



# AMID<sup>TM</sup>

## AMERICAN MOTORCYCLE DEALER

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

### Ergonomics and creature comforts dominate as Harley tweaks model line-up for 2015

**W**ITH 2015 models already starting to arrive in dealerships in the United States, reaction to the 2015 line-up has been muted so far.

Most dealers will appreciate the "steady-as-she-goes" approach following a season that has seen Harley-Davidson being positively hyperactive in mid-cycle new model terms.

However, many will also worry whether the publicity spikes generated by the strategy will have neutralized the crescendo of consumer profile that has usually been associated with the annual new-model announcement (see Comment on page four).

At a time when the battleground for the fringes and the new "minority" customer bases of the v-twin market is hotter than ever (especially given the Victory/Indian pincer movement that Polaris is deploying), and with those fringes beginning to overshadow what

Harley themselves reference as the/their "core" market, eight new paint options, upgraded audio for the top end tourers and overdue brakes improvements for the Softails may prove to be a thin offering.

Having successfully managed to stretch the 2014 initiatives a lot further than would have been the case without the "Rushmore" branding, introduced the Street 500 and 750 models in the Fall, pounced on a mid-term news opportunity by separating out the Project LiveWire announcement, the two new but previously trailed Road Glides apart, the only genuinely fresh new models in Harley's primary 2015 new model year announcement have been the Freewheeler Trike, the two low seat height Electra Glides, and the two new limited production CVO packages.

Harley President and Chief Operating Officer Matt Levatich speaks of how the company is "at one with our riders around the world", and reiterates the management's mantra that

"everything we do is about delivering what they expect", but for once the new model announcement did not meet investor expectations, failing to excite those who look to Harley for dividends, with the share price barely registering a twitch when the details of the 2015 offerings were unveiled.

Contrary to the hype surrounding the Softail brakes changes, and to the remarks ascribed to Senior VP Operations Michelle Kumbier about the lowered Electra glides, the general reaction appears to be surprise that such initiatives were not already in play, rather than excitement that they now are.

While Harley's share price remains stubbornly static and down from its 52 week high, rumors about their vulnerability to take over will remain persistent, with some analysts already suggesting that the company needs to look outside its present box and acquire additional balance sheet action before it itself is acquired.

OCT 2014  
ISSUE #183

#### NEWS



LAUGE JENSEN ENGINEERING  
1800CC/111" S&S EURO 4  
'SLEIPNER' V-TWIN



Harley launches  
2015 models

#### PRODUCTS

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Sueca Iron Performance  
Cycles' Flathead Power was  
one bike entered in the  
newly introduced Modified  
Retro class at the 2013  
World Championship of  
Custom Bike Building

Flathead Power

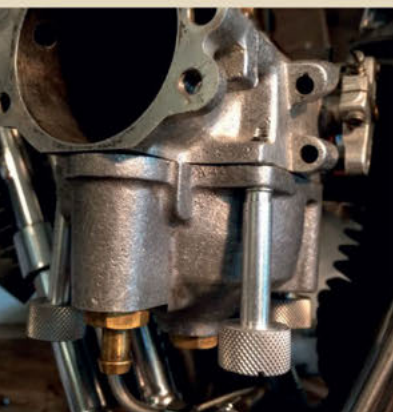
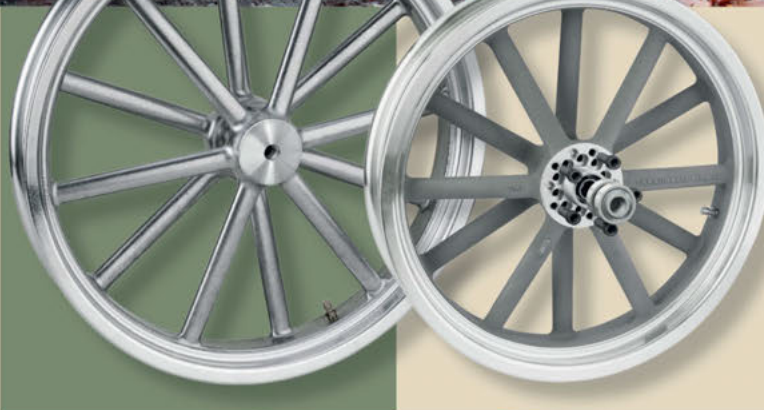


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## Rick's License Plate Brackets

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## GasBox DIY Sissy Bars

This kit includes all the necessary to build and a bespoke sissy bar much any chopper bike. Just cut the desired length and pre-bent 26" tall sissy bar loop, and bungs.



## NSW Top Clamps

Smart clamps for inline Springer forks which accept all common bottom-mount handlebars risers. They require special allen head riser bolts with smaller head diameter which enters the upper fork tubes when the clamp is installed.



## Rod Lock for Springer Forks

Accessory lock as used in the 1920/30s Stays on the fork during the ride. Easy installation on HD spring forks.



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# AMD CONTENTS

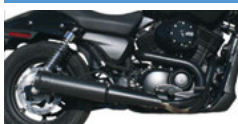
AMERICAN MOTORCYCLE DEALER

OCTOBER 2014 (#183)

## News

6-18, 64

## 'STREET' 750/500 PRO GUIDE



## Street Special

13-14

This month AMD Magazine presents a first look at aftermarket parts, accessory and performance upgrade products specifically for Harley-Davidson's 'Street' 750/500 models. Launched in November 2013, the 'Streets' are already being widely touted as a versatile customizing platform



## Harley-Davidson 2015 Models

19-22

Harley-Davidson has followed up the return of the Road Glide for 2015 with details of its full model range for 2015, which sees the introduction of a new trike – the Freewheeler



## Bradley Report

26-28

This month's Bradley Report includes news about the upcoming second annual AIMExpo at Orlando, Florida, management changes at Spectro Oils, a new exhausts buying tool from Drag Specialties, and MAP policy news from tools and workshop equipment specialist Motion Pro

## PRO GUIDE: The new, the best and the must-haves

30-49



HYPERFORMANCE  
p.39



p.43



p.46



p.47



p.49



p.52



## World Champs: 'Flathead Power' by Sueca Iron

55-56

Jose Ferrer Lloret, of Sueca Iron Performance Cycles, built Flathead Power for Vicent Calafat, who entered the bike in the Modified Retro class at the World Championship before he took to the road on it

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# Is going "broad" spreading the brand too thinly and making Harley vulnerable in the long-term?

**H**AS Harley's strategy of "drip-launching" new models backfired on them? That is the question being asked in some quarters following the 2015 new model announcement (see cover story). The proposition being that the many publicity opportunities it has sought to exploit have watered down the impact it can have with its primary publicity opportunity - its annual new model launch.

However, there is another question that could be asked, one that I for one would certainly think needs to be asked. That is whether the breadth of product and platform that Harley is now fielding can be carried by a brand that has traditionally had quite specific "core" values for a quite specific "core" audience?

When Keith Wandell became the first 'outsider' to head up the Motor Company at the time of its perilous plunge over the cliff of market collapse, his default knee-jerk was to jettison all that was not "core" (Buell, MV Agusta), strip the balance sheet back down to 'essentials', and re-focus the company on its traditional customer base and core brand values.

There was absolutely nothing wrong with that as a default knee-jerk response at the time, despite the collateral damage.

However, since then, and certainly once the bottom of the U-curve had been safely navigated, it could be argued that the company has done everything but concentrate on its traditional customer.

Now don't get me wrong. Personally I think that the company has done the right thing to search out new customers and find new niches where it can surf its brand values into hitherto untapped wallet books and purses, but in endeavouring to find something to sell to anyone who'll buy, has the company stored up long-term trouble for itself by not doing so in parallel to exploiting additional PTW (Powered Two Wheeler) revenue opportunities that its own brand can't exploit?

Indeed is it at risk of trying to now take its brand into areas where its brand simply isn't "fit for purpose"?

**L**eaving aside that the present strategy of "breadth" militates directly against the short-termism of the Buell and MV Agusta decisions, short of chocolate-by-the-checkout and beer-by-the-diapers, Harley's dealers need all possible hot buttons to be pushed to maintain footfall.

That said though, some dealers are voicing concern (see the AMD Baird quarterly reports published so far this year) that the current marketing strategy leaves some of them vulnerable with their own specific or regional demographic dependency on those "core" customers not being addressed as vigorously as the new market opportunities are.

They (those dealers) may not internalize or verbalize the marketing re-focus as being why they, on their turf, feel that promotional activity is thin and ineffective, but that is why.

It isn't that Harley is being lacklustre in marketing spend and promotional initiative terms as such, it's just that rather than being locked onto core customers,

the cross-hairs of Harley's marketing are being scatter-gunned across many groups of potential customers - groups that aren't as thick on the ground in every part of the United States and elsewhere as may be supposed.

Therein lies a potentially serious problem for Harley in the long-term; by embracing "breadth" - as Matt Levatich proudly boasts - the company may also be embracing "thin", and doing so at a time when some are saying that it is already vulnerable to being raided.

In balance sheet and investor ROI terms Harley currently needs to restore some lead to its pencil, some beef to its sandwich. With something like eight different platforms to market, and so many different customers to try and find a home for within its one baggage-rich brand, it is starting to be suggested in some circles, especially among the more "active" of the new breed of dividend-hungry post-downturn 21st century investors, that the company may be trying to go in too many directions at once.

**L**et's list them - those eight platforms - Softails, Dynas, Tourers, Sportsters, CVOs, V-Rods, 'Streets', and now potentially, probably, E-bikes as well. As I said before, don't get me wrong, in many respects this is an excellent thing to be doing, diversity of business-base is never a bad thing as such. But in business terms don't let anybody be fooled - as strategies go it doesn't come risk-free. It can bring further vulnerability of the kind it is designed to reduce if it is not part of a wider multi-track strategy.

Add to the platforms the other product group revenue streams such as P&A, MotorClothes, Finance and so forth, and maybe the danger of target-overload starts to outweigh the traditional strengths of the Bar & Shield as a brand; maybe there'll soon be too much static for those cross-hairs.

I'm all for the aggregation of marginal gains, but for a publically listed company that is traded in shark infested waters, and where the concept of long-term is who's picking up the tab for the next lunch, in the bigger picture the incremental gains to be garnered from the niches that Harley is chasing are at risk of being analysed away as mere morsels.

