiber end cap and optimized fit for forward and mid controls.

Made in the USA, the Comp-S accepts the stock O2 sensor and with "each weld on this mandrel bent stainless steel system hand-crafted to perfection", the fully TIG welded high-temp packed Comp-S is available in brush finish or ceramic black.



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Rick's Touring parts for '14 Harley-Davidson models

RICK'S was the first European manufacturer to have a TÜV-approved 30in front wheel in 2013, and now the Baden-Baden based authorized dealership and custom house has unveiled a range of custom parts for the 2014 Touring bikes from the Motor Company.

The range of parts for the 2014 year model Touring bikes includes the introduction of 13in brake disc conversion kits. As a manufacturer of over-sized Bagger wheels Rick's has taken the approach of keeping the brake rotor's size in proportion with the wheel. The Rick's 13in brake conversion kit has been developed to fit Rick's 21, 23 and 26in TÜV-approved diameter wheels (as well as other manufacturer's wheels), and once installed is said to offer an increased braking surface, providing better heat distribution and faster stopping.

Continuing with the big wheel conversions, Rick's now has a version of its TÜV-approved seven-degree triple trees to allow 21, 23 and 26in front wheels to be safely used on 2014 Touring models.

Mounting a 21in, 23in or 26in front wheel into a motorcycle is, due to the larger diameter of the wheel, equal to a 2-4in extended front fork, resulting in higher center of gravity on a motorcycle that is sometimes tail-heavy due to the weight carried in the panniers. Rick's seven-degree triple trees angle the stock fork forward to retain the stock height at the front of the bike.

CNC-machined in Rick's House of Custom, the triple trees are a bolt-on fitting, with no frame modifications necessary and the stock fork retained. Progressive springs are recommended, but the use of stock



components reduces the cost considerably. Rick's has further options available for users of larger front wheels on Touring bikes with the introduction of front fenders for use with 23in, 26 and 30in wheels. The extended and smoothed fenders are manufactured from steel to make them stronger than fiber glass equivalents, and this in-built strength helps to stabilize the fork legs.

Moving up the front of the bike, Rick's is now offering 30mm diameter stainless steel,

TÜV approved, handlebars for 2014 Touring models. Available in 350mm, 400mm and 450mm heights, the new handlebars can be used with the stock riser covers as short risers fit the stock mounting position, and stock or aftermarket controls can be used, while despite the slim look and 90-degree angles, cables and hydraulic lines can be hidden inside the bars.

Moving towards the rear of the bike, Rick's offers extended side covers for more aerodynamic airflow around the bags. The company's side fillers are manufactured from heavy duty fiberglass and are a bolt-on replacement for the stock pieces. They work with Rick's own custom bags, stock and CVO bags.

