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JULY 2014
ISSUE #180

Harley-Davidson dealers report slow store traffic

THE latest quarterly AMD/Baird authorized Harley-Davidson dealer survey (April and May 2014) reported "weaker than expected retail, largely as a result of depressed traffic trend."

Citing weather as a factor that continued to play a role especially in the early part of the survey period, Baird are now projecting in the region of 6 - 7 percent US retail growth for the year, but that by excluding the impact of Street bikes shipped into the Rider Academy training program, Baird is modelling 3 - 4 percent retail growth.

66 percent of dealers surveyed said that customer traffic in April and May was worse than expected, with 36 percent saying that new bike retail sales failed to meet expectations.

However, Baird are reporting that used bike sales in April and early May were running at some 7 percent up year on year.

Internationally, Baird's research

suggests that new unit retail sales were down in Canada, but strongly up in Europe and other international markets.

Dealer sentiment was mixed with one telling us that the "Rushmore bikes [are] having little spill-over to other models," and another saying that they were "down this year about



25% in new bike sales."

One dealer stated that "floor traffic is down 5%," and another that they were "down 20% in floor traffic"; however, another dealer reported "April traffic was up 23%" and that by mid-May their MTD (Month to Date) was running at +5%.

The one thing that all dealers are agreed upon is the impact of the weather, and by way of a wider perspective one dealer told us that he

had just attended a MotorCo Town Hall and that "most sentiments are the same - current conditions and outlook ratings are up across the board after being down since the economy took that hit."

Dealers indicated that new bike inventory remains generally lean, with 83 percent indicating that it is "too low" or "about right" for this time of year.

However, dealer responses suggest that the delayed start to the spring selling season has resulted in pockets of excess inventory in some models, but that Rushmore inventory remains "tight."

Used bike inventory appears appropriate for this time of the year, with 69 percent of dealers reporting that used inventory is "too low" or "about right."

Baird say that overall lean channel inventory levels are leaving dealers willing to stock more units, which they

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H-D reveals LiveWire project



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Warr's Harley-Davidson celebrate their 90th anniversary



Hesketh launches first new model in 30 years



PRODUCTS



SOFT HEARTED KILLER

Peder Johansson, the owner of Hogtech in Sweden, combined his talents with Netherlands based Paul Funk to create Soft Hearted Killer - a motorcycle inspired by American cars



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POST MASTER

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

PRINT BY WARNERS MIDLANDS
BOURNE, LINCOLNSHIRE, GB

ISSN 1465-7627

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After 90 years of selling H-D motorcycles, Warr's Harley-Davidson is the Motor Company's oldest European dealership and it has now announced ambitious plans for its future development



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Four years after being bought by Paul Sleeman, British motorcycle manufacturer Hesketh has launched its first new design in 30 years with the S&S Cycle X-Wedge powered 24 limited edition bike

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World Champs: 'Soft Hearted Killer' 55-56

The majority of bikes entered in the World Championship are either built by individuals or small shop teams, but not Soft Hearted Killer, which was built as a combined effort by Hogtech in Sweden and Paul Funk Design from the Netherlands

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Biggest ever World Championship?

It's easy to fall into the hype trap! Everyone is always describing their "thing" as the newest, biggest, bestest. Of course they are - such is the beastly nature of the beast!

In the case of shows and events for example, custom bike shows in particular, there are many different ways of hyping an event - number of bikes entered, number of competitors entering those bikes, in the case of international events the number of countries those competitors have travelled from, and so on.

Throughout the ten years so far of operating and developing the AMD World Championship of Custom Bike Building bike numbers, and especially competitor numbers, have been important calibrations for the project.

Indeed given the international nature of the program the 'country-count' has always been an important factor too. The Affiliate custom show program that we operated while we were staging the Championship in the United States always ensured that the event had a goodly proportion of builders and bikes from outside North America. Especially for the eight years we held it in The Black Hills during the Sturgis Motorcycle Rally.

Needless to say though the number of countries represented grew massively with the move to Europe, but one of the biggest issues that we had never yet been able to address had been attendance - public/consumer and trade/dealer.

The creation of BIG BIKE EUROPE as a stand alone custom parts, accessory and performance expo with the Championship at its heart as a principal draw was a decision that many said had been ten years late in the making, and the reaction to the first BBE last year was universally positive.

We left Essen in May 2013 with the show successfully launched, and with a product that we could now expect to be able build the kind of relevant attendance for in a way that we never could in the United States, even at a Rally such as Sturgis.

The problem we encountered there was one of relevance. The vast majority of Rally visitors do not go there in order to buy parts or accessories, and the vast majority are strictly stock riders with a very light weight grasp of, and attitude towards, customising.

Rally visitors are there for the riding experience - which is fantastic, as it should be, and long may it continue to be.

Conversely the minority of rally attendees who are custom bike owners tend to be lower mileage riders who actually trailer their precious investments in to the area for a once or twice a year opportunity to "feel real"!

That is fine too, in its own way, but the AMD World Championship was always about so much more - it was always and remains being about design and engineering, and showcasing the work that custom shops and pro-builders can do for a rider - from the mild to the wild.

It was never designed as a custom bike sales fest, as such, but as a demonstration

of the "art of the possible" and the kind of diversity that stock riders can aspire to within the limitations of their own budgets and their own riding lifestyle preferences and habits.

So it was with great enthusiasm that accepted the opportunity to let our own BIG BIKE EUROPE expo become an alternate annual rather than yearly event (as originally envisaged) when INTERMOT came a calling and offered us the opportunity to take our market's creativity and craftsmanship to an established attendance of 200,000 riders and dealers.

This immediately accelerated the BIG BIKE EUROPE project by decades in terms of the attendance and exposure we'd be creating for our competitors and exhibitors, and immediately provided the final piece in the puzzle we'd been working towards finishing for so long.

So, all hype aside, there is now no question that this year's AMD World Championship of Custom Bike Building will not only be the best attended World

Championship so far, but by far the best attended international custom motorcycle show there has ever been - ever, anywhere. Period.

Those visitors, the INTERMOT visitor footprint, is a serious riding one, riders who take their miles and how they do them very seriously indeed, and attend the show with spending on bikes, parts and accessories at

the very top of the list of their event experience priorities.

What is more the (long awaited!) recovery that is now underway in Europe, including in Germany, means that attendance expectations are trending towards there being record numbers of visitors of all kinds at INTERMOT this year, and for those who have never been to the show, and are unlikely to ever have the opportunity to do so (it is held every-other October at Cologne, Germany) it is eight giant halls of walk-to-wall bikes, accessories, performance, tuning, service and workshop tech and bike-geek heaven where only the most righteous of industry professionals and the consumers they sell to dare to tread!

INTERMOT is an expo where you get serious bang for your buck. An expo where lightweights get converted and where high mileage riders go with serious intent to spend seriously.

Memo to all custom bike builders and custom parts and accessory vendors - when was the last time you had 200,000 buyers swing by your booth?

a demonstration of the "the art of the possible"

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Co-owner/Editor-in-Chief
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Kraftwerks HDBlower

KRAFTWERKS is a Northern Californian company that has made its name developing supercharger kits for automotive and sport bike use. At the 2014 V-Twin Expo the company previewed its new supercharger kit, which it has developed for use on

Harley-Davidson Big Twins.

During the Expo Kraftwerks described its HDBlower as being designed in such a way as to make it sympathetic to Harley-Davidson's styling, and this includes using authentic

H-D emblems on the casing.

Unlike other supercharger kits that make use of conventional positive displacement supercharger (i.e. roots or twin screw), Kraftwerks has not gone down this route as it believes such systems are inefficient compressors generating lots of heat, are very bulky, target power delivery at low end torque, which is already sufficient on a Harley, and are very noisy.

In order to countenance the perceived problems of a conventional blower, Kraftwerks decided to work with a centrifugal compressor. Rather than using an exhaust driven centrifugal compressor, such as a turbo charger, the company has adopted a centrifugal compressor, and have chosen the Danish made Rotrex.

The Rotrex supercharger employs a patented 'traction' drive system that is virtually silent and allows the supercharger to operate at internal

rpms unmatched by other centrifugal superchargers and only rivaled by turbochargers, and has a compact drive section making it suitable for packaging into the limited space available on a motorcycle.

Kraftwerks claims that by using the Rotrex unit is has the best of both supercharging and turbo charging



drive that steps up the engine's rpm by a fixed ratio of 2:1. The second stage is a cogged drive system where various drive pulleys and supercharger pulleys can be swapped out to achieve ratios as low as 0.731:1 and as high as 1.632:1. The wide rpm range capability allows the HDBlower the flexibility to utilize any of the C15 Rotrex chargers and to tailor how the power/boost comes in.

Kraftwerks' first stage drive (transmission stage) is directly off the crankshaft. However, unlike other systems, it utilizes a bearing to support the drive gear and insures that radial forces caused by tension in the supercharger drivetrain are not transmitted into the nose of the crankshaft as bending or shear forces. Any forces that exist are isolated to the drive gear.

The kit has been designed as a two-piece unit for easy installation, and features a large flow-optimized plenum. Both the intake plenum and the belt cover are thermal insulated for heat shielding, and there is ram-air belt cooling for added reliability. An anti-surge blow-off valve is included for safety.

Kraftwerks states that the HDBlower kit can increase hp by 50 percent and torque by 25 percent.

systems without any of the relevant penalties.

One issue the company had when it decided to use the Rotrex was the input shaft speed needed for it to run efficiently, which is significantly lower than that of an H-D engine's rpm limit. To solve the under-spinning issue, Kraftwerks uses a two stage system to step up the input rpm. The first stage used is a 'wet' system; a silent chain

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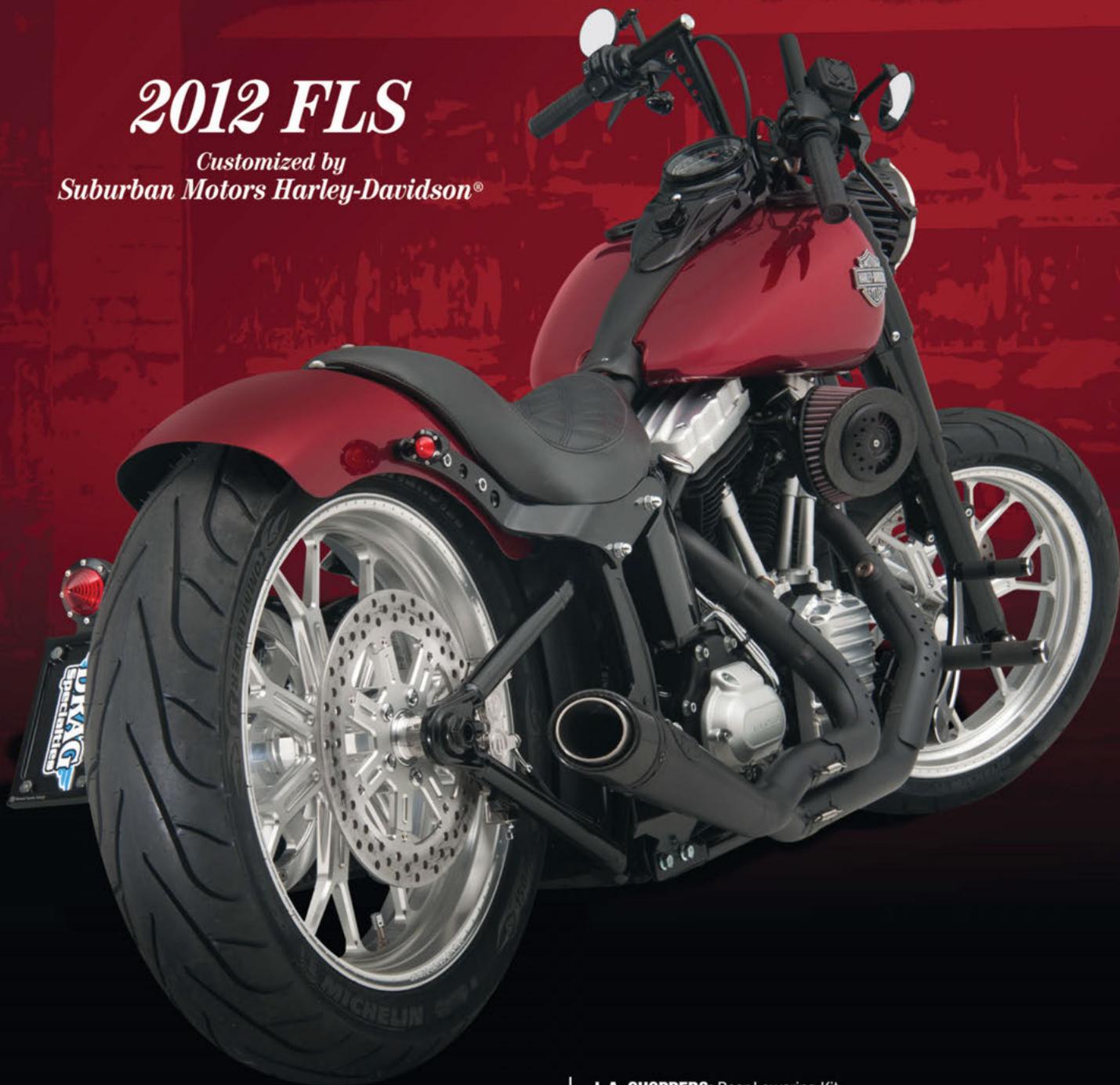
3. SLIDER WEIGHTS DESIGN:

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Custom Bike Show

Norrtällje, Sweden - 7 June 2014



The 40th annual Custom Bike Show, held in Norrtällje's Societetsparken, featured 240 bikes entered in 7 classes and over 12,000 visitors from around Europe.