That bigger picture is one in which the luxury of servicing so many platforms and customer groups is a strategy that Wandell eschewed when he first became CEO, and is a strategy that is bought as a result of balance sheet strength, not one that of itself and on its own can generally be used to build balance sheet strength.

Critical mass is rarely an aggregation of many things, it is a result of focus.

Hey Keith, when and why did you decide to change course, and isn't it now a shame that the Buell and MV Agusta brands are exploiting other rival's markets and powering other owner's balance sheets instead of yours?

does breadth also mean embracing thin?

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# Mid-year catalog supplement from Harddrive Parts

HARDDRIVE Parts, which is the V-Twin division of Western Power Sports, has released its 2014 catalog supplement. The supplement has been published to showcase products from the increased number of companies Harddrive Parts is now distributing. New brands which are featured in the catalog are Firebrand Exhaust, Lick's Cycles, West Eagle Products (aka Easyrider Japan), Lyndall Racing Brakes, Arnott Air Suspension, Lunati Voodoo Cams,

Energy One Performance Clutches, Patriot Suspension, Standard Motor Products, and Top Shelf saddlebag organizers.

In addition to these new lines Harddrive Parts is now stocking its own brand eight-degree raked triple trees. These new triple trees have been designed to allow 21in or 23in front wheel conversion to be done on Touring models.

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# Viola V-Twin carries Kibblewhite

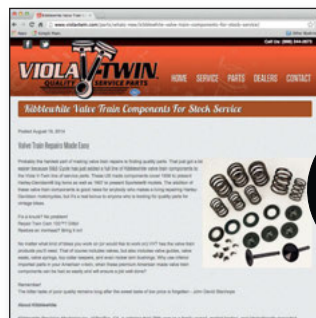
VIOLA V-Twin, the service brand from S&S Cycle, has expanded its product range with the announcement that it is now stocking the complete line of Kibblewhite valve train components.

Kibblewhite Precision Machining has been a leading valve train specialist for over 75 years and produces components in the US covering '36 to present H-D Big Twins as well as '57 to present Sportster models. This latest addition of parts to



the Viola V-Twin range means the company is able to supply valve guides, valve seats, valve springs, top collar keepers, and even rocker arm bushings.

**VIOLA V-TWIN**  
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[sscust@sscylce.com](mailto:sscust@sscylce.com)  
[www.violavtwin.com](http://www.violavtwin.com)



# I Love Sicily

I Love Sicily was a new custom motorcycle event, which was held for the first time over the weekend of 22 – 24 August 2014 in Sant'Agata di Militello in the north of Sicily in the province of Messina.

Promoted by Italian custom magazine Lowride, the custom show that was held as part of the event was won by Stil Custom Caltagirone, with second place taken by Car Look Capone Brothers of San Filippo del Mela, and third going to Nico Bella from Catania.

An international flavor was added to the event by the presence of Fulvio and Mark Battistini, of Battistinis UK, 2013 World Champion custom bike builder Don Cronin of Medaza Cycle,



Pete Pearson of Rocket Bobs (3rd in the Freestyle class at the 2013 Championship), Championship 8th placed builder Francesco Bella, Inglorious Basterds Cycles' Vincenzo

Ciancio, winner of the Retro Mod class in the 2013 Championship, and Jerry Charonte.

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# Lauge Jensen Engineering 1800cc/111" S&S EURO 4 'Sleipner' v-twin builder package to be launched at INTERMOT

**B**ACK in May we reported on the impending availability of the Lauge Jensen Engineering/S&S 111" fuel injected engines that meet the upcoming EURO 4 EMISSIONS STANDARDS.

The engine is now ready to ship and available straight away for builders, customizers and volume manufacturers for the 2015 season.

With testing and development work undertaken both at S&S' own facility at Viola, Wisconsin, and at TÜV Automotive in Pfungstadt, Germany, the

## available for builders in Europe now

much more stringent EURO 4 regulations involve running the engine for at least 1,000km (the efficiency of catalytic converters declines with use) and rolling road simulation of various riding situations and engine behaviors.

At the time of our May feature, Uffe Lauge Jensen, who established the company in 2008, told us that in addition to complete bikes (bespoke and volume production), the plan was to offer the engine to custom bike builders and manufacturers in Europe for one-off and volume use.

The latest news is that Lauge Jensen Engineering is now ready to start marketing the engine and plans to give

Lauge Jensen Engineering's 1800cc/111" S&S fuel-injected v-twin based 'Sleipner' motor "1-Eleven Squarehead" package is the first EURO 4 compliant aftermarket 45 degree v-twin engine available. The company will be launching their builder and volume manufacturer program at INTERMOT in October 2014. All new engines used in one-off or volume production customs, or as replacement/upgrade installs, in Europe must be EURO 4 compliant from January 1st 2016



the program its public debut in Europe at the AMD World Championship at INTERMOT (September 29th - October 5th), under the 'Sleipner' motor brand. Norse mythology has it that Sleipner was Odin's immensely powerful and fast eight-legged horse!

The EURO 4 regulations come into effect on January 1st 2016 and Uffe told AMD that "being the first with EURO 4 may not be a primary concern for some customers, but it will give owners the reassurance that their bike is future-proof and ahead of the rest in terms of its low emissions output."

Lauge Jensen designed its own catalytic converter exhaust system, which Uffe says "we calibrated specifically to the cat/chassis set-up. As builders and volume producers start planning already for bikes that will need to be road legal in 2016, the time is right for us to start getting the message into the market, and now is certainly the time for customizers to start planning for this next stage in Europe's regulations.

"As v-twin performance market leaders S&S are the obvious and best manufacturer for us to have partnered with on this project, and their reputation, experience and expertise means that custom bike builders and those planning series production can be assured that their customers will be

## lean, mean and green

compliant straight away."

In working to meet the new standards the importance of the exhaust system and catalytic converters cannot be overstated since the 50% increase in the number and duration of rolling road test cycles demanded for certification will expose marginal design and engineering faults.

Speaking about their collaboration with Lauge Jensen when the 'Viking' concept was unveiled in the spring, S&S said that they were "uniquely

positioned to support our customer and help develop a package that is not only efficient and clean, but retains the character and sound that riders want from an air-cooled v-twin."

Uffe Lauge Jensen went on to say "the new '1-eleven Squarehead' Sleipner motor is mean, lean and green!"

"At first meeting the restrictions of the EURO 4 regulations impacted drastically on the power and noise characteristics, but by careful development of the internals and fuel injection software, the package we have created restored the 'feel' and sound as well as delivering a powerful result, enjoyable riding experience, and improved fuel consumption."

[ulj@laugejensen.dk](mailto:ulj@laugejensen.dk)



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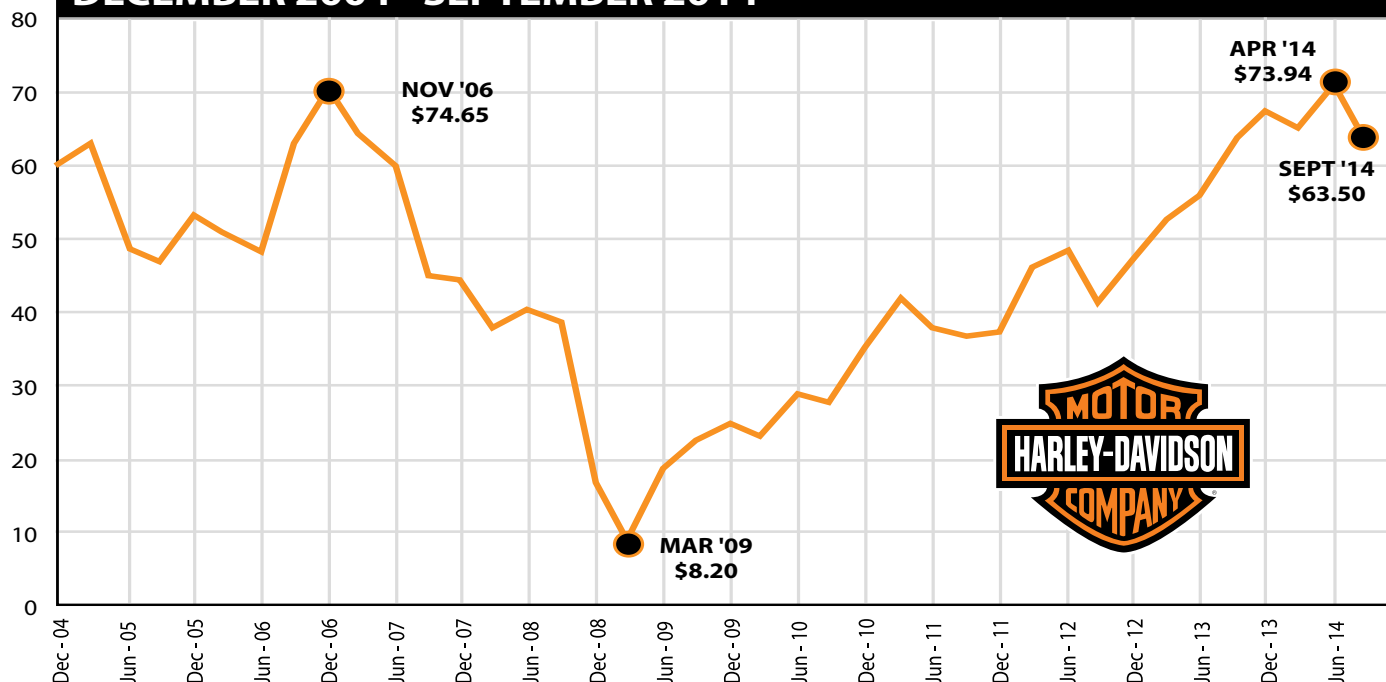
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# Harley continues with near record dividends as stock price languishes

## HARLEY-DAVIDSON STOCK PRICE DECEMBER 2004 - SEPTEMBER 2014



This 10 year monitor of Harley stock price movements takes their dividend dates as its quarterly price point

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HARLEY-DAVIDSON continues to work hard to keep the investor community sweet by paying its highest quarterly dividends since 2008.

Following their second quarter/half year results the company has again announced a cash dividend of \$0.275 per share - for the third quarter of 2014. This is the third such dividend for 2014, and is up on the \$0.210 per share paid throughout 2013.