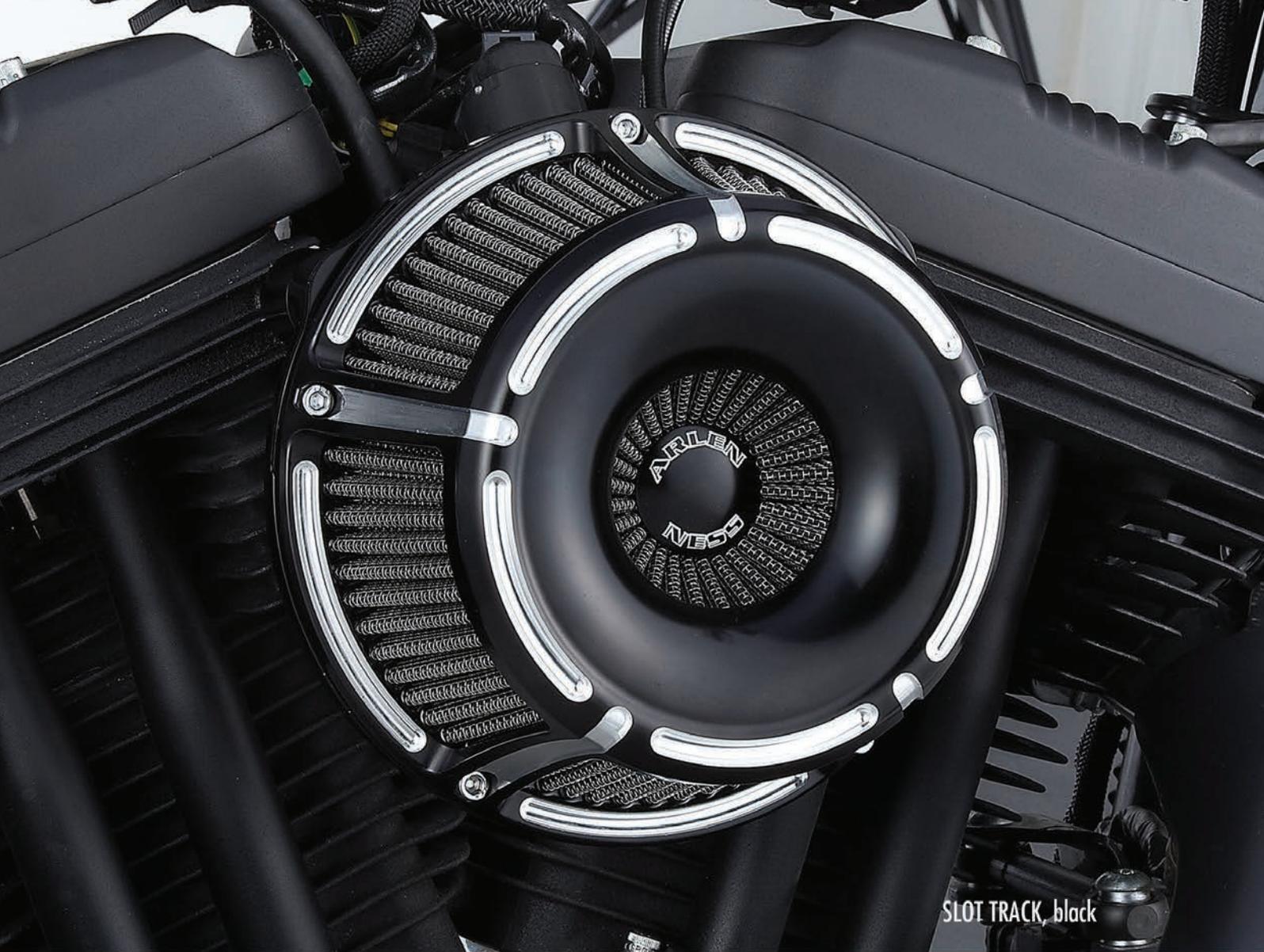
Completing the new selection of parts developed by Rick's for the 2014 Touring models is the company's tail end kit. The newly developed package includes a rear fender with a 4in downward extension and 1.5in rearward stretch, and cut-outs allow the mounting of H-D CVO taillights in the glass fiber fender.

The Rick's 2014 model year extended Touring cases feature the same dimensions as the new fender, and yet can be used with the stock H-D covers, keys and latches, as well as aftermarket options.



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There's only one way!

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

IN the Modified Harley class at the 2013 World Championship of Custom Bike Building there was a strong representation of retro styled builds, and the most successful build of that style was 'La Salle', from One Way Machine in Germany. The build was good enough to take second place in the class and has since gone on to pick up numerous trophies at custom shows around Europe

ONE Way Machine is the name of the custom shop run by Julian von Oheimb in Staufenberg, Germany, and it was one of his builds – La Salle – that took second place in the Modified Harley class at the 2013 World Championship of Custom Bike Building.

Julian's plan when he began the build of La Salle was to try and create a bike that looked old but featured modern running gear, and to achieve this he began by rolling a '94 Softail into his shop, complete with EVO motor. Given that Softail frames already mimic the look of older rigid frames, and the restrictions on frame modifications within the class, the base frame was left basically stock.

However, at the front of the bike a VL Springer has been bolted up to give the appropriate vintage look to the bike. The old bike look is further helped by the lack of chrome on the fork and around the rest of the bike.

That lack of chrome continues with the wheel choice. The stock 2.15 x 21 in H-D wheels have been black powder-coated and carry Continental tires. At





the front a 90/90-21in Twinduro is used, while at the back it is a 2.75-21in. The front wheel also carries a Beringer disc and caliper. Stopping power at the rear comes from a GMA caliper that acts upon a One Way Machine made perimeter disc.

In order to disguise the true origins of the motor it has been entirely coated black and the stock rocker boxes have been replaced with Knucklehead style covers. The exhaust is a one-off by Julian and feature brass tips to match the brass detailing done on the stock carb. Further brass accents can be found on the timing cover, while on the other side of the engine a Primo open belt drive is used to connect it to the stock gearbox.