Organized by Twin Club MC, this is one of the oldest custom bike competitions and shows in the world, and this year was also the 10th anniversary of its affiliation to the AMD World Championship of Custom Bike Building. Competing builders travelled from across Scandinavia and Europe, and this year included an entry from Japan and two from Australia.

Three separate judging systems are used to determine the winners, with a jury of industry professionals deciding on three World Championship affiliate prizes and Best in Show, the competitors themselves voting for the class prizes, and a Public Choice winner - the prize being a RevTech engine courtesy of



Veikko Sikiö's winning bike "WSA" was entirely hand-built including the engine



Eddy Gustafsson took 2nd place with "Speedy", based on a speedway engine modified for street use



"Seahorse" will join last year's winning bike "Jupiter" as the second bike built by Aliens MC at this year's World Championship



Twin Club MC President Micke Sandberg accepts a plaque in honor of Custom Bike Show's 10 years as a World Championship affiliate

Custom Chrome Europe.

Finland again featured prominently amongst the awards and provided two of the three Best in Show winners who will travel to Cologne to compete at the World Championship held at INTERMOT in October.

The Best in Show and Chopper class winning bike, "WSA" by Veikko Sikiö of Juupajoki from Finland, was entirely hand-built, including the engine.

The runner-up prize went to Sweden's Eddie Gustafsson for "Speedy", a street racer based on a modified speedway engine.

Finnish club Aliens MC provided last year's winning bike built by Alpo Varis, and he will be joined in Cologne in October by club-mate Lunka, who won the Custom class and scooped Best in Show 2nd runner-up prize with his Sportster-derived creation "Seahorse".

All three winners gain automatic entry to the World Championship of Custom Bike Building and a 2,000 euro prize to be used against the expense of competing at INTERMOT in Germany later this year.

Our thanks, as always, to Twin Club MC for their meticulous organization, Custom Chrome Europe, Motorcycle Storehouse and W&W Cycles for their support of the event, and the City of Norrtällje management for their biker-friendly attitude towards this popular annual event, and for use of the central park for the bike show.

www.custombikeshow.se



S&S Cycle sponsors 2014 WMDRA Sturgis races

WESTERN Motorcycle Drag Race Association's AMSOIL Sturgis Nationals has announced that S&S Cycle is to be an Associate Sponsor of the 2014 races at the Sturgis Dragway in Sturgis, South Dakota.

"Drag racing has always been a major factor in the history of S&S Cycle. Drag racing is what

got George J. Smith, our company founder, interested in developing go fast parts for Harley-Davidson motorcycles in the first place," said S&S Racing Manager Justin Bramstedt. "We think it's important that S&S should promote drag racing both on the professional and grass roots levels."

In addition to the races, S&S will also be holding T124 demo day events on both days of the race event, offering riders the opportunity to run one of its T124 big motors down the drag strip.

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Harley-Davidson dealers report slow store traffic

<<< Continued from cover

believe makes full year shipment forecasts robust.

Dealers remain broadly unimpressed where promotions are concerned with one dealer saying that they would "like to see more co-op dollars" and another saying that "Harley has not been proactive enough to help dealers sacrifice margin to help sell bikes."

One dealer commented that "inventory levels of Rushmore bikes are a bit low. We can't get enough of the hot selling bikes i.e. FLHTK and FLHXS. Used bikes are down due to lack of trade-ins and lack of new bike sales." However, another dealer said that "I wouldn't want any more bikes as I have lived through high demand and low inventory, and also low demand and high inventory. High demand and low inventory is definitely more profitable and fun."

In terms of new bike pricing, 57 percent are saying that they are selling bikes below MSRP – a smaller proportion of dealers relative to last year, suggesting that dealers remain confident that retail will improve, despite a condensed selling season.

One dealer told us that there is "a lot of competitive dealing going on" and that it "seems like the number one focus is on volume." Another said that "dealers are still giving significant discounting" despite market growth. Yet another dealer told us that "dealers are taking the hit on pricing. For the first time I'm cancelling orders," with another telling us that "dealers from outside territory are coming into other territories and discounting hugely to gain a sale. It is not about the customer experience to them, it's all about stealing the sale at any cost."

Finance availability continues to ease according to survey respondents, with the overall consumer financing environment remaining stable – 89 percent of dealers report credit availability as being less difficult or unchanged compared to the year ago period.

However, one dealer believes that "HDFS is difficult to deal with. Something [has to] change. From underwriting to funding, they are way behind other lenders in all categories. H-D needs to look into a better dealer operation system than Talon and Connect".

Baird recently established a Harley-Davidson Dealer Sentiment Index, capturing both current and longer

term (3-5 year) dealer sentiment. They asked dealers about their current outlook as well as their outlook at this time last year.

Harley dealers hold an optimistic outlook based on current conditions, as dealers reported sentiment levels of 82 versus 70 last year. The 3-5 year outlook remains remarkably positive as well, as dealer sentiment is 82 versus 70 last year.

For context, sentiment readings can range from 0-100 with 50 providing a "neutral" outlook. Overall, Baird's Harley-Davidson Dealer Sentiment Index is indicating a high level of dealer confidence.

On average, dealers are expecting retail sales to improve approximately 5 percent in 2014, but when asked to rate the retail impact of the 2014 models while results for the Rushmores were overwhelmingly positive (13:1 love/hate ratio), retail impact for the Street and Low Rider/SuperLow models was more mixed.

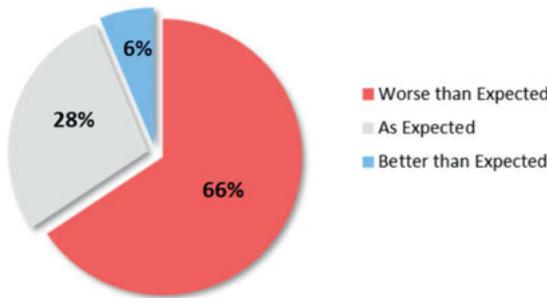
It would appear that whilst many dealers are excited about the Street models, lack of availability at retail has triggered negativity, and while the off-cycle release of the Low Rider/SuperLow reflect improved R&D processes at Harley, dealers are reporting less of an impact from these models as a result of the launch timing.

One dealer told us that "Rushmore has been huge. The Street is a bust until we get one. We're going to miss all the beginning spring bike sales. Poor planning on Harley;" another one told us that "we haven't been able to order a Street 750 or 500 for several months – very frustrating. SuperLow is way overpriced. No significant demand for Low Rider."

Robert W. Baird & Co Inc is an employee owned wealth management, capital markets, asset management and private equity firm that was founded in 1919 and is headquartered in Milwaukee, Wisconsin. The company says that it currently has \$105 billion in client assets.

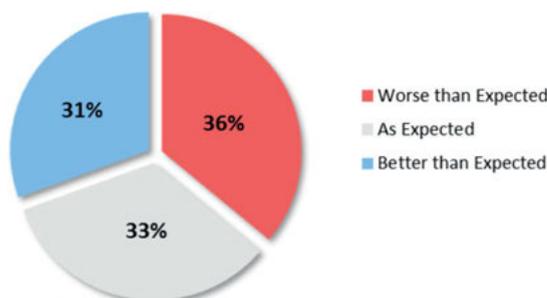
Any AMD readers who would like to see this or future AMD/Baird quarterly Harley-Davidson dealer surveys in full, or wish to nominate who should receive the survey forms at their store, can contact AMD's Information Editor Sara Viney by email (sara@dealer-world.com)

Customer Traffic
vs. Expectations



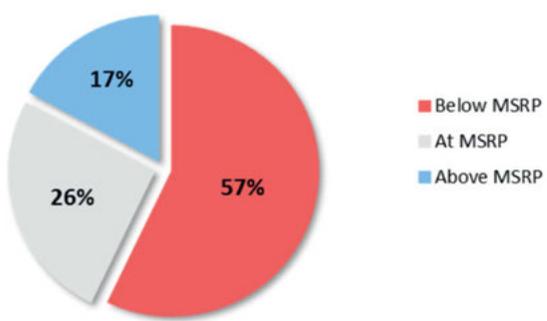
Source: Baird research

New Bike Retail Sales
vs. Expectations



Source: Baird research

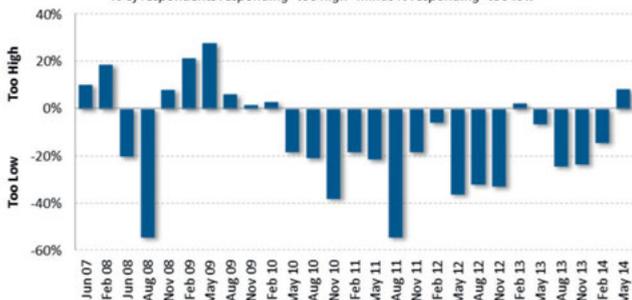
New Bike Pricing
vs. MSRP



Source: Baird research

New Bike Inventory Comfort

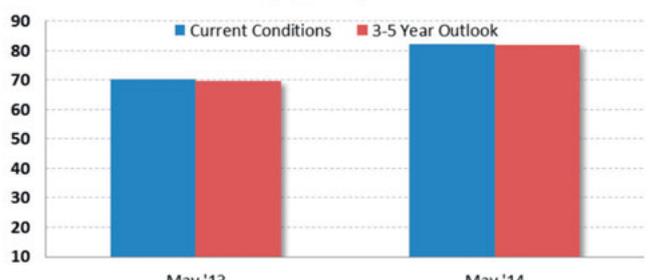
% of respondents responding "too high" minus % responding "too low"



Source: Baird research

Baird Harley-Davidson Dealer Sentiment Index

Aggregate Response



Source: Baird research

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90 YEARS OF LOOKING TO THE FUTURE



2014 sees Warr's Harley-Davidson celebrate its 90th anniversary. The company, which is Europe's oldest Harley dealership, is already looking forward to its centenary as it announced ambitious plans to completely redevelop its central London premises in order to meet the growing demand for its services



Artist impression of the new store's exterior



A glimpse of what the interior of the new store will look like

WARR'S Harley-Davidson first opened its doors on London's famous Kings Road in 1924, and today the business is still family owned and continues to operate from the same address as the day it first opened.

The Warr's story began with a cycle shop at 661 Kings Road when Captain Frederick Warr started working for himself in 1924 after having seen active service in World War I and then returning to employment in the army after the war due to the lack of work elsewhere. Within a year of opening the shop he had expanded his operation to include motorcycles. During that time the Motor Company had its European operation based in an office on Newman Street in London, and so Frederick, having seen how reliable the early Harley-Davidsons were during his time in the Royal Artillery, visited the Company's agent and became an authorized dealer.

When asked why his grandfather chose to work with Harley-Davidson when there were so many other brands available at that time, John Warr, the current Managing Director of Warr's, said: "He was already a motorcyclist at that time, and being in the Royal Artillery he witnessed the move from horses to automotive power, and that included motorcycles, and there were a lot of Americans involved in that process, so he was exposed to Harley-Davidson motorcycles. While there were lots of options for American bikes at that time, he chose to go with Harley-Davidson simply because he liked them, and because of his exposure to them during his army service."