Indeed the company is currently sustaining the third highest level of stockholder return in its history, dividends having been as low as \$0.10 per share during the recession (March '09 through April '11).

From its historic high of over \$74.65 per share in November 2006, Harley's share price has been to the bargain basement and back again during the recession, bottoming out at \$8.20 per share in March 2009. Although the recovery has seen the stock price peak at around \$73.94 at the end of April this year, its highest price since pre-recession levels, trading has seen the share price decline this year since then.

At around \$63.50 it has remained at the lower-end of its current 52 week cycle as the new model and third quarter dividend announcements were made - the low coming at around \$60.60 in early August 2014.

In fact in the approximately six months since the October 2013 to September 2014 low of \$61.23 in early February this year, the stock price has seen a massive \$12.71/20.72 percent volatility - fuelling increasing concern among the new breed of more hawkish post-recession 21st century "active" investors that the company may be about to enter a period in which its share price becomes moribund and in which the company will therefore be vulnerable to raiders.

This month AMD Magazine presents a new 10 year quarterly analysis of Harley dividend payouts and stock price trends that we'll update on a quarterly basis moving forward.

At \$0.275 per quarter, Harley's 2014 dividend is the highest since the recession, and third highest in its history

Year	Quarter	Dividend	Share price
2014	September 2014	0.275	63.50
	May 2014	0.275	71.04
	February 2014	0.275	64.94
2013	December 2013	0.21	67.51
	September 2013	0.21	63.30
	May 2013	0.21	56.35
2012	February 2013	0.21	53.45
	December 2012	0.155	47.83
	September 2012	0.155	41.93
2011	May 2012	0.155	48.49
	February 2012	0.155	46.05
	December 2011	0.125	36.69
2010	September 2011	0.125	35.71
	May 2011	0.125	37.16
	February 2011	0.1	42.12
2009	December 2010	0.1	34.50
	September 2010	0.1	28.34
	June 2010	0.1	29.18
2008	February 2010	0.1	24.43
	December 2009	0.1	25.59
	September 2009	0.1	23.53
2007	June 2009	0.1	19.04
	March 2009	0.1	9.26
	December 2008	0.33	16.94
2006	September 2008	0.33	37.93
	June 2008	0.33	39.99
	March 2008	0.3	37.07
2005	December 2007	0.3	46.30
	September 2007	0.3	46.44
	June 2007	0.25	59.73
2004	March 2007	0.21	65.01
	December 2006	0.21	70.46
	September 2006	0.21	62.75
2003	June 2006	0.21	49.00
	March 2006	0.18	51.10
	December 2005	0.18	53.08
2002	September 2005	0.16	46.90
	June 2005	0.16	49.25
	March 2005	0.125	61.70
2001	December 2004	0.125	59.50

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# 'STREET' 750/500 PRO GUIDE

CONGRATULATIONS to HardDrive of Boise, Idaho! When compiling this edition of AMD, with the new Harley model introduction news ringing (quietly) in our ears, it occurred to us that we had not yet seen any product releases for parts, accessory or performance fitments, applications or upgrades for Harley's 'Street' 750/500 models. So within minutes of issuing a 'call to arms' for anybody who had items for these bikes to send us the information, Gunner Heinemeyer and his team at HardDrive were first to hit our inbox.

There followed a veritable deluge of responses from around the market, and in anticipation that the 'Street' models could well prove to be a popular and versatile customization platform in the future, here we present the first in what will become a regular series of round-ups.



500 STREET

## Firebrand slip-ons for Street



FIREBRAND, the recently launched California based exhaust brand for Harley-Davidson applications, distributed by HardDrive, from Western Power Sports, is one of the first aftermarket manufacturers to offer a slip-on option for the Harley Street models.

Firebrand's Loose Cannon slip-on mufflers can be used on both the Street 500 and 750. The black finished slip-on features a 4in body with a flash-suppressor end treatment and race-inspired high performance baffle with dual density muffler packing. There is also the option of an easily installed DB killer for riders who want a quieter



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## Bassani slip-ons for Street

BASSANI is among the growing number of exhaust manufacturers that has slip-on muffler options available for the Harley-Davidson 500 and 750 Street models.

The slip-on range from Bassani for the Street is made up of three styles of 4in mufflers that are said to offer increased power and performance. Finished with a black billet end cap with machined flutes, the three styles are Long Straight Can, Short Straight Can and Short Up Swept Megaphone.

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Short Up Swept Megaphone



Long Straight Can



Short Straight Can



## Vance & Hines equip Street

VANCE & Hines is among the first aftermarket manufacturers to introduce a range of products for the new Harley-Davidson Street models.

Among the parts Vance & Hines is producing for the Street 500 and 750 models is the Competition Series slip-on muffler. The matt black slip-on is finished in high temperature ceramic and then laser-etched with the Vance & Hines logo, and features a machined billet end cap finished in matt chrome.

Designed to fit the OEM head pipe, the stainless steel Competition Series slip-on has a fiberglass wrapped baffle and a removable insert to adjust the sound level to the rider's preference.

When using the stock head pipe riders of the Street

can change the look of it by using the Vance & Hines Header Wrap kit. Each kit includes two laser-cut Vance & Hines wrap clamps, 25ft black header wrap tape and six locking stainless steel ties. The wrap is composite fiberglass that is treated to help lock in the heat and reduce the radiant heat by 50 percent.

In order to gain the maximum benefit of fitting the Competition Series slip-on, Vance & Hines recommends the use of one of its VO2 Naked air intakes too. The VO2 Naked is a direct bolt-on to the factory throttle body and features a high flow washable filter element. The intake, which is available in chrome, matt chrome or matt black, can be run raw without a cover or dressed with one of the company's



many optional VO2 Skullcap covers in a variety of styles and finishes. However, the original air cleaner cover cannot be used with VO2 Naked.

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## SBS pads for Street

SBS has three different compounds of brake pads available for the Harley-Davidson Street.

The company's Sales Manager for North America, Johan Rauff Kristensen said: "We supply riders on any bike with the ultimate stopping power, but we recognize that v-twins need different brakes than a dirt bike or a fast track bikes. So we developed three different choices of brake pads, individually targeted at different bike types and ages – all V-twin – and different riding styles. "The new Harley-Davidson Street 500 and

750 is a great example. It is 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 stock stopping power, then our H.CT Carbon Tec are the ideal upgrade pad. For the bigger Harleys we offer a sinter metallic choice of front H.HS and rear H.LS pads. We at SBS are the only manufacturer offering 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."



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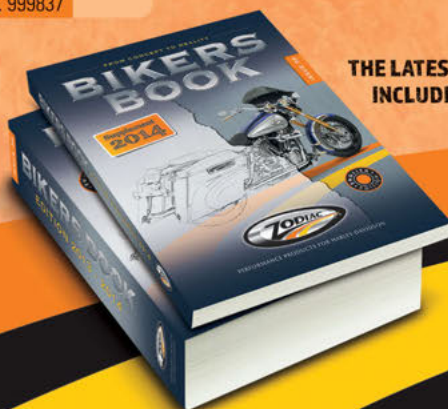
are bolt-on for 1997 thru 2001 Touring models in black or chrome.

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# Harley launches 2015 models

FOLLOWING the early launch news of the return of the Road Glide to its model range, Harley-Davidson has released details of its full 2015 motorcycle line.

Commenting on the 2015 model collection, Matt Levatich, President and COO, Harley-Davidson Motor Company, said: "The broad 2015 Harley-Davidson model line-up demonstrates our commitment to delivering amazing products to our customers through world-class, customer-led product design. We are one with our riders around the world, and everything we do is about delivering what they expect and deserve from Harley-Davidson." Among the customer-led introductions mentioned by Levatich for 2015 are the return of the Road Glide and Road Glide Special, which were covered in AMD #182, the launch of the Freewheeler Trike, a new brake system for Softail bikes, and the introduction of the Electra Glide Ultra Classic Low and Ultra Limited Low motorcycles.

An all new model for 2015, the Harley-Davidson Freewheeler is an addition to the Motor Company's trike selection. "With its low profile and stripped-down details inspired by classic hot rods, the Freewheeler looks sweeter than a state fair funnel cake," said Tony Pink, Freewheeler styling lead. "From the new nacelle to the fastback seat and flat-top trunk, this trike is styled to look tight and compact. Even the new passenger hand rails are designed to flow with the bodywork."

The Freewheeler front end is all new and features a seven-piece chrome nacelle that holds a dual halogen headlamp in a chrome bucket, and a 19in Enforcer cast-aluminum wheel with machined highlights.

The all-new rear body shape gives the Freewheeler a low profile and incorporates a weatherproof trunk designed to hold two full-face helmets. The top-mounted trunk door opens right-to-left for easy loading and there are dual chrome mufflers with slash-down tips inset in the bottom of the trunk. The bobtail fenders terminate in a flip that exposes the rear tires and incorporates LED stop/tail/turn

H-D has expanded its trike range for 2015 with the introduction of the new trike model the Freewheeler



lamps.

The 12in mini-ape handlebar offers the tallest rise available on any Harley-Davidson motorcycle, placing the hand controls closer to the rider and reducing steering reach and effort, while the seat is shaped to move the rider forward for a better reach to the foot and hand controls, with a passenger position designed for comfort. An air-cooled Twin Cam 103 V-twin engine produces a claimed 105ft lb of torque, and the Freewheeler is equipped with electronic cruise control, a foot-activated parking brake, electric reverse gear and a hydraulic 'Assist and Slip' clutch with reduced lever effort. The linked brake system operates both the front and rear brakes through the rear brake pedal. The full front brake system is applied only through the front brake lever and remains independent. The new braking system introduced on Softail models for >

## V-ROD MUSCLE

There are two V-Rod models in the 2015 range with one of them being the Muscle



Following the news of Harley's re-introduction of the Road Glide for 2015 a CVO version has been added to the range too with the launch of the CVO Road Glide Ultra





2015 is said by the Motor Company to deliver improved modulation and responsiveness and decrease hand lever effort by 40 percent. In addition, ABS is now standard on all Softail models and optional on the Slim. New front brake components used on the motorcycles include a rigid four-piston fixed front brake caliper with 34 and 32mm pistons coated to minimize initial displacement, brake pads with high-output friction material, a new master cylinder with a higher mechanical ratio, and a new 300mm front brake rotor. To cater for smaller riders H-D has introduced the Electra Glide Ultra Classic Low and Ultra Limited Low motorcycles, which share the same specification as the regular models, but have subtle changes to make them easier to ride and handle at low speed and standstill. Among the differences are a seat height of 25.6in (1.7in lower than the standard models, and that is claimed to be the lowest of any premium touring motorcycle on the market today), which is said to allow more riders to place both feet flat on the ground when the motorcycle is stopped.