In order to complete the build Julian then turned his hand to the bodywork and created the gas tank and oil tank. He then went on to create the one-off handlebars and risers and the sissybar for the back

of the bike that supports the rear fender.

To further disguise the true age of the bike a solo sprung saddle is used, and the paintwork by BK-Lack GmbH / Mike Hot Style is black gloss with gold highlights, reminiscent of that used on classic Vincent models.

While the changes made to the stock Softail will easily confuse a casual observer they would not fool a Harley enthusiast into thinking the bike is older than it is, yet despite this Julian's fellow competitors liked the changes he had made enough to vote La Salle into second place in the Modified Harley class.

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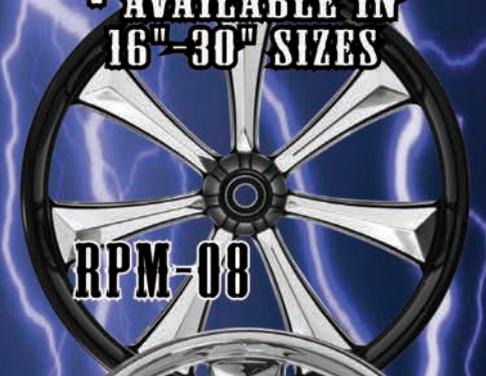
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Louis Casarez Promoted to President & CEO of Custom Chrome

CUSTOM Chrome has announced the promotion of Louis Casarez to President & Chief Executive Officer of Custom Chrome International at Morgan Hill, California.

Louis has been with Custom Chrome and parent company DIC in Korea for 15 years. He returned to Custom Chrome as Director of Operations after a 12 year deployment in Korea a year ago.

Whilst in Korea Louis was a Design Engineer for the owner's

motorcycle division, where, among other achievements, he was heavily involved in the RevTech engine and 6-speed transmission development programs.

Also while at DIC, Louis was involved with projects for GM, Clark forklifts and Dana. During the past year as Director of Operations Louis has been concentrating on streamlining the business in-line with its "focus and goals."

Louis is a motorcycle enthusiast

and MMI graduate who has worked in many facets of the industry - first at a local motorcycle shop on the Monterey Peninsula, California, and he then spent 4 years as a designer at Corbin Saddles, and joined Custom Chrome in 1999 as a member of the Research and Development department.



EPA acknowledges that ethanol damages engines

THE U.S. Environmental Protection Agency (EPA) has publicly acknowledged that ethanol in gasoline can damage internal combustion engines by increasing exhaust temperatures and indirectly causing component failures, the American Motorcyclist Association reports.

According to the American Motorcyclist Association (AMA) the EPA statements are found in a rule proposal issued by the Federal Trade Commission regarding a new label for pumps that supply fuel blends high in ethanol.

According to the EPA, ethanol "impacts motor vehicles in two primary ways. First, ethanol enleasens the [air/fuel] ratio (increases the proportion of oxygen relative to hydrocarbons) which can lead to increased exhaust gas temperatures and potentially increase incremental

deterioration of emission control hardware and performance over time, possibly causing catalyst failure.

"Second, ethanol can cause materials compatibility issues, which may lead to other component failures. In motorcycles and non-road products [using E15 and higher ethanol blends], EPA [has] raised engine-failure concerns from overheating."

The AMA says that these EPA statements contained in the FTC document back their long-held position.

"The American Motorcyclist Association has fought the distribution of E15 fuel blends in an effort to protect motorcycles and all-terrain vehicles from the damage that ethanol causes," said Wayne Allard, AMA Vice President for government relations.

"Now the EPA acknowledges that ethanol itself is harmful to emissions

hardware and other components on all motor vehicles. It is time for the federal government to pause, take a hard look at this product and change its entire approach to ethanol in fuels."

E15 is a gasoline formulation that contains up to 15 percent ethanol by volume.

None of the estimated 22 million motorcycles and ATVs currently in operation can use fuels with blends higher than 10 percent ethanol. Doing

so could void the manufacturer's warranty, in addition to causing damage to the vehicle.

The AMA applauded the EPA's decision in its proposed rule to roll back the requirement for wider distribution and use of E15 under its Renewable Fuel Standard.

Earlier this year the EPA announced that it was adopting E10 (10 percent ethanol content) as its standard test fuel, effective 2017, resisting pressure to back the higher content E15.



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