When World War II started Frederick went back into service putting the family business on hold until his return from the war effort, by which time he was joined by his son Fred Jnr, who had also seen active service, in his case with the Royal Air Force. It was Fred Jnr's exposure to WL45 bikes during his time in the RAF that led him to join his father in the family business. However, it was a difficult time for them as the war effort had forced the British government to introduce rationing, a restriction on what goods people could buy that stayed in place until 1954.

The rationing had a very deep impact on the Warr's family business as imports of new motorcycles from the US were not allowed during the time of rationing.

However, the war effort did mean that there was a ready supply of army surplus motorcycles available, and buying, selling and servicing them kept the Warr's shop running in the years after the war had ended. Once the supply of ex-army machinery

began to dry up, Fred Jnr decided he would travel to the States to source Harleys direct from the factory. Travelling by sea on the Queen Mary, Fred Jnr landed in New York and then traveled by train to Milwaukee where he met with William H. Davidson on the banks of Lake Michigan. As a result of that meeting Fred was able to secure the first new Harleys to be imported into Britain since 1939 and the outbreak of war. His first shipment of motorcycles from the US were 1957 model Sportsters in late 1956.

The tradition of working in the family business is continued today by John Warr, who joined the company in 1981 just as the Kings Road site was redeveloped, causing the showroom to be relocated to the nearby Waterford Road. His joining the business also coincided with the management of H-D buying the company back from AMF and the introduction of the Evo motor. These two changes led to a resurgence in people's interest in Harley-Davidsons at a time when Fred Jnr was looking to retire, making John's timing perfect to take Warr's Harley-Davidson on to the next stage of its history.

Today Warr's Harley-Davidson is well known for its custom builds based around >>



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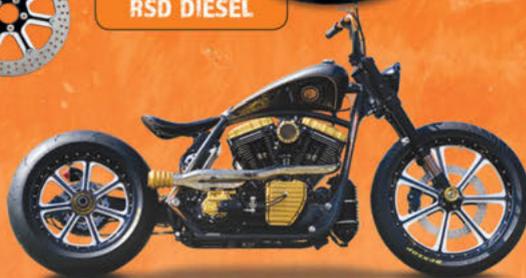
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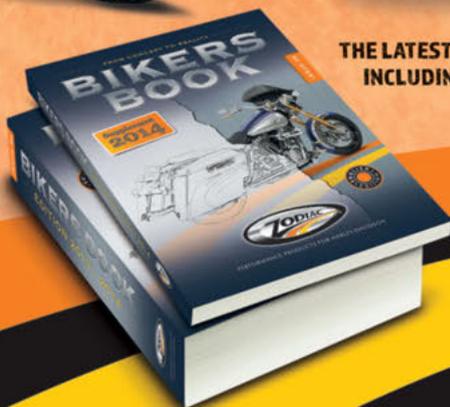


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<< new Factory models, and it was under John's guidance that this strand of the business first developed. When he first joined the operation Arlen Ness products were beginning to come onto the market and Warr's began to look at fitting these parts to new bikes before they went on sale.

Realizing that he could generate greater profits if he did not have to buy custom parts in, John began to explore options for doing as much custom work as possible in-house, and today Kings Road Customs is a business within Warr's H-D, which has become well known for its Softail based Bobbers, but the style of builds that have passed through the workshop include everything from traditional Choppers to Cafe Racers.

It is not just custom builds and regular service work that passes through the Kings Road workshop as Warr's does regular restoration work on older H-D models and has an extensive collection of old Harley models as part of its museum.

The Warr's museum is made up of older Harley motorcycles that the family has acquired over the years. Talking about it, John said: "The museum is an obvious extension of our passion for bikes, but it is also good business. We utilize them having them on show as museum pieces, but it also endorses the fact that we know what we're talking about and that we really like Harleys too.

"They are also a solid investment, we'll never lose money on them. It has also led to us acquiring over time a huge stock of vintage Harley parts that we are known for worldwide, and that gives us additional sales opportunities."

However, the bikes are not simply bought as investments as John was quick to point out: "I've got a 1912 Silent Gray Fellow Harley-Davidson sitting in my office. It's there because I like it, not because we're short of storage space. It's an example of how we couple a passion for the brand with excellent customer service, and it works as witnessed by our high level of returning customers. They realize we're just as passionate about Harleys as they are!"

Having a collection of old bikes and displaying them in-store is not the only example of how Warr's Harley-Davidson differs from the vast majority of motorcycle dealers. The business also takes a different view to clothing sales, so much so that at one time it had a separate retail outlet at a different site just to sell Motor Company clothing. John said of that aspect of the operation: "The Warr's Boutique developed because H-D has always had a nice collection of clothing. In the mid-90s, when I became the Managing Director, we took the decision to open a separate store near Sloane Square just for H-D clothing. That was very successful and ran for about 10 years, we only closed it due to the excessive cost of the rent on the property. We realized we could transfer the experience of shopping there to right here in the store, and that's why we have the Boutique now on the mezzanine level. Through having that store on Sloane Square we learnt how to run a clothing business - in a location like that you simply cannot afford to make mistakes.

"Unlike other motorcycle dealers we have made a feature of the apparel, we merchandise it like a clothing store and rotate stock. We keep everything fresh and current. We treat it almost as a separate business, but that works as we are the biggest retailer of H-D clothing in the UK, and the biggest retailer of Harley T-shirts

outside of America," concluded John.

The changes to the business continued under John's guidance with him being able to buy back the original site at 661 Kings Road and oversee the building of a state-of-the-art facility. Created by architects Kilburn & Nightingale, the new showroom was soon winning awards for its innovative design, which featured ideas that were considered new at that time, such as polished wooden floors and exposed brick work walls.

When talking about the showroom, John said: "This is a venue as much as it is a motorcycle dealership, we get tourists visiting every day of the week. If any Harley enthusiast comes to London, then they'll make a point of visiting us too."

Visitors were one thing that was not in short supply at the beginning of June when Warr's Harley-Davidson held an Open Day to celebrate its 90 years in business, and at the same time announced its ambitious plans for the future. A key part of the celebrations was the unveiling of designs for a new facility to be built on the existing Kings Road site.

Over the next two years the current building will be demolished and completely rebuilt as a far bigger facility. However, rather than relocating, or relying on the business' second showroom 14 miles away at Mottingham, Warr's will continue to trade at 661 Kings Road, as the plan is to carry out the redevelopment in two halves to provide continuity for the business and its loyal customers.

"We have a big site here, and when this facility was built we did what was needed then, and now we are looking ahead and things need to change again," said John of his master plan for the showroom. "We need more space and we're going to take the opportunity to redevelop the entire site and create a stunning new showroom.

"Fourteen years ago, when this building was designed and built, it was done so that we could put an extra story or two on top, but given the high level of property prices now we have had to start with a clean sheet this time. The new plans include going down into the ground two stories as well as going further up above ground.

"We are going to be very careful with the new design. Although it will be considerably bigger we don't want to create a showroom that feels like an aircraft hangar. We want to retain the character of the current building and the atmosphere we have."

Not only will the new build include more space for motorcycle and apparel sales, it will also house a larger custom and restoration workshop, an on-site deli-style café, a dedicated museum area along with motorcycle rental facilities and a club room for the local HOG chapter. However, perhaps the most surprising aspect of the new design is the inclusion of 22 residential properties on the upper stories of the building, which will have a view of the river Thames.

"When it's complete it will be a temple to Harley-Davidson. It always has been, but it will be even more so," said John. "With this new build we're fortunate that we're not starting from scratch, we know what works and how to make it work better, and that's what we'll be doing. The strength of experience I have with the team here means it will be absolutely perfect!"

With such ambitious plans ahead it looks like Warr's will continue to be not only a successful Harley dealership, but also a tourist destination for many years to come with a state-of-the-art showroom taking pride of place when the business celebrates its 100th anniversary in ten years' time.

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Brass Balls continues international expansion

BRASS Balls is continuing its international expansion with the recent opening of a dealership in Dubai and plans for a dealership to open in Shanghai.

Preparation for the Shanghai dealership is well underway, and a Brawler GT has recently been completed and is now ready to ship for the opening of the new stockist in China.

Brass Balls Brawler GT is described by the company as being "a sport cruiser that has a neutral riding position, but the ability to convert

quite easily to performance mode of riding."

Based on the design of the Harley FXR, a bike originally designed by Erik Buell, the Brawler GT is built around an S&S EFIT-series 111ci motor that is mated to a six-speed Rivera Primo FL style transmission with oil pan underneath. "It sports a Delkron inner primary and Barnett's Scorpion billet outer primary," says Dar Holdsworth, owner of Brass Balls. "D&D tuned the exhaust with a 2-into-1 system and carbon fiber canister exhaust, and one of the new S&S Air-1 air cleaners



Dar Holdsworth, owner of Brass Balls



makes the air flow."

Holdsworth continues with the spec run-down saying: "Öhlins supply the front and rear suspension and we use our own custom designed and machined fork clamps with the top clamp housing our Chrono-classic analog tach/digital speedo. It has our Brass Balls Performance LED headlight up front and rear LED signal lights incorporated into the chassis."

Given the performance nature of this particular build, the wheel

package is made up of 17in BST carbon fiber wheels shod with Avon 3D-XM Storm tires, and braking is taken care of by dual Brembo radial calipers with EBC floating rotors on the front wheel, and the hand controls are from Swedish specialist ISR.

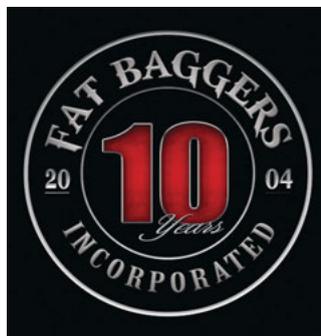
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Fat Baggers, Inc. celebrates 10 years

IT may seem as if the trend for heavily modified Baggers is a recent one, but that is clearly not the case, given that Fat Baggers, Inc. (FBI) is celebrating 10 years in business in 2014.

"I am very proud of what we have accomplished over the past ten years," said company President and CEO Gary Chipp, "and I am excited for what the future holds!"

The company was started by Chipp in 2004 when he launched with his original 'Fat Tire Kit' for use on Bagger models. Over the years the range of parts available has continued to expand and now includes complete high-end touring motorcycles as well as parts and accessories. Today FBI occupies a 35,000sqft facility with its own paint, graphic and design team, a full machine and fabrication shop, frame



manufacturing facility, powder coating facility, and fiberglass and injection molding departments. A significant change to the business this year was the appointment of Phil Day, formerly the owner of Daytec, to the role of Production Manager at FBI. Day brought with him over 20 years of experience in the motorcycle industry, specifically in frame design and production, as



Phil Day has joined Fat Baggers Inc. as Production Manager

well as suspension and handling, and when he was running Daytec he was responsible for the design of the frames used by FBI for its proprietary line of high-end Baggers.

"I have worked with Phil since 2007 and am excited about new product opportunities," said Chipp at the time of Day's appointment to the role at FBI. "I am excited to be here and anxious to continue the tradition of producing quality frames," said Day, "and with the recent changes in the industry, I feel there is great opportunity in applying what I have learned to FBI."

The addition of Day to the team at FBI is not the only significant change as the company marks its 10th anniversary, but Chipp has announced that he will be opening Fat Baggers Europe in September. The new operation will be based in Sweden and will be distributing Fat Baggers products across all of Europe, as well as being the European reseller of the FBI Motor Co. line of production motorcycles.

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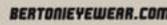
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HESKETH

MOTORCYCLES

Paul Sleeman with the Hesketh 24, the first new motorcycle design from the historic British manufacturer for 30 years



HESKETH LAUNCHES FIRST NEW MODEL IN 30 YEARS

BRITISH motorcycle brand Hesketh has returned to production with the launch of a new limited edition S&S x-wedge powered model. The "24" is the first new model manufactured under the Hesketh name in 30 years, and comes four years after current owner Paul Sleeman acquired the British motorcycle manufacturer.

Hesketh Motorcycles was first established in 1980 by Lord Hesketh following his success running a winning team in Formula 1 car racing with British driver James Hunt. The original Hesketh V1000 motorcycle was a 1,000cc, V-twin powered sports inspired machine, and this was followed by a faired touring model known as the Vampire.