A new low-profile seat reduces the reach to the foot controls and the front and rear suspension lowers the bike's center of gravity and makes it easier to lift the motorcycle off its side stand. The width of both the primary drive housing and derby cover has been reduced to further improve leg clearance to the ground and a new handlebar places the hand controls 2in closer to the rider, while smaller

diameter grips reduce finger reach to the brake and clutch levers. In addition, a new passenger footboard mount allows the footboards to be folded up out of the way when pushing the motorcycle in a garage or driveway. "With these new models we are addressing the important issue of fit, perhaps the ultimate expression of personalization," said Michelle Kumbier, Harley-

Davidson Senior VP of Motorcycle Operations. "These Low models will allow many riders to feel more comfortable and more confident when they settle into the seat." After previously launching the new Road Glides, the Motor Company has now added a version of the new model to the CVO range. The 2015 CVO Road Glide Ultra has a new frame-mounted fairing with triple splitstream vents and a 13.5-inch touring windshield that is said to

An all new Revolution X, liquid-cooled, V-twin is used to power the 750 Street



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The Softail Deluxe, like other Softail models, gets a new upgraded brake system for 2015



In addition for the first time in a Street Glide the CVO model is powered by the Screamin' Eagle Twin-Cooled Twin Cam 110" motor.

Custom features on the CVO Street Glide include new five-spoke polished chrome Aggressor wheels, extended saddlebags, Airflow Collection accessories from hand grips to muffler caps, a custom CVO seat, Daymaker LED headlamp and Wind Splitter windscreen.

To complete the CVO family for 2015 the Motor Company has the CVO Softail Deluxe with Art Deco-style paint scheme, wide whitewall tires, an all-new braking system, a Road Tech zumo 660 GPS Navigator integrated into the windshield, a 24in seat height, and the 2015 CVO Limited, which is distinguished by its new polished-chrome Slicer wheels, Airflow Collection black rubber and chrome highlighted heated

hand grips, brake pedal pad, shifter peg and rider and passenger floorboards with complementary shifter and rear brake levers and a new air cleaner cover. Further refinements include the color touchscreen Boom! Box 6.5 GT infotainment system with 3D GPS and 6.5-inch Boom! Bagger speakers with 75-watt per channel amplification. The 2015 selection continues with the two Street models; 500 >

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## ELECTRA GLIDE ULTRA CLASSIC

It is not just the seat height that has been adjusted on the Electra Glide Ultra Classic Low to make the bike more suitable for smaller riders, the primary has also been reworked to make it narrower so riders can get their feet down more easily



The Sportster range continues for 2015 with the inclusion of the popular Forty-Eight



Twin headlamps continue to be a trademark feature of the Fat Bob in 2015



and 750. First seen at the end of 2013, both of the bikes are powered by the new liquid-cooled Revolution X, 60-degree V-twin engine with four valves per head, which is matched to a six speed transmission. H-D describes the Street models as: "Built for tight turns and quick moves. The suspension is tuned for the roughest urban roads." Moving up the scale, for 2015 there are six motorcycles in the Sportster family; 1200T SuperLow, 883L SuperLow, Iron 883, 1200 Custom, Forty-Eight and Seventy-Two.

Low Rider, Street Bob, Fat Bob, Wide Glide and Switchback are the five models that make up the Dyna model range for 2015. Featuring a new brake system the Softail line-up is made up of the Breakout, Heritage Softail Classic, Fat Boy, Fat Boy Lo, Softail Deluxe and Softail Slim. In addition to the revised brakes, all of the Softail models feature a counter-balanced Twin Cam 103B motor and six-speed Cruise Drive transmission.

Project Rushmore continues to be used in the Touring model line-up with the Boom! Box infotainment system featuring on all of the motorcycles, which for 2015 are the Road Glide, Road Glide Special, Road King, Electra Glide Ultra Classic, Electra Glide Ultra Classic Low, Electra Glide Ultra Limited, Electra Glide Ultra Limited Low, Street Glide and Street Glide Special.

There are two new V-Rod models for 2015; the Night Rod Special and the V-Rod Muscle. The Night Rod Special features lightweight wheels and an ergonomic fit with reduced reach to both the rider footpegs and handlebar, while for optimum handling it has inverted forks and a re-tuned rear suspension. It also has a race-bred clutch with 'slipper' action, which helps ease drivetrain effort during downshifting on the five-speed transmission, as well as Brembo brakes and Michelin Scorchers '11' radial tires.

The V-Rod Muscle has a fastback-style tail section covering a 240 tire, air scoops and an airbox to complement the 1250 cc liquid-cooled Revolution engine.

While the Freewheeler is a new trike model for 2015, the Tri Glide Ultra Classic is carried over unchanged from 2014.

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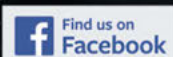
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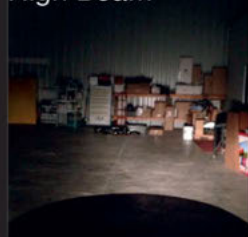
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# THE BRADLEY REPORT™

By AMD founder Robin Bradley

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## Hawg Halters online catalog

GEORGIA based manufacturer Hawg Halters is making its online/digital 52 page catalog available for dealers and distributors to hyperlink or load onto their own websites.

The electronic catalog features advanced search and preview options, allows bookmarking of pages for future reference and has "a great search engine that allows consumers and dealers to perform an intelligent search process," said Larry Nerada, the company's marketing consultant.

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## Motion Pro introduces MAP

MOTION Pro has announced that with effect from September 1, 2014 it will be operating a Minimum Advertised Price Policy (MAP). The company states that it is implementing the policy to protect the brand, its products and retailers.

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adopting for Motion Pro products in order to protect the Motion Pro's MAP will apply to all distributors and retailers, including internet retailers, who resell Motion Pro products to end users located in the United States. "We believe that this policy is fair for all customers



and will help to protect the value of our products and our brand for everyone involved," said Brandon Baldwin, Motion Pro Sales and Marketing Director.  
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## Dave Miller retires from Spectro Oils

INTERCONTINENTAL Lubricants, of Brookfield, Connecticut, the company that owns the Spectro Oils brand, has announced the retirement of long-standing President Dave Miller and the appointment of Alex Josefson to the position.

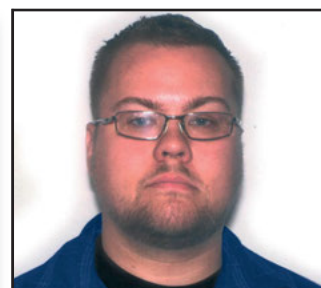
Miller joined the company 27 years ago, serving first as Plant Manager under the leadership of business founder Robert H. Wehman (who brought Miller in to design and build a new production line) and subsequently as VP of Operations under Barbara Wehman when she assumed the Presidency.

When Barbara Wehman stepped down from leading the company in 2003, it was Miller who took on the leadership role, resulting in a period of product development that gave Spectro global reach.

Now that Miller is retiring three members of the third generation of the founding family, grandsons of Robert and Barbara Wehman, and sons of VP Thomas Josefson and



**After 27 years, 11 as company president, David Miller is retiring after steering Spectro Oils to global brand status**



**Spectro's new President Alex Josefson**

Barbara Wehman Josefson, are taking over control of Intercontinental.

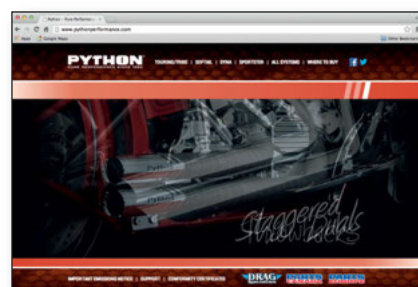
The eldest of the three brothers, Alex Josefson, is now President, and joining him on the management team are his brothers Chris and Mike.

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## New Python exhausts website

DRAG Specialties has launched a new website for Python, its in-house exhaust brand. The company says the new user-friendly interface provides complete information on its full range of products, including Rayzer, for Touring models, and the factory-wrapped Throwbacks for Softails, Dynas and Sportsters, with information, on-bike photos of each system or style, complete specs, applications, optional baffles and replacement heat shields.

**[pythonperformance.com](http://pythonperformance.com)**







[www.intermot-cologne.com](http://www.intermot-cologne.com)

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## DID YOU KNOW?

NADA has reported that sales of used motorcycles have declined for a fourth straight month (July) in the United States. Used prices are also in decline and NADA forecasts that this trend will now continue until the spring.

Harley-Davidson has announced a recall of 66,421 ABS-equipped bikes because of a potential lock-up risk. The recall applies to 2014 ABS-equipped Tourers and CVO Tourers, and the company says that the bikes concerned may have been assembled in such a way that the front brake line could become trapped between the frame and the gas tank.

**S&S is offering large displacement engine kits for 110 cubic inch CVO models with Stone Gray finished cylinders to match the stock Harley Granite engine color.**

This year's AMA Hall of Fame inductees include racers and performance engineers Byron Hines (of Drag Race and Vance & Hines exhausts fame), Rob Muzzy (legendary racer, tuner and performance parts vendor), Tom White (Motocross racer and founder of White Brothers) and Pierre Karsmakers (Europe's leading Motocross champion in the 1970s).

**Plans have been filed in Orlando, Florida, for a 2.94 acre Ace Cafe retail and entertainment complex that will include 18,000 sq ft of retail space and 14,000 sq ft of restaurant area. The complex could employ up to 200 people with future plans for the site including a motorcycle museum and repair shop.**

EBR (Erik Buell Racing) is being linked with plans for 49% ownership of Hero MotoCorp of New Delhi, India, to start selling a hybrid scooter based on an Erik Buell concept. EBR is also expected to be the exclusive North American distributor of selected low priced entry-level Hero motorcycle models.

## ZODIAC RACING



Seen here at the NitrOlympX at Hockenheim, Germany, in August, this is Godfather VII, Ton and Vincent Pels' reigning European Supertwin Top Fuel Champion bike, ridden by Ronny Aasen. Despite track issues and exploding belt syndrome they scored third place and head to the final race of the European season at Santapod Raceway in the UK, hoping to be able to back up last year's series win with a second place this year.



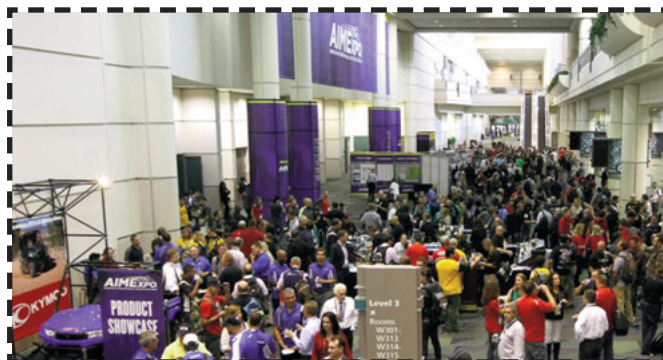
## AIMExpo secures OE backing

This year's second annual AIMExpo, Orlando, October 16th - 19th has quickly established itself as the premier mainstream show for dealers and consumers. Now slated for four days, the show has now passed the 400 exhibitor mark with the addition of SHOEI Helmets.

Last year the response to the first annual AIMExpo was generally positive with the fall timing and sunbelt venue finding favor with an exhibitor community that was looking for a fresh approach to the range of powersports industry expo opportunities that were available to them.

One of the critical features was that the show was a venue for motorcycle manufacturers to be able to replicate the new model introduction opportunities that they have long been accustomed to in Europe at events such as INTERMOT (Cologne) and EICMA (Milan).

The show was launched and is headed up by Larry Little (former MIC Chairman and Cycle World



AIMExpo has gone a long way to meeting its ambition of becoming the USA's premier European-style, multi-purpose motorcycle industry expo

publisher) and Mike Webster (ex-Advanstar Communications, managing international motorcycle shows, Dealer Expo and Dealernews magazine) for Marketplace Events, a well established trade show organizer. Having responded to exhibitor feedback by reducing the show duration by a day, the show offers trade and media preview days on October 16-17 with consumer attendance on 18-19. Dealers can register to attend AIMExpo for free.

The OE community is now embracing the show with Yamaha, Suzuki, Kawasaki, Kymco, Zero Motorcycles, Massimo Motors and Erik Buell

Racing among those confirmed so far.

Media partner Powersports Business is powering dealer promotion of the event and again operating its Powersports Business Institute (PSBI) at AIMExpo.

Road racing legend Kevin Schwantz is named "AIMExpo Champion", and the AMA is to stage its annual National Convention and Hall of Fame induction ceremony at the event that it is now endorsing as "the premier motorcycle trade and consumer event in North America."

[www.aimexpousa.com](http://www.aimexpousa.com)





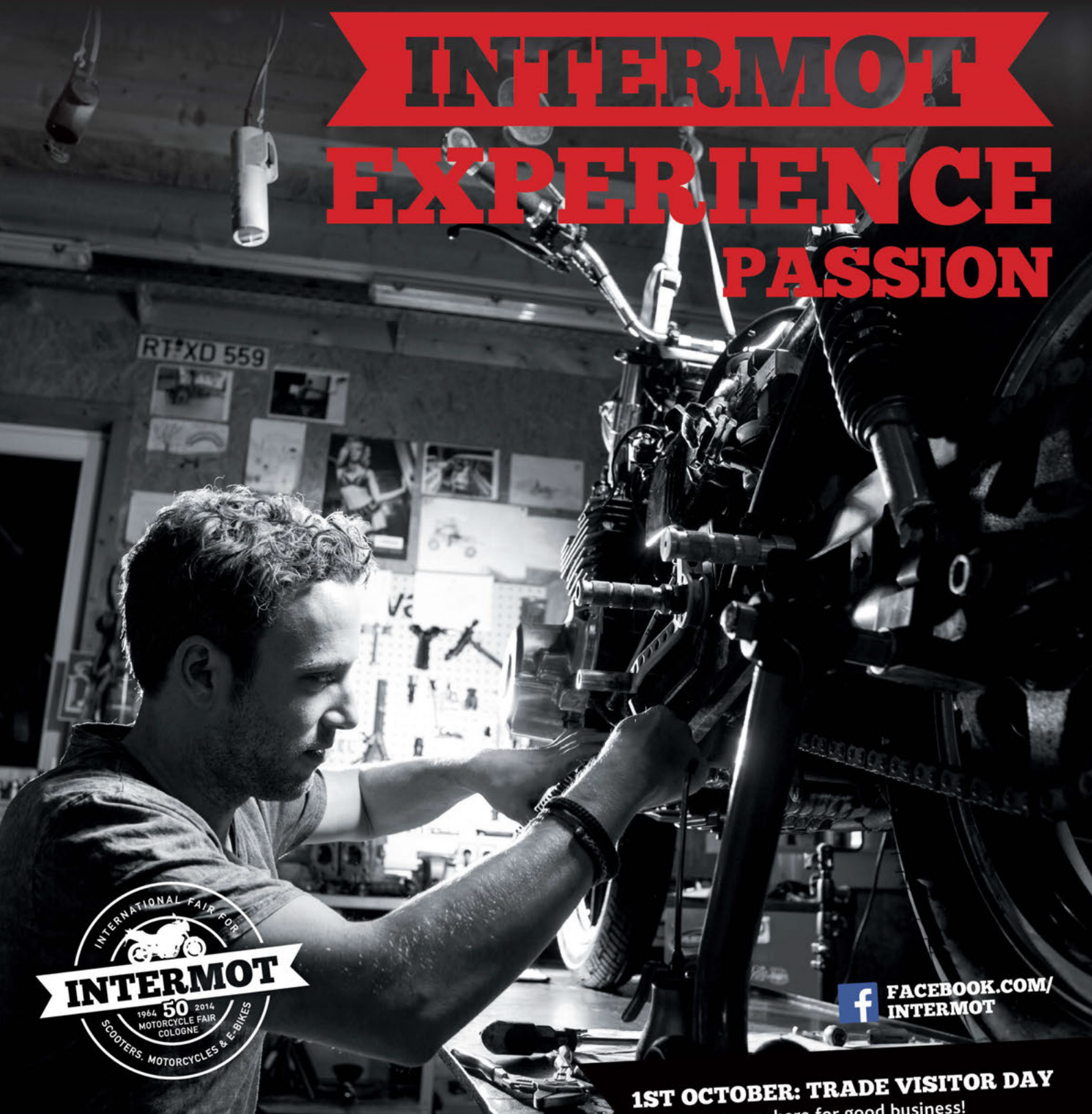


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## RunAround seat from Mustang

MUSTANG states that its newest seat — the RunAround — is the lowest and leanest seat in its line-up for Harley-Davidson Dyna and FL models

"Look cool and stay comfy with the RunAround — Mustang's designers have engineered the lowest, leanest seat possible for the 2006-up Harley Dynas and 2008-14 FLs," said Mustang Marketing Director Marilyn Simmons. "Our old school New England craftsmanship combined with 21st century design means the seat looks as incredible as it feels."

"Mustang believes that a well designed baseplate is the key to success, so that was where the engineering team started."

A narrow front width of just 9.5in for the Dyna (10.5in for FL applications) combined with an ultra-low profile



is the key to the new seat's svelte design. "It is an entirely new design, not just a modified version of an existing seat," explained Simmons.

Made in-house at Mustang's Three Rivers, Massachusetts facility, the controlled density polyurethane foam is poured a little thinner without compromising the comfort, but creating a much thinner seat pad. "The exact angle and density of each seat foam panel is formulated and cast to be soft enough for comfort, but resilient enough to retain its shape and structural integrity for years," concluded Simmons.

### MUSTANG MOTORCYCLE PRODUCTS

Three Rivers, Massachusetts, USA

Tel: 413 668 1100

[sales@mustangseats.com](mailto:sales@mustangseats.com)

[www.mustangseats.com](http://www.mustangseats.com)

## J&H Canbus-friendly electronically adjusted exhausts



*Dr. Jekyll & Mr. Hyde*

ELECTRONICALLY ADJUSTABLE EXHAUST SYSTEMS

GERMAN exhaust specialist The Jekyll & Hyde Company has reacted to the increased use of the Canbus system on new motorcycles by adapting the electronically controlled volume valves in its Jekyll & Hyde exhausts to work with them. Jekyll & Hyde's legal automatic mode for the

electronically adjustable exhaust systems is now available in two different settings. The existing Jekyll Mode and a second new 'Stand Open' mode that offers Jekyll Performance in neutral (only available for Canbus models). A service mode gives the dealer the possibility to switch the valve position to closed, half opened and completely opened, which can be used for testing purposes. In addition to that new option the company is now making all of its exhaust systems in stainless steel, and to further increase reliability and performance, the systems will, in the near future, be shipped as a closed system with pre-mounted, adjusted cables and new, smaller but more powerful servo motors, which are specially molded and 100 percent waterproof.



The Jekyll & Hyde Company GmbH  
Eisenheim-Kaltenhausen, GERMANY  
Tel: +49 (0)9386 978897  
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## Bolt-on Sportster trike conversion kits



PAUGHCO'S new trike conversion kit has been designed for the Sportster. The custom swingarm and rear axle pieces used in the conversion kit bolt directly in place of the stock swingarm assembly and utilize the stock belt or chain, depending on model. Once fitted all that is needed is a choice of GM 5 x 4.75 bolt pattern wheels and tires. The rear axle assembly used in the Paughco kit features a 70T 1-1/2in wide belt pulley or 51T chain sprocket, brake rotors, chrome four-piston calipers and limited slip differential. The stock shocks bolt directly to the new swingarm and OEM shock mounts. Rear axle assemblies are finished in black

powdercoat and the swingarms are shipped as raw steel. Paughco Trike swingarms are offered for XL models '86-'10, and the axle assemblies can be ordered for both chain and belt applications.