In 1984 ownership of Hesketh transferred from Lord Hesketh to Mick Broom, who was a member of the original development team, and he continued to

make a limited number of original Hesketh motorcycles along with maintaining existing examples, and it was one of the Broom built bikes that led Paul Sleeman to the business. It was while Sleeman was out on a road trip concerning another of his businesses when he saw an unusual motorcycle parked up. It was so unusual that he had to stop and take a closer look. Already a collector of classic British bikes, he knew nothing of the Hesketh brand until he returned home and did an internet search, which led him to Mick Broom, with whom he began discussing buying a new Hesketh V1000. However, he soon changed his mind and decided to

buy the entire Hesketh motorcycle business. Now, four years later, he has launched the completely new Hesketh 24.

Sleeman's original idea for the 24 was to design the new bike around an entirely new British-made engine. However, the time scale and costs involved in creating a motorcycle engine from scratch proved to be too excessive and so he then began to look at off-the-shelf options, which led him to discussions with S&S Cycle and the eventual decision to use an 117ci X-Wedge, air-cooled V-twin.

Modifying the engine especially to suit the Hesketh 24, the company uses British tuning >>



<< specialist Harris Performance Engines, a business which has 40 years experience in pushrod engines and drag racing. Hesketh will be offering buyers all of the limited edition 24 motorcycles with at least three different power options on the bespoke builds, with Harris providing stage engine tuning for various levels of preferred power. One change that will be made to the X-Wedge engine on all models is the air intake being moved to the left side of the motor to allow the use of a longer intake manifold for increased torque.

A Baker enclosed primary is used along with a matching King Kong clutch and six-speed transmission, with a chain final drive to complete the running gear.

The bike in which the tuned X-Wedge is used was inspired by the design of the RLX by US-manufacturer Darwin Motorcycles, which won the Production Manufacturer class at the World Championship of Custom Bike Building in 2011. Sleeman was introduced to Dar Holdsworth of Darwin Motorcycles by the management team at S&S Cycle and he agreed to work with Sleeman on the development of



the 24, which shares many styling cues with the Darwin RLX, and Holdsworth is continuing to work as a consultant for Hesketh, with the two companies discussing ideas for further collaborations in the future.

One aspect that has carried over from the RLX to the 24 is the construction of the frame by Racing Innovations, but changes to the Hesketh version include the swingarm being used as a supplementary oil tank.

Another significant difference between the two bikes, alongside the lighting requirements needed to make the 24 street legal in Europe, is the use of a fuel tank under the bottom frame rails. This tank is one of three on the bike, the other two being one in the conventional location and a third under the seat. The decision to have three tanks was taken because the 24 has been developed as a sports touring bike, and a large fuel capacity was needed to make this a viable option.

The bodywork, which covers those gas tanks, is in

the colors of James Hunt's Hesketh F1 car, with graphics designed and produced by British Superbike champion Tommy Hill, and Hill will be the first person to ride the Hesketh 24 in public during the 2014 Goodwood Festival of Speed.

Finishing kit on the 24 features componentry from the world of racing with Öhlins supplying the suspension components, Beringer the brakes, and Blackstone Tek the carbon fiber wheels.

Each of the limited edition Hesketh 24 models will feature an 18-carat gold plaque on top of the gas tank with the unique number of that particular model, and owners will enjoy full service back-up from the Hesketh team with a comprehensive two-year warranty as standard.

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Forward controls for Big Twin four-speeds and Softails

MID-USA has two new sets of forward controls available. Machined from billet aluminum, and available to fit Big Twin four-speed '58-'86 and Softail '86 onward applications, the controls are offered in a choice of holes or concave styles. Finished in black anodizing, the controls are drilled for a contrast cut look.



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Figure Machine 'Clean' risers

AMONG the latest product releases from Figure Machine are the company's Clean risers. Each two-bolt riser has a 1.1in wide clamping surface designed to securely hold the handlebars. The risers are available in 1-1/2in, 3in, 4-1/2in or 6in rise and fit 1in handlebars. Machined from billet aluminum, the risers are supplied complete with all necessary stainless steel mounting hardware. Finish options are either a solid or contrast vivid black, black denim, or blonde silver color.



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'Knuckle' seat

SADDLEMEN'S new launch is its Knuckle seat, which features deep, aggressive ribs that are hand-stitched into a brushed SaddleHyde cover. The robust stitch lines not only give the seat a unique style, but the foam-infused ribs give a new dimension of cushion. Hand-crafted, progressive density foam and a SaddleGEL foundation are used in the saddle to enhance the seat's cushion. On the underside of the saddle, the Knuckle comes equipped with a fiberglass pan and plated hardware to ensure a perfect fit on a variety of H-D models ranging from '08 to '14; Dyna, Softail, Sportster and Touring models are all included.

SADDLEMEN
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ASA Jensen brand tourer replacement radio

ASA Electronics, under its Jensen brand, is producing what it claims is the first true replacement radio for H-D Touring bikes, made to fit into the factory opening without requiring any special mounting kit or brackets.

The plug and play design of the unit means the factory harness plugs directly into the back of the Jensen radio and it works with the factory handlebar controls. The Jensen HD1BT radio was designed from the ground up specifically for this application and it includes features such as the face of the unit waterproof rated to IPX6 (Powerful Jetting Water) for safe hosing down during cleaning, with the rear chassis rated at IPX5 (Jetting Water).

The stereo's features include Bluetooth streaming audio (A2DP) and source control (AVRCP), plus iPhone and iPod compatibility with control and charging from the USB. The unit includes AUX-in, AM/FM and weather band along with S.A.M.E. weather alert. It is also Sirius/XM ready to allow an upgrade to a hidden SiriusXM satellite radio tuner



and antenna and have total control from the face of the unit.

The tuner features auto-store, seek tuning and RBDs, and front and rear line outs for adding amplifiers, should the standard output of 50 watts x 4 channel prove insufficient. The USB and AUX-in is accessible by adding the optional JEN-AUX, which can be mounted somewhere on the dash or, with the 9ft cable, be tucked away in a saddlebag or tour pack.

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Multi-purpose LEDs



HEADWINDS, the Californian custom lighting specialist, has introduced a new hi-output LED H4 25W/50W high/low headlight bulb that can be used not only in motorcycles, but also cars and trucks. The new bulb is said to be energy efficient, output is 1800 Lumens and 6000 degree Kelvin color temperature, while at the same time giving a bright white light, a color close to natural sunlight, and fits into H4 lamps with P43t bases and three-prong plugs. Headwinds is offering the new bulb as a complete unit to fit FLH, FLST and longer Bullet and Rocket headlight housings. This package is equipped with American made CREE LED chips, cooling fins, a cooling fan and power supply.

HEADWINDS
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www.headwinds.com

STK Hand Controls

SUPERTRAPP has made the **STK** hand controls under its **JayBrake** brand and designed them specifically to work with stock '96 and newer H-D switch housings.

The two-piece bottom clamp design eliminates mounting bolts from being seen, and most OEM style levers will work with the **JayBrake** STK hand controls. The right-hand master cylinder is available in a 9/16in or 11/16in bore to accommodate most brake systems. Banjo bolts will work with #10 or #12 fittings.



STK hand controls are available in polished, chrome or black versions.

SUPERTRAPP
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Nelson Rigg "compression" bags

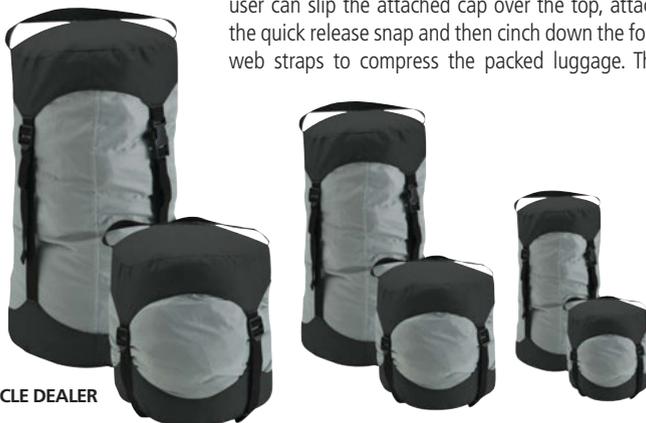
NELSON Rigg has responded to the common complaint from riders that "my bike just doesn't have enough storage space" by creating its line of bags that allow riders to compress a number of different items into a smaller and more manageable space, making the available space more effective.

The company's range of three differently sized compression bags feature aTri-Max nylon body for

the main bag with a generous opening. Once packed, pulling the drawstring on the main bag means the user can slip the attached cap over the top, attach the quick release snap and then cinch down the four web straps to compress the packed luggage. The

compression bags make it easy to reduce the volume that bulky items such as sweaters, socks, underwear, rain suits, vests, heated gear, T-shirts, bike covers and jeans take up in a bike's luggage.

Uncompressed sizes for the bags are small 10-litre capacity with a size of 18-1/2 x 7in, 22-3/4 x 8-1/2in for the 20-litre medium, and the 35-litre large is 25-1/2 x 11in, and they all come with a one-year 'No Hassle' warranty.



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Badlands lighting modules

FOLLOWING its acquisition of Badlands, Namz has been merging the company's line of lighting modules, and has also put up a new Badlands website with brand new, downloadable color-coded installation instructions, wiring schematics and the ability to order online. Namz has also announced the release of its own IHL-04 Badlands module for 2014 Ultra and Street Glide models. The new module is a plug-and-play fitment and said to remove the brake light feature from the rear turn signal output. This will enable customers to have left and right turn signal only, separate running and brake lights along with license plate illumination and a ground wire, which means users can run amber turn signals and install LEDs of their choice on stock applications or custom rear fenders and saddlebag combinations.

NAMZ
 Oreland, Pennsylvania, USA
 Tel: 610 265 7100
info@namzccp.com
www.namzccp.com



Klock Werks' ShineWerks

KLOCK Werks developed ShineWerks specifically for use on its Flare Windshield product line. However, ShineWerks can be used on the rest of the bike too as it cleans, shines and protects plastic, leather, acrylic, plexiglass, lexan, chrome, fiberglass and paint. It is said to dry quickly and buff to a streak free finish. Once buffed it leaves an invisible protective coating that protects surfaces and repels dirt, dust, fingerprints, smudges and bugs, which is claimed to be resistant to scratching and marring of surfaces.



bottles that come with a specially designed printed cardboard point of purchase display, a 16oz bottle size and now a gallon jug.

ShineWerks is available in 4oz bottles, cases of 12

KLOCK WERKS KUSTOM CYCLES
 Mitchell, South Dakota, USA
 Tel: 605 996 3700
info@kustomcycles.com
www.kustombaggers.com



Side-mount license plate

RICK'S Motorcycles, based in Baden-Baden in Germany, is usually one of the first custom parts suppliers to react to model changes by H-D due to being an authorized dealership, and one example of that can be seen here with the latest Rick's side-mount license plate kits. The stainless steel license plate holders are available for all Harley models, including 2014. The kits are supplied complete with LED taillight and/or LED license plate illumination. The long version is EC approved, while the short offers a more radical look. The bolt-on plates are designed for particular H-D model lines, such as V-Rod, Sportster, Dyna and Softails (including the Rocker and Breakout), and are finished in chrome look polished or black matt/gloss coated.



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



Monotube fork cartridge kit for Dyna models

PROGRESSIVE Suspension is making high performance front suspension available for Harley's Dyna line of bikes with the introduction of its fork cartridge kit.

The new asymmetrical layout used in the cartridge kit places a preload adjuster over a progressive rate spring in one leg and an aluminum bodied, sealed cartridge damper in the other. This is said to result in superior damping and ride control in combination with tunable preload.

Progressive Suspension claims the monotube cartridge style damping improves ride comfort,

resistance to front brake dive, improved front end stability, cornering and bottoming control.

Each kit includes components for stock as well as a 1in lowered version for '06 - '14 FXDB, FXDC, FXDL and FXDWG applications.

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RCX-Celerator closed loop fuel management system

THE RCX-Celerator for '08-'13 H-D Touring models is claimed by RC Components to be the best fuel management system available. It is a fully closed loop system, which means it does all the work needing no dyno tuning, no programming and no downloads, just plug in and ride.

This new design for the '08-'13 H-D Touring models features a two-plug harness that makes installation fast and easy. The RCX-Celerator works with the factory ECM and sensors to automatically detect and adjust for changes in load, temperature, elevation and throttle position, so that the bike will always be running at its best no matter where or how it is used. Made in the USA.



RC Components' RCX-Celerator closed loop fuel management system is now available for '08-'13 Touring models



RC COMPONENTS
Bowling Green, Kentucky, USA
Tel: 270 842 6000
rcc@rccomponents.com
www.rccomponents.com

Lazer Star Lights

LAZER Star Lights has expanded its selection of fitment options for Harley-Davidson models now giving riders the option to install its range of Billet lights in numerous configurations.

The mounting options now being offered for the company's Billet Lights series include a rigid mount designed to upgrade factory rear and front signal



lights, and a pivot mount, which is standard on all driving light kits, and offers four-way adjustment. Both styles of mount can be used on 39mm, 41mm or 49mm fork tube clamps or 1.25in engine guard bar clamps.

The Lazer Star patented Diamond Base mates with stock light bars on many H-D motorcycles and can be used with any driving light or turn signal.



The handlebar adaptor is the newest member of the Billet Lights series, and allows mounting of Micro B driving or signal lights to the bike's handlebars, utilizing the factory mounting point. This configuration is only applicable to Harley-Davidson Sportster, Dyna and Softail models.

Lazer Star offers its Billet lights, which are machined from 6061 aluminum, in Bullet, Shorty, Micro B and XS housings, and its driving lights are available in 35-watt or 50-watt halogen bulbs, with special orders of 75-watt. The signal lights are available in single filament halogen or dual function LED formats.

LAZER STAR LIGHTS
Paso Robles, California, USA
Tel: 805 226 8200
info@lazerstarlights.com
lazerstarlights.com

Scorpion Series ring gear and starter clutch pinion gear

BARNETT has expanded its Scorpion Series of Harley-Davidson clutch components with the introduction of both a 106-tooth replacement ring gear and starter clutch pinion gear for use on '06 Dyna and '07-'14 Big Twin applications.

The new ring gear is made from hardened 8620 steel, which is finished with black oxide, and installation instructions are included.

Barnett's new starter clutch pinion gear features a 20 percent larger gear and rollers

than the factory replacement for added strength and durability. The ring gear and pinion gear are sold separately.

BARNETT CLUTCHES & CABLES
Ventura, California, USA
Tel: 805 642 9435
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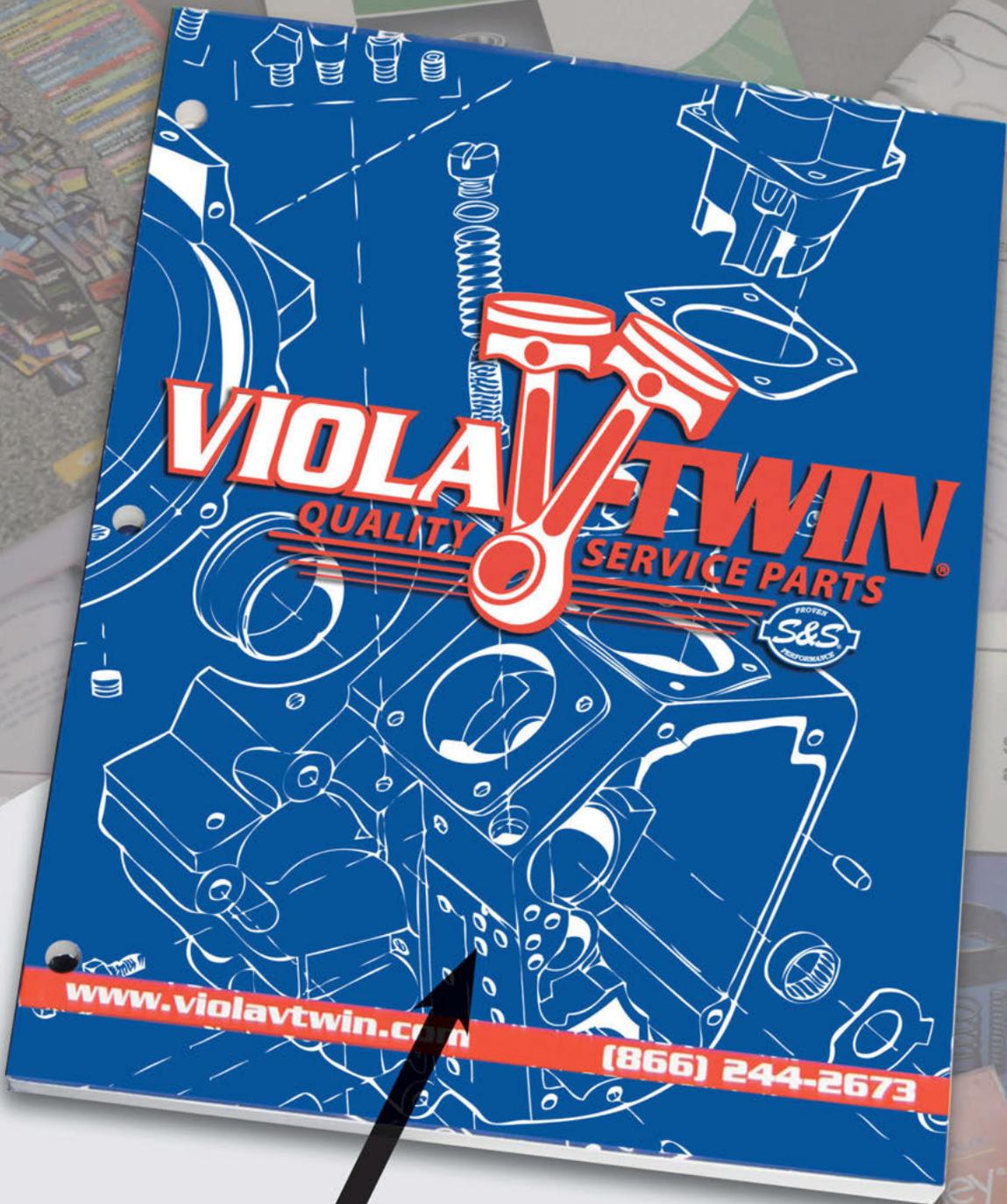


Biltwell 'Murdock' risers

BILTWELL has created its Murdock riser for riders who want to run high risers in combination with flat handlebars. The Murdock risers are being made in 6in, 8in and 10in heights, and they feature investment-cast steel top clamps and lower threaded bases, which are connected by two 1in 0.120in wall seamless 4130 chromoly tubes. The TIG welded risers are then chromed or satin black plated. The threaded bases on risers are on 3.5in centers to fit most stock and aftermarket H-D triple trees with removable bar clamps. The bolt pattern on the Biltwell Murdock riser's one-piece handlebar clamp fits stock H-D speedo and tach brackets. Biltwell parts are distributed exclusively in the USA through Drag Specialties/Parts Unlimited.

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Ness equips Touring models

ARLEN Ness has released an extensive parts collection designed for use on 2014 Touring models.



At the front of the bike Arlen Ness has forged billet aluminum triple trees with seven degrees of rake built into them for use on '14 FLT models, which will allow the use of a 21in or 23in front wheel with the correct trail measurement. The kits include black anodized triple trees complete with pressed-in steel stem, lower fork bearing and travel limiters. Once the trees have been installed Batwing style fairings can be used in the stock position without the need to use angled headlight wedges or brackets to adjust the headlamp. The Arlen Ness seven-degree raked triple trees are available to fit 49mm forks on '14 onward models, and also '97-'13 models.



Hot Legs to work with 49mm forks are available to suit a range of brake configurations

side caliper to the front of the left side fork leg for a custom single disc look with dual disc braking power. For riders who want to take this option, Arlen Ness has a stainless steel brake line kit available specifically for this application.

The Ness 49mm fork boots are machined from 6061-T6 aluminum and replace the stock lower fork covers on Softail as well as Touring models. The Retro style is offered in chrome, black anodized or black anodized with diamond cut edges, while the Deep Cut style is available in standard length and a plus 2in length for bikes fitted with large diameter wheels or longer than stock fork tubes. The Deep Cut finish options are chrome or black anodized.

For riders that have made the change to a larger front wheel Arlen Ness has its Wrapper front fenders available to suit 21in, 23in and 26in wheels. Buyers

have the choice of material for the Wrapper fenders. The carbon composite construction is said to be half the weight of a steel fender but retains the same strength. The company's standard composite fenders are constructed from fiberglass materials that are cured in a computer controlled oven over a wide heat range for durability and strength. The fenders, which are supplied ready to paint, are available for FLT, FLST and FXST models.

Continuing with the big wheel theme Arlen Ness has **Big Brake floating rotor kits** for 2014 Touring models. The kits, which utilize the stock



When the Big Brake floating rotor kit is installed the stock caliper and hose can be retained

caliper and hose, include an oversized floating rotor and billet brake caliper adapter and necessary hardware, and the 14in offset rotor has been designed for all '14 Touring models with 19in factory wheels. The kits will also work with any aftermarket wheel 17in or larger.

Remaining at the front of the bike, Arlen Ness has **windshield trim** in a choice of Deep Cut, Beveled or Slot Track styles to fit '96-'13 FLHT, FLHTC, FLHTCU, FLHX and '14 FLT models. Machined from billet aluminum the trim is finished in either chrome or black anodizing and once installed provides a



The Ness seven-degree raked triple trees have been designed to allow a 21in or 23in wheel to be used on a '14 Touring model

Due to a larger diameter fork leg being used on the front of 2014 Touring models Arlen Ness has created a version of its **Hot Leg fork legs and fork boots** to work with the increased size.

The Hot Legs for 49mm fork legs used on '14 FLT models are offered in a choice of Smooth or Deep Cut styles, and dual disc, single disc or single disc dual caliper braking configurations. The single disc dual caliper configuration allows users to fit the right



Following a move to 49mm forks on '14 Touring models, Ness has released a suitable version of its fork boots to work with the larger diameter



The Ness adjustable brake arm kits are available in a choice of standard or E-Z reach lengths



Machined from billet aluminum the Ness windshield trim is finished in either chrome or black anodizing

clean transition between fairing and windshield.

Machined from billet 6061-T6 billet aluminum, the Ness **brake arm kits** feature a brake arm that is splined at the mounting point to allow the rider to adjust the angle of the arm. There is also the choice of standard and E-Z reach lengths. Standard length is 1in longer than stock brake arms, whereas E-Z Reach length is 1in shorter than stock to accommodate shorter riders. Available for '97-'14 FLT, '00-'14 FLST and FXST, '03-'14 FXDWG, and '08-'14 FXDB models, the arms can be ordered in Deep Cut & Radius styles, with Deep Cut including a billet Deep Cut shift peg. Radius styles do not include a shift peg to allow the use of any aftermarket shift peg.



The 'Standard' length Arlen Ness brake arm is 1in longer than stock brake arm

CNC machined billet aluminum is also used in the construction of the Arlen Ness **heel/toe shifter kits**, which are also splined to allow angle adjustment. Like the brake arms they are offered in Deep Cut and Radius styles and standard and E-Z Reach lengths for use on '97-'14 FLT and '00-'14 FLST models.

A second shifter option is the **Deep Cut Solo shift kit**. Designed to offer more foot room on the



The 1in longer than stock Deep Cut Solo shift kit is designed to offer more foot room on the floorboard

floorboard, the shifter is adjustable and 1in longer than stock. It is Deep Cut style only to fit '97-'14 FLT, FLST and FXD models.

Along with styling options for Touring models Arlen Ness also has performance upgrades available and among these is a version of its **Big Sucker air cleaner kit**. The Big Sucker, which has been in



Having been in production for over a decade, a version the Big Sucker air cleaner is now available for 2014 Touring bikes

performance by providing unobstructed airflow. The backing plates are available in standard, black powder coat, or chrome finishes.

The filter element in the Big Sucker is handmade in the USA and supplied pre-oiled and features four layers of surgical grade cotton for optimum filtration and maximum airflow.

Also available is the **Inverted Series Air cleaner kit** that combines the patented Big Sucker technology with an inverted filter top that is said to maximize airflow by pulling in air from the face of the cleaner, as well as the traditional method of pulling it from the sides.

Like the Big Sucker, a billet aluminum backing plate with hidden breathers is used and the



A synthetic filter element is used in the Inverted Series air cleaner that does not need oiling and that is also waterproof

aluminum breather hardware includes specially designed breather bolts and covers for clean mounting.

The filter element of the Inverted Series features synthetic material that never needs oil and is water resistant, eliminating the need for a rain sock. The forged billet aluminum housing has a built-in velocity stack and is offered in the choice of Slot Track, Deep Cut, Beveled or 10-Gauge styles and chrome or black anodized finishes.

Designed to match the Inverted Series air cleaner, the Arlen Ness billet horn kit is offered in the same selection of styles and in three versions, each with specific mounting kits for use on '91-'14 Big Twin, '91-'14 XL and universal fitment. Manufactured with a forged billet aluminum housing with stainless steel mesh insert, the horns are said to be capable of 110dB.