**PAUGHCO**  
Carson City, Nevada, USA  
Tel: 775 246 5738  
[info@paughco.com](mailto:info@paughco.com)  
[www.paughco.com](http://www.paughco.com)

## JayBrake calipers and forward controls



JAYBRAKE, now a SuperTrapp brand, has introduced Dual Series brake calipers, which are designed with two equal sized pistons. The company is offering a shallow back version for low clearance spoke patterns with larger diameter rims. Front applications require brackets for mounting, and the calipers are available in polished aluminum, chrome or black finishes.

The JayBrake J-FL forward controls are machined from steel and billet aluminum and mount directly using the stock mounts, pivot points and the master cylinder. The J-FL controls fit '09 and up Baggers and can be used on bikes with or without highway bars fitted. The controls are available in chrome or black and can be matched with grips and pegs that are also available from SuperTrapp under the JayBrake label.

**SUPERTRAPP**  
Cleveland, Ohio, USA  
Tel: 216 265 8400  
[jaybrake@supertrapp.com](mailto:jaybrake@supertrapp.com)  
[www.jbrake.com](http://www.jbrake.com)

# JAYBRAKE



## Roaring Toyz Pin Stripe package kit

ROARING Toyz is now offering the parts in its Pin Stripe Series as a complete package for '08-13 Harley-Davidson Touring models.

The Pin Stripe Series of parts are CNC machined from 6061 billet aluminum, before being anodized



black and then re-machined. The company also offers the parts with a chrome finish.

The complete package for Baggers is made up of front and rear floorboards, clutch and brake levers, which are profiled like the stock levers, but have



finger steps for comfort on long rides, ignition switch cover and front brake reservoir cover.

**ROARING TOYZ**  
Sarasota, Florida, USA  
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17400\* for 2001-2011 Twin-Cam using 36 pin Delphi® system with J1850 data bus.

17401\* for 2007-2013 Sportster® using 36 pin Delphi® system with J1850 data bus.

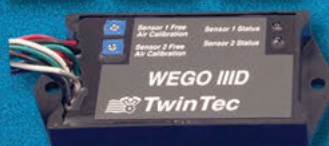
17500\* for 2002-2014 V-Rod™.

17600\* for 2012-2014 Dyna® and Softail® models with CAN data bus.

17601\* for 2014 Sportster®.

17700\* for 2008-2013 touring models with J1850 data bus.

17800\* for 2014 touring models with CAN data bus.



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## Del Mar and Raid wheels

ROLAND Sands Design wheel line-up now includes the Del Mar and Raid styles. The Del Mar wheels have a design that was inspired by classic flat track and road racing wheels, and the company states it is the lightest wheel it makes. Finish options on the wheel are the new Contrast Ops and Machine Ops.

The inspiration for the RSD Raid wheels was taken from classic hot rod styling, but given a modern twist with thin spokes resting between pocketed main spokes. The wheels have had weight removed from the



rim, and there is a double pinstripe as an additional style feature. RSD is offering the Raid in Contrast Ops and Machine Ops as well as Chrome.

Alongside the wheels RSD is offering matching discs, pulleys and air cleaners



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## Exhaust options form SuperTrapp



SUPERTRAPP has a crossover conversion available for 2010 Street Glide and Road Glide models that allows users to turn the OEM 2-into-1 exhaust into a 2-into-1-into-2. The company's crossover conversion, which connects to the stock head pipe and keeps the OEM catalytic converter in place, crosses under the frame. Heat shields are included with the Crossover conversion, which is compatible with all of SuperTrapp's Bagger slip-ons including SuperTrapp Stout 4in slip-ons, Kerker Stout 4in slip-ons, SE Series

Kerker slip-ons, Internal Disc Series, Megaphone Series, FatShots and Mean Mothers slip-ons.

Under the Kerker name SuperTrapp has the 2-into-1 SuperMeg system for Dyna models, which is said to shift the power curve to the top end, providing high rpm power. This system includes a 2.5in non-baffled mechanical core, with the core and packing rebuildable. The Kerker 2-into-1 SuperMeg is available in chrome or black and the black version features a black chrome head pipe and black ceramic coated heat shields and muffler body.

Kerker 2-into-1 SuperMags fit '91 - '14 Dynas, 230 and 250 wide tire customs, '84 - '14 Softails, '04 - '13 Sportsters and '85 - '14 Baggers.

The Kerker Imposter pipe can also be added to the system by riders who want a True Dual look with the Kerker 2-into-1.

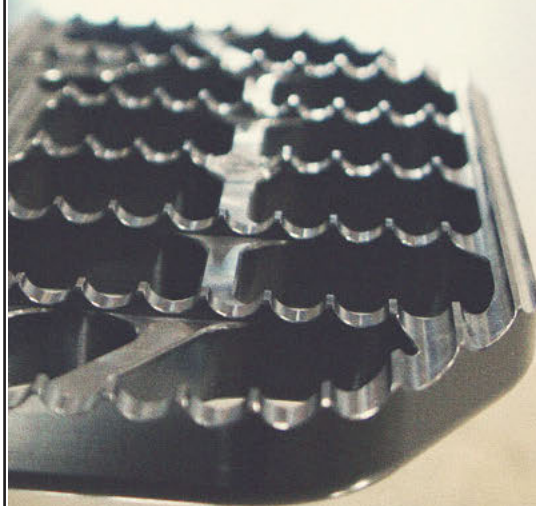
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## New parts and seats from Drag Specialties

AMONG the latest product releases from Drag Specialties are the company's **Skull handlebar clamps**. The die-cast clamps are offered in a choice of chrome with a black skull or matte black with a chrome skull. The clamps fit most '84-'14 Harley-Davidson models with 3-1/2in on-center risers and offset mounting holes (not for models with indicator lights built into the clamps).



The Drag Specialties' die-cast handlebar clamps fit most '84-'14 Harley-Davidson models with 3-1/2in on-center risers and offset mounting holes

Staying at the front of the bike, Drag Specialties also has **slotted wide blade lever sets** available. Designed to be used to upgrade worn and weathered stock levers, the sets feature forged aluminum construction with CNC-machined slots. In a choice of chrome or matt black, the lever sets fit '14 FLHT and FLHX models with the OEM hydraulic clutch.



The slotted wide blade lever sets can be used to upgrade worn and weathered stock levers

A second part, which can be used to replace or upgrade the stock unit, is the Drag Specialties **electronic combined speedometer/tachometer**, which measures speeds from



Drag Specialties' electronic combined speedometer/tachometer measures speeds from 0-220km/h, with the tachometer measuring rpm from 0-8000



Designed for use on Panheads and Shovelheads, the Drag Specialties Seats' King and Queen seat is available in a range of finishes

0-220km/h, with the tachometer measuring rpm from 0-8000. It has a black face that matches the stock gauge look and also features an LCD odometer, trip meter, and all stock indicators, including a Check Engine light.

Drag Specialties' electronic speedo/tacho is a direct plug-in installation on '99-'03 FLHR and '99-'03 FXST, FLST and FXDWG models. It will also fit '96-'98 models, which require a sub-wire harness, and all '96-'03 models require the use of a tachometer wiring kit, sold separately.

Among the latest seats being offered by Drag Specialties are the **Mini King and Queen seats** for Panhead and Shovelhead applications. The seat features molded polyurethane foam and automotive-grade vinyl on the sides and seating areas and a 3/8in ABS thermoformed seat base. The fully carpeted bottom and rubber bumpers help protect the bike's paint.

All Drag Specialties sissy bars, as well as most Harley-Davidson bars, will fit with the seat, and buyers have the choice of scorpion stitch, flame stitch, diamond stitch, diamond red velvet or diamond blue velvet designs. Matching sissy bar pads are also available to complete the look. Seats fit '58-'65 Panhead and '66-'84 FX, FL and FLH Shovelhead models.

A 3/8in ABS thermoformed seat base also features on the Drag Specialties **Predator seat** for FXS and FLS models, as does solar-reflective leather in the seating area and automotive-grade vinyl on the sides.

Predator seats, available in smooth or flame stitch style, fit with all Drag Specialties and most Harley-Davidson sissy bars, and all mounting hardware is included to fit the seat on '11-'13 FXS and '12-'14 FLS models.

Alongside its seats for H-D applications Drag Specialties also has options for Victory Motorcycles such as its **Low Profile Touring seats** for the Victory Hammer '05-'14. The use of solar-reflective leather in the seating area and automotive-grade vinyl on the sides is claimed to reduce surface temperature by as much as 25 degrees for a cooler seat, higher durability and longer life than conventional leather or vinyl. The seat also has flexible urethane foam for maximum comfort. The seat can be used with or without driver backrest, while the 3/8in ABS thermoformed seat base with carpeted bottom protects the bike's paint. All mounting hardware is included with the

seat, which is available in a choice of mild or flame stitch pattern.



**DRAG SPECIALTIES**  
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[www.dragspecialties.com](http://www.dragspecialties.com)

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**vanceandhines  
.com**



## Twin Tec tuner for J1850 Bus equipped models



DAYTONA Twin Tec's newest fuel injection controller has been created specifically for use on Twin Cam Touring models from '08-'13 that have the J1850 Bus. The TCFI Gen 6 unit from Daytona Twin Tec is a fully programmable plug-in replacement for the 73-pin controller with J1850 Data Bus used on Touring models with electronic throttle control.

The company states that the controller is the only system that offers real-time and continuous auto-tuning with monitoring, control and override capability. In addition it is also the only one to feature built-in extended data logging to help diagnose real world problems. The Data Flash memory stores 60 minutes of operating data at 10 samples/seconds.

While not legal for sale or use in California or on pollution controlled vehicles, Daytona Twin Tec offers the controller in 'Alpha N' or 'Speed Density plus' additional versions for turbo and supercharged applications.

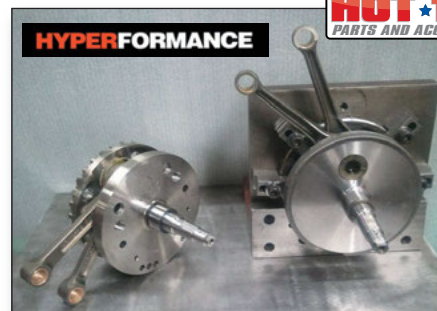
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## Flywheel rebuild service



**HYPERFORMANCE**, the business established in 1983 by 'The King of Cubes' Randy Torgeson, and best known for its line of cast ductile iron Big Jugs cylinders, has now expanded its service offering to include a complete line of rebuild services for flywheel assemblies. As a result of expanding its service work Hyperformance's flywheel service includes new connecting rods, bearings, crank pins, shafts, and plugs as needed to improve and/or restore crank shaft assemblies. Rebuilds offered by the company can also include the machining of flywheels for weight transfer and balancing. Crankcase rebuilding and flywheel installation is also available along with complete engine upgrades.