ARLEN NESS ENTERPRISES
 Dublin, California, USA
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The billet horn cover has been designed to match the Ness Inverted Series air cleaner kit

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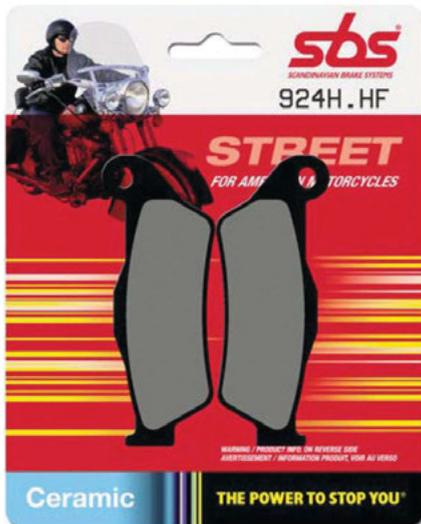


SBS 'Street' pads

SBS, the Scandinavian manufacturer of high performance quality brake pads, has shown its commitment to the American V-twin market by launching brake pads in three different compounds for the all-new Harley-Davidson Street family before the bikes have become widely available.

While the name SBS may not be widely known in the US market, the brand has been available for many years when it supplied Drag Specialties with brake pads under the brand name 'Drag Specialties by SBS'. The full line of V-twin specific brake pads received a brand change for 2014 and is now promoted as 'SBS Brakes for American Motorcycles'.

The company's Sales Manager for North America, Johan Rauff Kristensen, said: "We are proud to supply riders of any bike with the ultimate stopping power, and this is our main reason for changing our approach to the V-twin riders." He continued: "SBS recognize that these big bikes need different brakes to a dirt bike or a fast track bike, so we decided to develop three different choices of brake pads. These are individually targeted at different bike types and ages – all V-twin – and different riding styles. Since we are the only company in the industry to offer this choice, we decided that it was time for people to know the company behind this – that's why we're now branding ourselves as SBS Brakes. "The new Harley-Davidson Street 500 and 750 are originally equipped with organic ceramic brake pads, so we recommend replacing them with our ceramic H.HF compound. Should a rider want to upgrade the stopping power, then it's as simple as replacing the OE pads with our H.CT Carbon Tec upgrade pads. And last but not least, we offer a sinter metallic choice of front H.HS and rear H.LS pads. These are the only aftermarket sinter metal pads with different friction levels front and rear, and therefore



the only aftermarket brake pads offering the same brake balance as the factory fitted ones; something that's essential on modern bikes with ABS systems."

SBS is available throughout the US and Canada from dealers doing business with leading distributors.

SBS FRICTION
Svendborg, DENMARK
 Tel: +45 63 21 15 15
jrk@sbs.dk
www.sbs-friction.dk



Leather swingarm bags

WILLIE & Max has used full grain Brazilian leather in the construction of its new compact swingarm bags, which have been shaped to accent the Softail or Sportster swingarm. The bags are hand-stitched and said to be highly weather resistant.

Both versions of the bag measure 10-1/2 x 11-1/2 x 4-1/2in, with one having fitments for Softails and the other for Sportster style or custom hardtail style bikes. Both fitments are offered with a matt black buckle or a chrome buckle. Included with the bags are Speedwrap hook and loop ties to make fitting to the bike quick and easy. There is a limited lifetime warranty on the bags.

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VICTORY & INDIAN PRO GUIDE

Low-profile touring seats



DRAG Specialties Seats' range now includes a low-profile touring option for use on Victory motorcycles, in particular the '06-'14 Jackpot and Vegas Jackpot models. These new seats also have the option to be used with a matching backrest.

Along with providing a lower position, the new seats feature solar-reflective leather in the seating area, which is claimed to reduce the surface temperature by as much as 25 degrees Fahrenheit compared to conventional leather or vinyl. The sides are constructed of automotive grade vinyl, and the flexible urethane foam interior is mounted on a

3/16in ABS thermo-formed seat base with a carpeted bottom and includes rubber bumpers to protect the bike's paint.

The low-profile Victory seats are available in four styles: smooth, crusade, pillow and flame.

All mounting hardware is included.

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

Adjustable exhaust systems for Indian

JEKILL and Hyde have now launched a range of exhaust systems for the latest line of 2014 Indian motorcycles.

The Jekill and Hyde systems, which are made of stainless steel, feature an electronically activated valve that alters the volume of the exhaust but retains full power even when closed. The exhaust has European type approval and is available in a choice of chrome or black finishes and with different end caps including Big Shot,

Streetfighter and Slashcut.

Jekill and Hyde exhausts are offered for the Indian Chief Classic, the Chief Vintage and the Chieftain. The system is also available for use on Victory motorcycles.

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



Dr. Jekill & Mr. Hyde®

Classic Solo and Pillion saddles for '14 Indian Chief

CORBIN has released a range of Classic Solo and Pillion saddles for the 2014 line of Indian Chief models.

Corbin states that its Classic Solo seat conforms to the shape of the rider's body for maximum support on long distance rides. For added back support, the saddle also accepts an optional rider's backrest that provides an additional nine inches of vertical support. Also available is a 'Close' model that provides seating closer to the bars and slightly lower for easier reach.

The wide variety of backrest styles available for the Classic Solo install into hardware concealed inside the saddle, and in order to fit a wide range of riders, are fully angle adjustable.

For maximum versatility, the Corbin Solo saddle has been designed to work with different passenger pillion seats. Corbin's 50s pillion is built with the company's exclusive high-density Comfort Cell foam, like its saddles, to provide firm support with a low profile. It comes decorated in a choice of leather styles to coordinate with the Corbin Solo. The Touring pillion provides the passenger with maximized seating area, and is said to be sculpted ergonomically to eliminate hot spots and improve weight distribution. A third option is a Touring pillion modified to work with the Indian sissybar.

Saddles and backrests include genuine leather seating panels in a choice of colors and styles and a diamond stitch pattern in the solo seat and embroidered warrior feather in the pillion. In the side panels a coordinating vinyl material is used to help to support the foam shape. Also included is a genuine

leather fringe and the option of chrome or black studs at no additional charge.

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OptiMate Lithium 0.8A features specific programme

THE OptiMate Lithium 0.8A is a LiFePO4 battery maintainer that "protects the battery in the most effective way," according to manufacturer TecMate International.

Designed as an affordable single or 4-Bank optimizer that has been specified for protection and maintenance of low voltage, LiFePO4 battery technology features include a specific program that recharges and balances cells efficiently and safely and a maintenance program that delivers current to the vehicle circuitry "protecting and keeping the battery at 100% charge."

TecMate CEO Martin Human explained that "LiFePO4 starter batteries are becoming more and more popular as an aftermarket replacement. However, those batteries need special care to perform at their best, so we have developed a dedicated charger/maintainer for their regular maintenance.

"The OptiMate Lithium 0.8A is the perfect solution to make sure that the often expensive Lithium replacement battery will remain charged at 100% at all times, with all 4 of the 3.2V internal cells balanced – thanks to the exclusive OptiMate Lithium maintenance program that we have developed."

The company says that for quick charging and saving discharged batteries, the "bigger brother" OptiMate Lithium 5A remains available from

TecMate – with 5 amps of charging current available and advanced recovery features.

TECMATE
Tienen, BELGIUM
Tel: +32 (0)16 805440
sales@tecmate-int.com
www.tecmate-int.com



The OptiMate Lithium 0.8A is available in single gang versions



TecMate CEO Martin Human says that the new OptiMate Lithium 0.8A features "optimized circuitry and programming to cater for the specific needs of the technology used by the increasingly popular LiFePO4 starter batteries."

Remus exhaust for Dynas

REMUS, the Austrian aftermarket exhaust specialist, has strengthened its growing Harley-Davidson range of pipes with the introduction of a range of slip-on mufflers for use on the Dyna range of models that offer an increase in both torque and power. Designed to fit the '07 onward Super Glide Custom and Street Bob, '05-'08 Low Rider and Wide Glide '07-'08, there are three options available. The first option is the Custom which includes a catalytic converter but no end cap. The same design is also offered with the company's MCS system



Slash cut slip-ons

that allows the rider to change the exhaust volume via a remotely mounted switch. The third option is the Straight-thru that includes a slash-cut end cap that can be mounted up or down. All three designs can be ordered in a choice of chrome or black stainless steel finishes. End cap options for the Custom exhaust are Slash Cut, Perforated, Tapered, Straight Cut and Rolled Up, all of which are available in



chrome or black and the Snipe end cap, which is only available in black.

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AVON
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Motorcycle Storehouse additions



Various tank covers are available in the Double G range to fit Touring bikes from '93-'13.

The range of stretched saddlebags made by Double G go from a 2in stretch through to a 6in extension

MOTORCYCLE Storehouse constantly continues to expand its product range, and among the latest products are Double G Baggers custom body panels for Baggers. All Double G Baggers products are made in the Netherlands, and the product line consists of fibreglass stretched saddlebags, saddlebag extensions, saddlebag lids, stretched side panels, front fenders, rear fender covers, rear fender extensions, rear fender fillers, fuel tank covers, stretched dash panels, stock and custom inner and outer Batwing fairings, dual headlamp inner and outer FLTR fairings, and even a much flatter chopped version of a stock Tour-Pak. The Double G components are available for various model years, but they are not stock replacement parts and require paint, fitment and custom modifications before final installation.

Bob Fester ribbed fuel tanks that can now



Double G Wrapper front fenders are available in 16-18in, 21in, 23in and 26in wheel sizes

Double G stretched saddlebag extensions add 4in to the bottom of the stock bags

be ordered from Motorcycle Storehouse are a small capacity design (around 2.35 gallons) suited for use on Chopper and Bobber builds. The tanks are center ribbed for a retro look and include mounting hardware and come with a flush pop-up chrome plated gas cap. The tanks are available for '84-'99 Softail (516601), '00-'05 carbureted Softail (516602) and '82-'03 Sportster (516603).

The fuel tank lift kits being made available by Motorcycle Storehouse can dramatically change the look of a bike by opening up the area between the front of the tank and the frame to give a hot rod look. The kit includes all the hardware necessary to easily complete the job.

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

MOTORCYCLE STOREHOUSE

The Bob Fester ribbed gas tank for use on '84-'99 Softail applications



Before

The Motorcycle Storehouse tank lift kit raises the front of the gas tank to give Sportsters a different look



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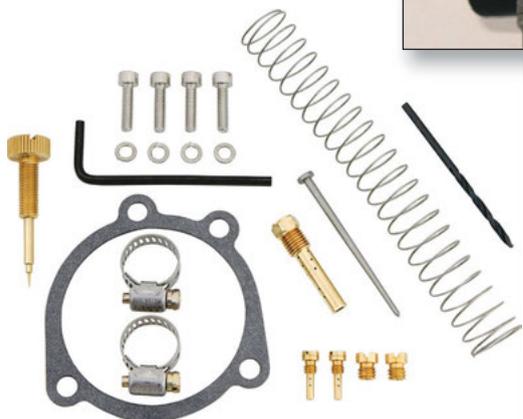
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Premium Harley carb tuner kit

CV Performance, a H-D CV carb tuning specialist, is now offering its Premium Harley CV carb tuner kit to allow riders to unleash the full potential of their bikes.

Available for all constant velocity CV carburetors used on '89 – '06 Harley Big Twin, Twin Cam and all Sportster models from these model years, each kit includes a number of CV Performance exclusively engineered parts and components that have been



developed through extensive research and development and real world testing. Those parts are CNC machined from aerospace quality billet materials and produced to CV Performance's exacting specifications.

Special applications for heavily modified bikes and for custom builders are available upon request.

CV PERFORMANCE
 Glendora, California, USA
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info@cv-performance.com
www.cv-performance.com



New fuel controller from Daytona Twin Tec



DAYTONA Twin Tec has introduced a new and improved Twin Cam fuel injection system for '08-'13 H-D Touring models with a J1850 Bus. It is a fully programmable plug-in replacement for the 73 pin controller with J1850 data bus used on '08-'13 Touring models with electronic throttle control. Daytona Twin Tec states that it is the only system that offers real-time and continuous auto-tuning with monitoring, control and override capability, as well as being the only system with built-in extended data logging. The unit's data flash memory stores

a full 60 minutes of operating data at 10 samples/seconds. The new controller, which is not legal for sale or use in California or on pollution controlled vehicles, is available in Alpha N or Speed Density plus additional versions for turbo/supercharged applications.