**HYPERFORMANCE**  
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[info@kingofcubes.com](mailto:info@kingofcubes.com)  
[www.kingofcubes.com](http://www.kingofcubes.com)

## Automatic flashing brake light module

**GEARBRAKE** has created an electronic module that when installed on a motorcycle detects deceleration not just from braking, but all forms of deceleration. Backing off the throttle, down shifting, braking, or any reason for slowing down will cause the GearBrake to automatically make the brake light begin flashing.

**GEARBRAKE**  
**Louisville, Kentucky, USA**  
**Tel: 502 771 0817**  
[info@gearbrake.com](mailto:info@gearbrake.com)  
[www.gearbrake.com](http://www.gearbrake.com)



## Figure Machine Vision air cleaners

**FIGURE Machine's** Vision air cleaners are CNC machined from aircraft grade billet aluminum and feature either a clear or tinted polycarbonate window that is coated with an abrasion and UV resistant coating. The air cleaners are available with either a 4in or 5in K&N filter element and in a gloss black, matt black, or blonde silver finish. Internal breathers and all necessary hardware is also included.



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# Lighting options from Zodiac

ZODIAC has **Vintage headlights** in stock that are styled like the lights used on most European motorcycles in the '50s and '60s, and unlike most Harley units that have a bottom mount construction, these feature left and right mounting points. Vintage headlights feature E-approved, 5-3/4in diameter halogen headlight units and are ready to take 60mm diameter speedos. The lights are supplied complete with a 12-volt 60/55-watt Halogen bulb, 12-volt 5-watt parking light and pre-wired fittings, and are offered in a choice of black headlight with chrome bezel or all chrome.



Küryakyn's Phase 7 light unit uses LEDs that produce light with a color temperature of 5,800K

coating to protect against damage from impact, roadside debris and other hazards.

Advanced LED technology in the Phase 7 is claimed to significantly reduce LED headlamp current draw compared to halogen products, 3.6 amp high beam and 1.8 amp low beam, allowing more power for other vehicle requirements and extended alternator life, while using the standard H4, three-blade wiring connector.

Moving to the rear of the bike, Zodiac is offering **Sparto taillights**. Previously only available in chrome or polished aluminum finishes, they can now be ordered in a black finish too. Further options include bulb-style with or without TÜV/E-approval,



Sparto taillights are now offered by Zodiac in black as well as chrome and polished aluminum

as well as TÜV/E-approved with bright shining LEDs.

A second taillight choice from Zodiac is 'The Factory' light with a design inspired by classic microphones. Hand-cast from brass or aluminum, the taillight features bright LEDs for brake and taillight functions with an E-approved lens. The Factory taillights are, like most parts from the company, attractively packed in an 'Old School' wooden box.

**ZODIAC INTERNATIONAL BV**  
**Mijdrecht, NETHERLANDS**  
**Tel: +31 (0)297 288 621**  
[sales@zodiac.nl](mailto:sales@zodiac.nl)  
[www.zodiac.nl](http://www.zodiac.nl)



The Factory Microphone taillights are available in a choice of hand-cast brass or aluminum

To ease mounting the Vintage headlamps, Zodiac also has **matching headlight bracket kits** available for use with 39mm and 41mm front forks in a choice of black or polished stainless steel.

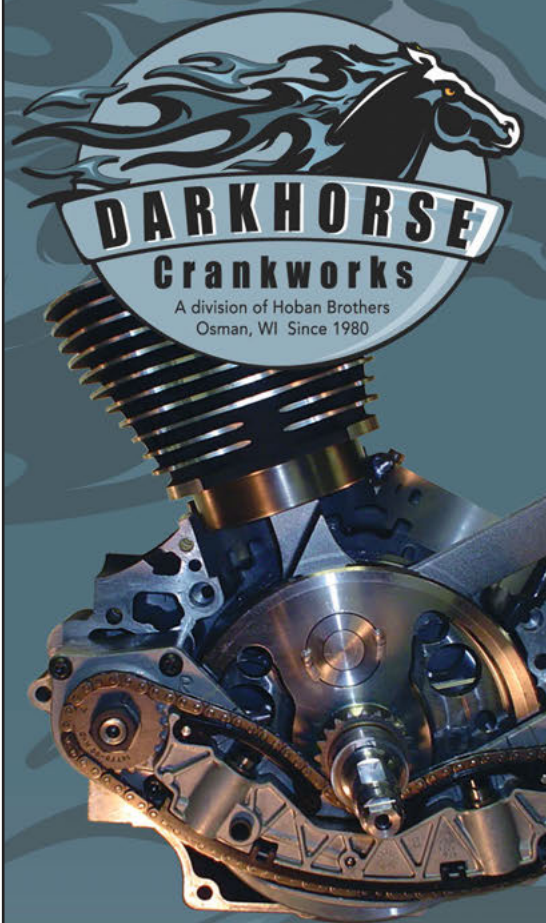


169271  
Not included

The Vintage headlamps available from Zodiac can be ordered with matching mounting kits

The **Phase 7 light unit** from Küryakyn is now also available from Zodiac. The Phase 7 is a DOT and ECE approved replacement for halogen lights. The LED headlamp produces light with a color temperature of 5,800K, closer to the color temperature of daylight than halogen bulbs and therefore said to provide better visibility. In addition the complex reflector design provides improved performance while providing the appearance of a traditional headlamp.

The maintenance-free lamp uses a solid-state, bulb-free system that's said to be impervious to damage caused by shock and vibration, with a die-cast aluminum housing, non-yellowing polycarbonate lens and a scratch-resistant hard



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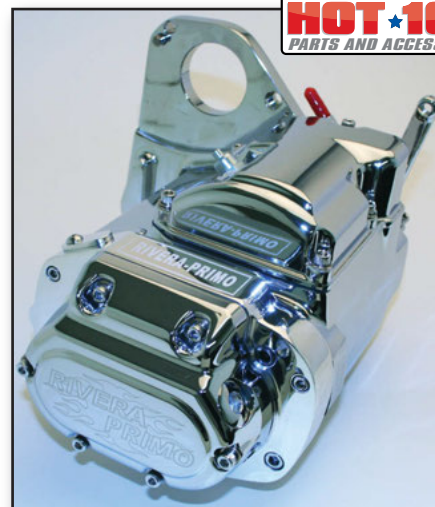


## PowerDrive 6 transmissions

RIVERA Primo has had its line of left side drive and right side drive Softail style six-speed transmissions – the PowerDrive 6 – for 10 years, and still continues to offer them with a two-year unlimited mileage replacement guarantee.

The transmissions, housed in polished, chrome or black wrinkle casings, have close ratio 2.94:1 first gear; second gear 2.21; third gear 1.60, fourth gear 1.23; fifth gear 1.00, 0.860:1 overdrive sixth gear, forged and back cut gears for positive shifting, and a 32-tooth final drive pulley.

The PowerDrive six-speed is available fit '93-'98 Touring models, '00-'06 Twin Cam Softail style applications as well as '99-'06 Twin Cam Touring applications, and it comes completely assembled with a black wrinkled



oil pan and a billet aluminum oil fill spout that accepts the stock filler cap. The oil fill spout is machined from a solid block of billet, with cooling fins added then mirror polished.

For those who want to use a PowerDrive 6, but want an Old School look, Rivera Primo has its Sharpeye kicker kit that is also available for OE five speeds and aftermarket six-speed transmissions.

**RIVERA PRIMO**  
Whittier, California, USA  
Tel: 562 907 2600  
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[www.riveraprimoinc.com](http://www.riveraprimoinc.com)



# ROLAND SANDS DESIGN



## Vance & Hines VO2 Naked air intake

HARLEY's 2014 Touring models are the latest bikes in the Motor Company's line-up to have a Vance & Hines VO2 Naked air intake designed for use on them.

The VO2 Naked, which features a billet venture, large inlet backing plate and high flow washable filter element bolts directly to the factory throttle body, and when paired with Vance & Hines Fuelpak FP3 and Competition Series slip-on, is said to offer strong performance gains across the entire power curve.

The VO2 Naked can be run raw without a cover, under the OEM cover, or with one of the many optional VO2 Skullcap covers in a variety of styles and finishes.

**VANCE & HINES**  
 Santa Fe Springs, California, USA  
 Tel: 562 921 7461  
[sales@vanceandhines.com](mailto:sales@vanceandhines.com)  
[www.vanceandhines.com](http://www.vanceandhines.com)

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## Top Down Shredder Series

WHEN Top Down Products were approached by a customer who wanted a set of axle spinners reminiscent of those used in films by such characters as Ben Hur and James Bond, the company took him seriously and began working on designs. The end result has now been made publicly available as the Shredder Series axle spinners, which spin freely when mounted to the stationary ends of the bike's axle.

The shape of the three rotating blades on each spinner was influenced by medieval double side axes, and are CNC machined from billet aluminum. To allow them to spin freely, stainless steel bearings are used throughout. Although this exact blade shape is exclusive to the particular customer, other blade styles can be produced to give a variety of appearances.

Following on from the introduction of the axle spinners, Top Down is now producing matching Shredder floor boards. The Shredder floor boards mimic the shape of the Spinner blades and incorporate elliptical

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cutouts to break up the surface, a beveled outer blade edge and more than 50 polished stainless steel

spikes to provide a durable boot grip. The Shredder axle spinner fits all Harley-Davidson models, and floor boards are a bolt-on fit for Harley-Davidson Touring models.

**TOP DOWN PRODUCTS**  
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# Klock Werks Powered by Kicker Audio Fit Kits

KLOCK Werks Kustom Cycles has teamed up with Kicker Performance Audio to create the Klock Werks 'Powered by Kicker Fit Kits' as an upgrade for the stock sound system on H-D Touring models. The Fit Kits are described as being the clearest and loudest audio equipment available, which is specifically designed and tuned for powersports applications.