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 South Daytona, Florida, USA
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techsupport@daytona-twintec.com
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Wunderkind license plate bracket

WUNDERKIND'S side-mount license plate bracket is CNC machined from aluminum, which is finished in black pearl oxidation, and is fully adjustable.

The bracket, which includes a hidden cable guide, features integrated license plate illumination and screwless mounting for the actual license plate. There is an anti-rotation piece on the mounting linkage, and the bracket can be adjusted for width in three levels and 30 degrees vertically.

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www.wunderkind-custom.com



Rivera to add 5³/₄ in HedLED version

RIVERA Primo's first HedLED was its 7in headlamp with built-in marker lights for use on Bagger models.

It has proven so successful that the company is preparing to launch a 5³/₄in version of the light for use on other applications.

This latest light from Rivera Primo will be the all new Phase 3 all LED 5³/₄in headlamp with built-in marker lights. Designed to be used in any application that requires a 5³/₄in headlamp, the new Phase 3 will be DOT and EU compliant, and is said to draw less current than an incandescent lamp, making it suitable for use with both an older charging system or a new high output system.



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Whittier, California, USA
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info1@riveraprimo.com
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Second generation hidden switches

GRIPACE has launched the second generation of its hidden switch system, which replaces stock or custom handlebar switches with a four push-button, rubber switch pad and the left-hand grip providing up to six switch functions.

The GripAce system controls the starter, hi/lo beam headlights, hazards and horn, and it adds self-cancelling turn signals to all motorcycles not equipped with the function. It also allows riders to change the duration of time for self-cancellation of turn signals.

"Customizing your Harley-Davidson is as much



the biker lifestyle as is riding it," says Timothy Ledford, GripAce President. "The GripAce makes hiding the wires in the handlebars a snap because it uses just one wire instead of fishing ten or more wires through a 7/8 or 1in pipe. This system saves tremendous time and labor."

The GripAce switch pad can be fitted into most stock and aftermarket rubber, billet aluminum, steel and brass grips, and this can be done by the customer or by GripAce.

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Avon's new new GEL grip is a very ergonomic grip, featuring the softest rubber that Avon has used in a street bike grip. The soft rubber has a unique dimple texture and tacky feel that helps reduce unwanted road and engine vibrations, and reduces hand tingle. The new style grip is complimented by stylish, billet aluminum, triple chrome plated or black anodized end caps and collars. Available for all Harley fitment and most Metric Cruisers.



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S&S big bore kits

S&S Cycle has two new big bore kits available; a 98ci and a 107ci. The 98ci kit fits '99-'06 Big Twins and features a 3.937in bore, which is the largest that can be fitted in a stock engine case, and the kit requires no machining to fit it. The 11 fin design of the S&S cylinders closely resembles OEM shape and comes prefinished ready to install with the increased fin area providing better heat dissipation. The centrifugal cast and gray iron liners used feature 40,000 psi tensile strength for superior wear and performance, and these are matched by the inclusion of forged, 10cc domed CP pistons.

The second option is the 107ci big bore kit, which has been created for use in '07-'14 Big Twins, with

the exception of twin-cooled models. This kit shares the features of the 98ci kit, but offers a larger capacity.

Both kits are available with cylinders finished in wrinkle black or silver powder-coat to match stock engine cases, and included in each are S&S cylinders with gaskets, a piston set with rings, wristpins and wristpin clips.

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



Two-piece derby covers

RENEGADE Wheels has in production a range of derby covers that are engineered as a two-piece design and available to match its wheel designs.

The two-piece design of the covers allows customers to mix and match finishes. The two pieces are the derby base and the derby cover, with both machined from T6061 aluminum. The derby base is available in chrome or Phantom black anodized, and the derby cover is offered in matching Renegade Wheels designs in both

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Zipper's high compression pistons

ZIPPER'S is making its high compression pistons for use in 110ci Twin Cam engines available in a choice of dome heights. Co-designed by Zipper's/Wiseco, the forged pistons can be purchased with a 10.9:1 or 12.7:1 compression ratio.

The new pistons are said to have a lightweight design that results in a 555g assembly and which includes additional clearance for high lifts and/or oversize valves. Additional features of the pistons include the use of an ArmorGlide bonded

skirt lubricant allowing a tighter fit and ArmorPlating applied to the piston crown, ring grooves and pin bore. Zipper's say the piston, also available in +.007in, +.014in and +.022in over-sizes, have a dome design that more closely conforms to the CVO 110 chamber shape for a tighter quench area, improving combustion and power.



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'Wrath' exhaust headers



WRATH is a new three-step, 2-into-1 header system from Rush Racing. The header starts with a diameter of 1.75in at the cylinder head before opening out to 1.875in and then 2in before joining a 2.5in collector for the S model or 3in collector for the SS model. Rush describe the header system as being suitable for use with big motor builds, engines with 10.5:1 compression, and bikes with forced air induction, with the SS model designed for heavily modified engine builds.

baffle with Rush's 4in mufflers for maximum flow and performance, and is offered in a choice of chrome or black finishes with a heat shield that wraps over half of the way around its equal length head pipes.

All of Rush's full systems are ceramic coated inside and outside and said to provide a cooler ride and better performance.

Wrath is designed to accept up to a 3in diameter

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Dyna and Softail exhaust options

SUPERTRAPP's comprehensive exhaust range includes its Megaphone Series 2-into-1 systems, which feature a 4in diameter chrome, tunable, disc-based performance exhaust offering performance gains of 8-10 percent more horsepower. Available in polished stainless or satin finishes, with a straight or slash-cut, the Megaphone system fits '91 - '05 Dynas. SuperTrapp also has Megaphone Series slip-ons, 2-into-1 and 2-into-2 systems available for Baggers, Sportsters, Shovelheads and FXRs. Also available for the Dyna along with Softail application is the SuperTrapp Road Legends Phantom Pipe II. A 2-into-1 system, it is an updated version of the original Phantom Pipe for Softails and the baffled FLH Phantom Pipe. The baffled, black ceramic Road Legends Phantom Pipe II includes a 2in removable and

rebuildable core, a four-piece, chrome-plated heat shield that is pre-installed, and a turned-up Claw end tip features a domino dot-engraved decorative billet end cap. The pipe features a 2in primary 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
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Tel: 216 265 8400
sales@supertrapp.com
www.supertrapp.com



The Megaphone Series in stainless steel fits '91 - '05 Dynas



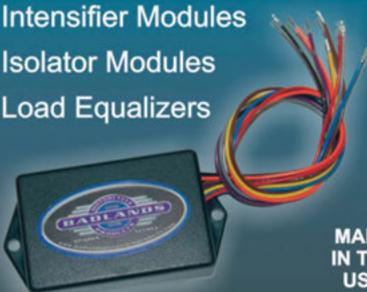
Paul Yaffe designed the Road Legend Phantom II pipe for SuperTrapp





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PULLBACK RISERS

New lines from Paughco



PAUGHCO is well known for its wide selection of Springer applications and it has now added a Wide Sportster/Dyna option to the line. Designed specifically for '04 and later Sportster and Dyna applications, the new Springers come fully assembled and ready to install. The rear legs are tapered oval and available in stock (27in overall) and plus 3in (30in overall). The 3in version is applicable for bikes that come with standard height, and the stock length was designed for those that come lowered from the factory.

A second option with the forks is a choice of top clamps, with ears for use with Dog Bones or without for Glide style risers. Additional choices include with or without fender mounts and shock assembly.

All units require use of Paughco axle.

Alongside its Springer forks another range Paughco is known for is its gas tanks. The current range includes one-piece Fat Bob style tanks designed as a bolt-on fit for the stock frame mounts on '82-'03 Sportsters. The tanks feature cam style gas cap bungs and late stock style externally threaded petcock fitting, which are compatible with 22mm aftermarket or OEM petcocks. Each tank comes with mounting kit and crossover hose line fittings. Petcocks and gas caps are not included.

A further gas tank option now being offered by Paughco is a selection of three different capacity low tunnel Mustang tanks. The tanks, in 4-, 4.2- and 4.5-gallon capacities, feature a stock style screw-in filler and vent. Petcock fittings on the left side are 22mm externally threaded and accept OEM and aftermarket petcocks. Each tank comes with threaded hose line fitting for the vent line.

All Paughco gas tanks are fully pressure tested and come in a bare metal finish.

Low Tunnel Mustang



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DYNACYCLE Oil says that it guarantees that its high temperature/high shear viscosity premium semi-synthetic 20W-50 oil will reduce engine temperature by up to 30 degrees Fahrenheit compared to conventional oils, and up to 15 degrees Fahrenheit over full synthetic oils. The oil has been specifically designed and patented for air-cooled or oxygenated Harley type engines to extend engine life, but also to increase oil pressure and horsepower.

The viscosity of all fluids varies with temperature. The usefulness of the viscosity of lubricants is greatest when the viscosity is measured at or near the conditions of shear rate and temperature that the lubricants will experience in service. The high temperature high shear test measures a lubricant's viscosity under severe high temperature and shear conditions that resemble highly-loaded journal bearings in fired internal combustion engines. In order to prevent bearing wear, it is important for a lubricant to maintain its protective viscosity under severe operating conditions.

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Lifetime warranty on improved Simplified Air Suspension

CUSTOM Cycle Control Systems (CCCS) has announced a new lifetime warranty on all of the machined parts, as well as a three-year all-encompassing warranty on its new SAS (Simplified Air System) air suspension. If anything happens to a customer's SAS in the first three years of ownership the company will replace it with a reconditioned or new unit.

The SAS is a complete unit with no separate compressor or hoses, it replaces the stock shocks of Softail models and just requires an on/off switch wiring directly to the battery. Once installed it allows the rider to raise and lower the rear end of the bike at the touch of a button. Air pressure can be added to improve ride quality during changing road conditions or while carrying added weight. Also improving the ride quality is a pre-set factory dampening valve. At approximately 150psi, the bike will be fully raised and the suspension will be resting



on its piston bumpers at maximum ride height. After that the height will not change, but air pressure can be increased for improved riding during cornering or with a passenger.

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Service kits for charging systems

AS part of its expansion of its Viola V-Twin line of service parts, S&S Cycle has added charging system components from Cycle Electric, and following on from that the company has now put together service kits for charging systems.

When it comes to replacing the charging system it is not just electrical components that are needed, and in response to this the Viola V-Twin service kits featuring Cycle Electric parts include a Cycle Electric stator, regulator and rotor, plus all the gaskets needed to complete the change of charging system.

Charging system kits are available for selected Touring, Softail and Dyna models.

VIOLA V-TWIN
Viola, Wisconsin, USA
Tel: 608 627 1497
sscust@sscycycle.com
www.violavtwin.com



New additions to Drag Specialties' range

DRAG Specialties constantly expands its product range, and the latest round of additions includes the company's own **replacement piston kits**. Featuring high-quality, cast-aluminum construction pistons, the kits include wrist pins and clips and accept OEM or Hastings rings (sold separately), and



can be used in place of the OEM parts in '07-'13 96ci or '07-'14 103ci Twin Cam motors.

The **sealer wheel bearing kits** from Drag Specialties' use Electric Motor Quality (EMQ) bearings that are said to offer lower than standard



noise level and also feature rubber seals that keep out moisture and have improved grease retention for a longer life. The bearing kits are available in front and rear wheel applications for most '08-'14 H-D models.

The **skull air cleaner inserts** from Drag Specialties are die-cast inserts to fit the OEM oval air



cleaner cover on '99-'14 Twin Cam models. The inserts are available in three finishes: chrome with a chrome skull and gloss-black eyes, chrome with a gloss-black skull and chrome eyes, or matt black with a chrome skull and gloss-black eyes.

Created for use on '14 XL models, the Drag Specialties' **3in slip-on mufflers** have steel baffles that are wrapped with a special insulating blanket. Externally the US-made slip-ons

are finished in chrome and have the option of either a slash-cut or slash-down style end.

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Ridewright 30in Omega wheel

RIDEWRIGHT'S newest wheel introduction is its 30in Omega. This latest design features a 6061-T6 aluminum rim laced to a three-piece billet aluminum hub to create a wheel that weighs a claimed 29lbs, making it the lightest wheel on the market in this size, according to the company. With the exception of the 30in rim, Omega wheels feature a steel classic style lip.

Available in 40, 50, 60 and 80 spokes with a variety of spoke styles, buyers also have the option to choose the color of the new modular hubs, as well as the spoke and rim finish and nipple color.

Ridewright Wheels offers matching rotors and pulleys, and wheels can be ordered with a set of own tires computer-balanced and mounted.

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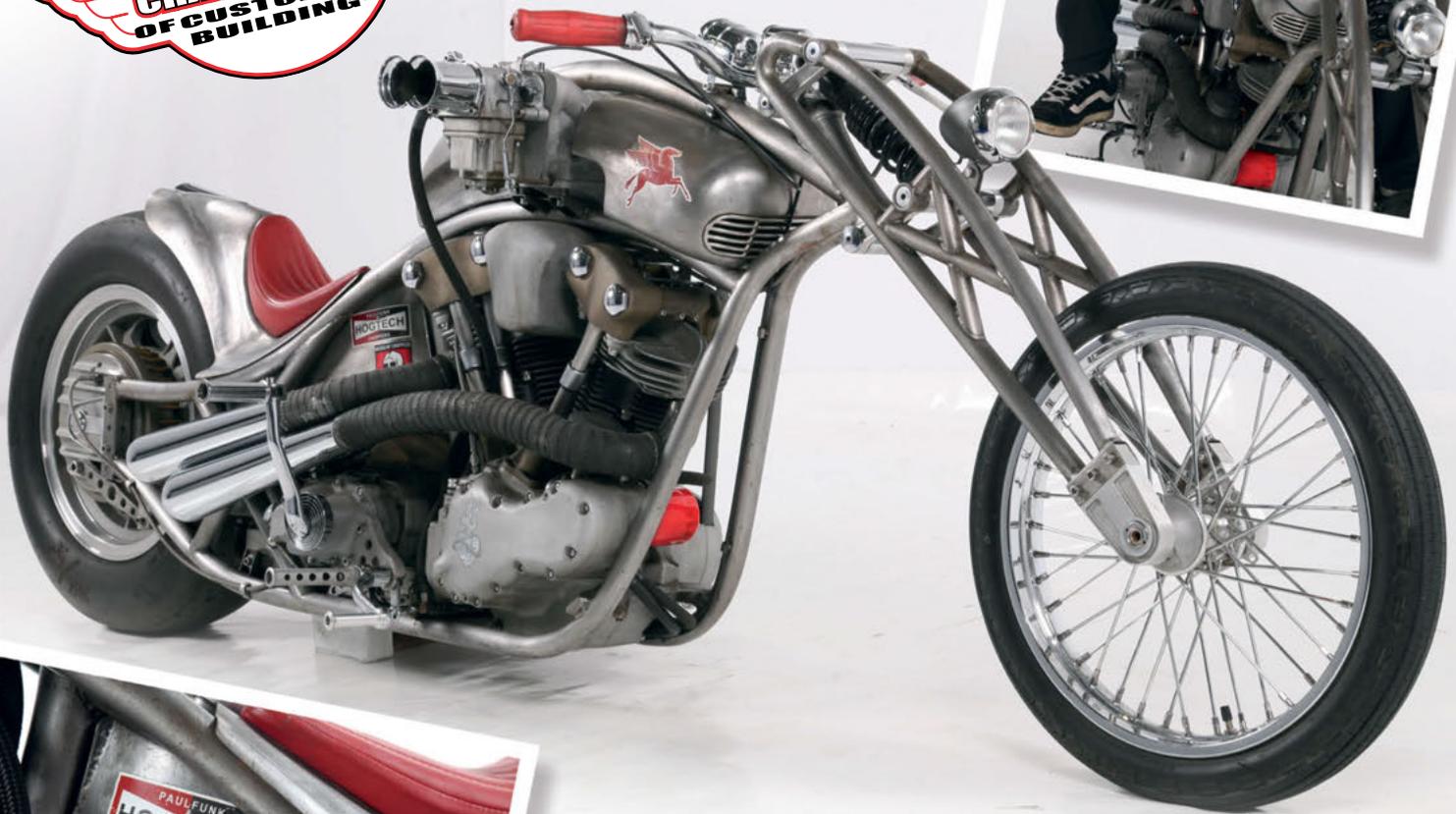
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SOFT HEARTED KILLER



Paul Funk of Perfect Twin Performance in the Netherlands



Many builders enjoy attending international custom shows because it gives them a chance to discover what trends are developing in other counties, while also catching up with old friends. It was a chance meeting at an international show between Sweden's Peder Johansson and Paul Funk from the Netherlands that led to Soft Hearted Killer being built

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

GIVEN that Peder Johansson, the proprietor of Hogtech in Sweden, is known for building long forked Swedish Chops and Netherlands-based Paul Funk is best known for building high performance engines, it might be hard to imagine that the two would conspire on a custom build.

However, a chance meeting at a European custom show led to the two men chatting over a beer and discovering a shared interest in '60s drag race cars, which then, after a few more beers, led to the idea of building a bike that pays homage to

those race cars. The resulting build was Soft Hearted Killer, a bike that combines the talents of the two men in a machine that placed 14th in the Freestyle class at the 2013 World Championship.

With each of the builders having their own specialisms, it fell to Peder to take care of the frame and fork. For this project he created a special 'Northern Bullet' frame, which is a hardtail with a goose neck and rear axle plates that are adjustable to allow the bike's ride height to be altered. By goose necking the frame the front end is 4in out from stock and 2in lower. The thick billet aluminum rear axle plates are replicated at the front of the

bike where they can be found at the base of the girder style fork, built from gently curved narrow diameter tubes to match the lines of the frame. The single shock is a custom built unit from HyperPro.

Given that Paul Funk is the man behind Perfect Twin Performance /Paul Funk Design, it should come as no surprise that he was responsible for the engine build for Soft Hearted Killer, and, working with Joop van Amelsvoord, he set about fully blue-printing and balancing the internals of a Flathead Power 103ci Shovelhead motor. The internals include S&S flywheels, modified S&S/PTP Supreme con rods, a restrictor-free S&S crankshaft with Jims



crank pin and custom con rod/crank pin bearings, Ross racing pistons with twin cam wrist pins, and Power Seal Nikasil cylinders. The upgraded specification continues with Kibblewhite custom valves, Supercycles' cam and Kibblewhite extra strong cylinder studs, along with ported and polished heads.

For most people the above build would offer more than enough power, but not for Paul. He decided to take things further with the addition of an Eaton m45 supercharger teamed up with a Holley dual throat carb. In order to mount the supercharger so that it could be driven by a pulley off the crank shaft it sits between, the two top rails of the frame and the dummy gas tank have been made in two pieces, to allow room for it.

To get the power from the engine to the back wheel a BDL belt drive, inside a cut primary cover, is matched to a five-speed RevTech gearbox and a chain final drive, which allows for easier changes of final gearing for race use than a modern belt drive.

The dummy gas tank, along with the real gas tank that sits below the seat, the oil tank behind and below the transmission and the rear fender were all made by the combined talents of Hogtech and Aad Heemskerck. Heemskerck is best known for the sheet metal work he has done on projects by Mark van der Kwaak of DBBP Design, and is a former European Championship of Custom Bike Building competitor in his own right. Van der Kwaak was also involved in the project supplying CAD input at the early stages of the build process.



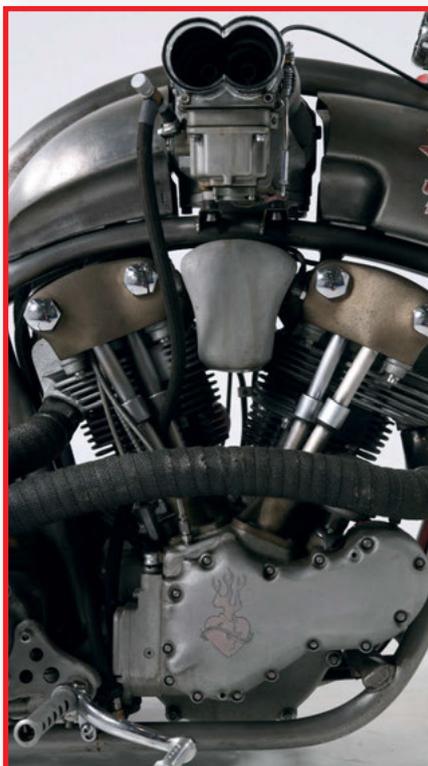
At the front of the bike a 17in Erixon rim has been laced to Kustom Tech hub with a 2.5 x 17in Goodyear tire finishing the package off. There is no brake as the bike is designed as a homage to '60s drag cars, which didn't run front brakes. Moving to the rear and that car influence can be seen again with the use off a 15in Halibrand ET wheel, which is shod with a 4.5in Mickey Thompson slick tire. Kustom Tech supplied the double hydraulic drum brakes mounted to the wheel.

With no paint used on Soft Hearted Killer the finishing detail is the tuck and roll red leather seat and matching red handlebar grips.

Thanks to its lack of paint and chrome, Soft Hearted Killer relied on the high level of engineering involved in its build to impress the competitors at the World Championship of Custom Bike Building in Essen, Germany, and it was them who put it in 14th place at that event in the Freestyle class.

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H-D reveals LiveWire project – the Motor Company’s first electric bike

HARLEY-Davidson is to dip its toe into the controversial waters that are electric motorcycles with the unveiling of the 'LiveWire' project - a road going pre-production prototype with which it intends to gauge and garner consumer reaction.

The Motor Company intends to tour dealers along America’s historic Route 66, giving riders the chance to test-ride the 'LiveWire', in an outreach market research exercise aimed at softening-up dealers and traditional Harley riders for a brand extension exercise that could easily come back to haunt the company if not handled creatively.

The plan is to continue the program domestically and internationally through 2015, with no firm commitment yet being made as to whether or not the bike will ever make it to retail at all, or as to what the eventual specification will be.

By leaving themselves open to respond to feedback, and allowing the present concept to put down roots, Harley-Davidson are being smart, both

in brand management and technology terms; vehicle e-power, for 2 and 4 wheelers, remains a fast moving and unstable landscape defined by compromise.

"America at its best has always been about reinvention," says Matt Levatich, H-D President and COO. "And, like America, Harley-Davidson has reinvented itself many times in our history, with customers leading us every step of the way. Project LiveWire is another exciting, customer-led moment in our history".

Harley say that in order to gain as much feedback as possible, interested parties who do not get the chance to actually ride the bike can still offer their opinions through Jumpstart – a simulated riding experience.

The ride and feedback operation will begin on Route 66 and visit over 30 Harley dealerships in 2014. The 'LiveWire Experience' will then continue not only in the US, but also Canada and Europe in 2015.

"This builds on many recent reinvention successes for Harley-



As with any prototype that is being beta tested, but especially one in a sector where technology is still fluid, the specs for the LiveWire are pretty meaningless at this stage, but as it stands the motor is said to produce around 55kw/74hp of power, 52 ft lbs of torque, get the bike from 0 - 60 mph in around 4 seconds and deliver a top speed of just over 90mph. As with all e-bikes though the battery capacity is the weakest link - the present charge capacity is said to give around 50 mile/80km of mixed-cycle use



Rumors coming out of Asia suggest that Harley is eyeing an automatic transmission technology sharing, licensing or co-development deal with a Japanese (Honda?) or Chinese manufacturer. Other rumors suggest that recent acquisitions by Polaris and Erik Buell’s stated aim of leveraging his investment links with Indian PTW giant Hero to get his EBR brand into the e-bike game may have accelerated Milwaukee’s thinking

Davidson," continued Levatich. "In just the last few years, we've broadened our reach to serve an increasingly diverse society, as well as reinvented our approach to product development and manufacturing. This has resulted in cutting-edge products like the recently launched Project Rushmore touring bikes, Harley-Davidson Street 500 and 750 models, and this reveal of Project LiveWire."

In a classic demonstration of Marketing Rule One, Mark-Hans Richer, Harley-Davidson Senior VP and Chief Marketing Officer, addressed the sound-issue head-on in order to start the process of heading-off the complaints that will pour in from traditionalists and take ownership of a primary brand differentiator and place

it into a differentiated context.

"The sound is a distinct part of the thrill," he is quoted as saying. "Think fighter jet on an aircraft carrier. Project LiveWire's unique sound was designed to differentiate it from internal combustion and other electric motorcycles on the market.

"We offer a no excuses riding experience in everything we do and we are led by what our customers tell us matters most. Because electric vehicle technology is evolving rapidly, we are excited to learn more from riders through the Project LiveWire Experience to fully understand the definition of success in this market as the technology continues to evolve."

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