The Klock Werks 'Powered by Kicker Fit Kits' include a pair of 5-1/4in high performance dual voice coil speakers that fit into factory openings, a small sized amp that mounts inconspicuously using the provided custom stainless steel bracket, a custom wiring harness for a plug-n-play installation, and all necessary hardware.

Klock Werks has Fit Kits available for the FLH and FLTR models and complete H-D Tour Pack, and complete Fit Kits for



Indian Chieftain, Victory Cross Country and Kawasaki Vaquero.

**KLOCK WERKS KUSTOM CYCLES**  
 Mitchell, South Dakota, USA  
 Tel: 605 996 3700  
[info@kustomcycles.com](mailto:info@kustomcycles.com)  
[www.kustombaggers.com](http://www.kustombaggers.com)

# Touring parts from Mid-USA

MID-USA Motorcycle Parts' line of parts and accessories for use on Touring models includes the bullet turn signal bar and license plate relocation kit. Developed for use on Touring models '99-'08, these kits move the license plate from the support bar to the rear fender, while also moving the turn signals inward, giving the bike more of a custom look. The kits include bullet turn signals, trim piece to cover original license plate holes, an LED license plate light, and are available in chrome or black.

**MID-USA MOTORCYCLE PARTS**  
 Hazelwood, Missouri, USA  
 Tel: 314 595 5555  
[midusa@mid-usa.com](mailto:midusa@mid-usa.com)  
[www.mid-usa.com](http://www.mid-usa.com)



# ROLAND SANDS DESIGN





# RCX exhausts

RC Components' RCX exhaust line now includes True Dual Headers to fit '10 and up Touring models. The headers have smooth radius bends and feature a 2-1/2in heat shield in a choice of chrome or black ceramic coating. All necessary hardware for mounting is included with the RCX True Dual Headers, and for best performance it is recommended that they are combined with a set of RCX 4in slip-on mufflers and an RCX-Celerator fuel management system.

The 4in RCX exhaust slip-on mufflers are designed to fit '95 and later Touring models. The mufflers contain a straight through louvered core said to deliver a rich deep tone while also increasing horsepower. Available in a chrome or black finish, the mufflers can be customized with a choice of over 20 tips.

Alongside the 4in slip-ons for Touring models, RC Components has a 3in RCX exhaust slip-on muffler

for use on Softail, Dyna and Sportster models. These mufflers feature a 3in body which contains a 2in louvered baffle. There is a choice of eight different billet exhaust tip designs and all necessary hardware is supplied. The mufflers can be ordered in chrome or black ceramic finishes.

**RC COMPONENTS**  
**Bowling Green, Kentucky, USA**  
**Tel: 270 842 6000**  
[rcc@rccomponents.com](mailto:rcc@rccomponents.com)  
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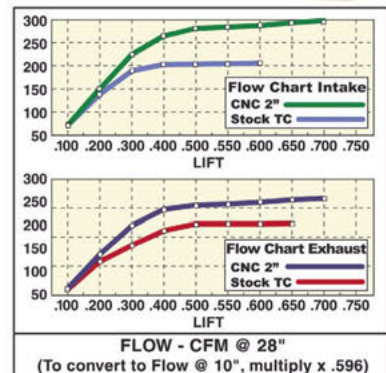
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# Rough Crafts parts and accessories

ROUGH CRAFTS, the Taiwanese custom shop established by Winston Yeh, the winner of the Modified Harley class at the 2013 World Championship of Custom Bike Building, has an extensive range of aftermarket parts available, and many of them featured on the winning bike.

The Rough Crafts range includes a custom grill for use on stock headlights. Offered in black anodized or polished finish, the 168mm diameter grill fits all stock H-D 5.5in headlamps.

To accompany the headlamp grill Rough Crafts produces its grilled turn signals, which feature matt black bullet bodies with gloss black grills. The bodies, which are 2.5in long and have a 1-11/16in diameter, hold 12v, 8w dual filament bulbs.

A finned cover, designed to match the grill finish parts from Rough Crafts, is a feature of the company's air filter kit. Two versions of the kit are available, one for '04 and later Sportsters and for Twin Cams. The kits include not only a K&N filter element, but also an internal breather system.

Rough Crafts' line of finned parts continues with its finned risers. The CNC machined 1.3in high riser feature stainless steel hardware and carry 1in handlebars. They have 1/2in mounting holes, making them suitable for most stock H-D applications.

To work with the finned risers Rough Crafts offers its Fighter handlebars, which it describes as a tighter version of H-D's stock handlebar on bikes like the Iron or 48 Sportster, but with a more compact look. The 1in, stainless steel Fighter bars can be ordered dimpled for use with stock controls or smooth for custom controls.

Rough Crafts makes its own grips to fit the Fighter handlebars with the Groove grips for 1in bars. They are currently available for cable throttles. Matching Groove foot pegs are offered too, which fit most H-D male mounts.

The Groove pegs have been designed to match the company's line of Groove handlebar grips



The Groove product range is completed with the Rough Crafts Groove gas cap for stock H-D applications.

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One of the smaller parts in the Rough Crafts product range is the Groove gas cap



A K&N filter element is included in the Rough Crafts air cleaner kit



The stainless steel Fighter handlebar can be ordered smooth or dimpled, depending on if it is for use on stock or custom applications

Rough Crafts' finned risers are designed to work with 1in diameter 'bars



The Rough Crafts headlamp grill fits stock 5.5in Harley headlights



To match its grill headlamp cover, Rough Crafts also has grilled turn signals



Groove grips from Rough Crafts can be ordered in a choice of brass, black or polished finishes

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## New Touring seats from LePera

LEPERA has launched two new seats, both of which are for use on '08 and up Touring models.

The first of the seats is the Nomad, which flows into the lines of the saddlebags and provides a wide footprint for the driver, while giving the appearance of a lean machine.

LePera is offering the Nomad in smooth, diamond, pleats or distressed brown seating with black bands.

Starting with its popular Outcast seat, LePera has reworked it to introduce the Outcast GT. Enhancing buyers' ability to custom-tailor the GT to meet all of their expectations, the inlay center strip is available in red or white. LePera also states that the GT offers supreme rider comfort with a deeply contoured, newly formulated Marathon foam foundation and a matching removable back rest.

**LEPERA ENTERPRISES**  
North Hollywood, California, USA  
Tel: 818 767 5110  
[info@lepera.com](mailto:info@lepera.com)  
[www.lepera.com](http://www.lepera.com)



Nomad seat



OutcastGT seats

## Piggyback shocks for V-Rod

PROGRESSIVE Suspension has now introduced a version of its 970 Series Piggyback shock for use on the V-Rod. Inspired by racers, the 970 Series shocks combine a high pressure gas monotube design with deflective disc damping routed through two unique circuits and adjustable for compression damping via an easily accessible knob. Both the shock body and piggyback are coated internally to reduce friction and then capped with a forged aluminum upper. The shock is wrapped with a progressive rate coil spring that can be fine-tuned via threaded preload adjusters to suit a rider's weight and riding style. The Progressive 970 Series shocks are available to fit '07-'14 V-Rod, VRSCA, VRSCD, VRSCAW, VRSCX, VRSCDX and VRSCF applications in a choice of 12.5in or 13in lengths and black or bronze anodized finishes.

**PROGRESSIVE SUSPENSION**  
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[info@progressivesuspension.com](mailto:info@progressivesuspension.com)  
[www.progressivesuspension.com](http://www.progressivesuspension.com)



## Love Jugs Heat-Master

HAMMERHEAD Engineering has expanded its range of H-D engine cooling products with the introduction of its Love Jugs Heat-Master, which build upon the success of the company's original Love Jugs.

The Love Jugs Heat-Master is a patented dual fan cooling system said to deliver more cooling air than any other product on the market.

Recessed switches on the face of each fan motor are said to be easier to use and the smooth outer band on the fan motor cover gives a compact look. In addition, this

version of the Love Jugs utilizes new compact fan motors, which deliver more cooling air. The fan bodies are manufactured from aircraft quality stainless steel, polished to a high chrome finish, and the fan motors are said to be completely waterproof.

**HAMMERHEAD ENGINEERING**  
Delray Beach, Florida, USA  
Tel: 561 499 0974  
[info@love-jugs.com](mailto:info@love-jugs.com)  
[www.love-jugs.com](http://www.love-jugs.com)



## BikeSheath covers for Victory Highball

BIKESHEATH has extended its range of model-specific motorcycle covers with the introduction of a version of its seat/tank cover for use on the Victory Highball.

The lightweight, waterproof covers, which are made in the US, are supplied complete with a carry



case for easy storage. The BikeSheath modular covers offer weather protection for the seat and tank, fairing and backrest, where applicable.

**BIKESHEATH**  
Stockbridge, Georgia, USA  
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## Schampa "FaceFit"



OFF-ROAD and on-highway riding gear specialist Schampa has come up with what owner and designer Andy Myers describes as "the next generation in rider face-wear".

His Patent Pending "FaceFit" system takes the classic face-mask scarf and adds ergonomics and technology to how it fits. A flexible, lightweight, adjustable Neoprene internal reinforcer that "remembers" the fit contours of the face allows the rider simply to press the scarf to create a molded fit that massively improves the seal around the nose and mouth to protect against wind, dust, pollution,

sand and all the other airborne hazards of riding.

Andy says that "when used in conjunction with eye-wear the effect it has on the breath even helps reduce fogging. I made some of these for myself, and have been doing tens of thousands of miles with them. Then I figured, well, if it works for me, it could work for everyone!"

**SCHAMPA**  
Chandler, Arizona, USA  
Tel: 480 899 6458  
[amyers@schampa.com](mailto:amyers@schampa.com)  
[www.schampa.com](http://www.schampa.com)



## Ness Big Brake rotor kits

ARLEN Ness is well known for its extensive range of aftermarket parts and accessories for H-D applications, and it is now expanding its product offering for Victory models to match with the introduction of Big Brake rotor kits for the "alternative" American V-twin motorcycles. The Ness Big Brake rotor kits for use on Victory Cross Country and Cross Roads models include two floating brake rotors, two billet caliper adapter brackets and all necessary hardware. Once installed the larger diameter rotors offer increased brake performance and better heat dissipation than the stock rotors for consistent stopping power even under the most strenuous of use. The design of the over-sized rotors in the kit matches that of the factory Victory wheels.

**ARLEN NESS ENTERPRISES**  
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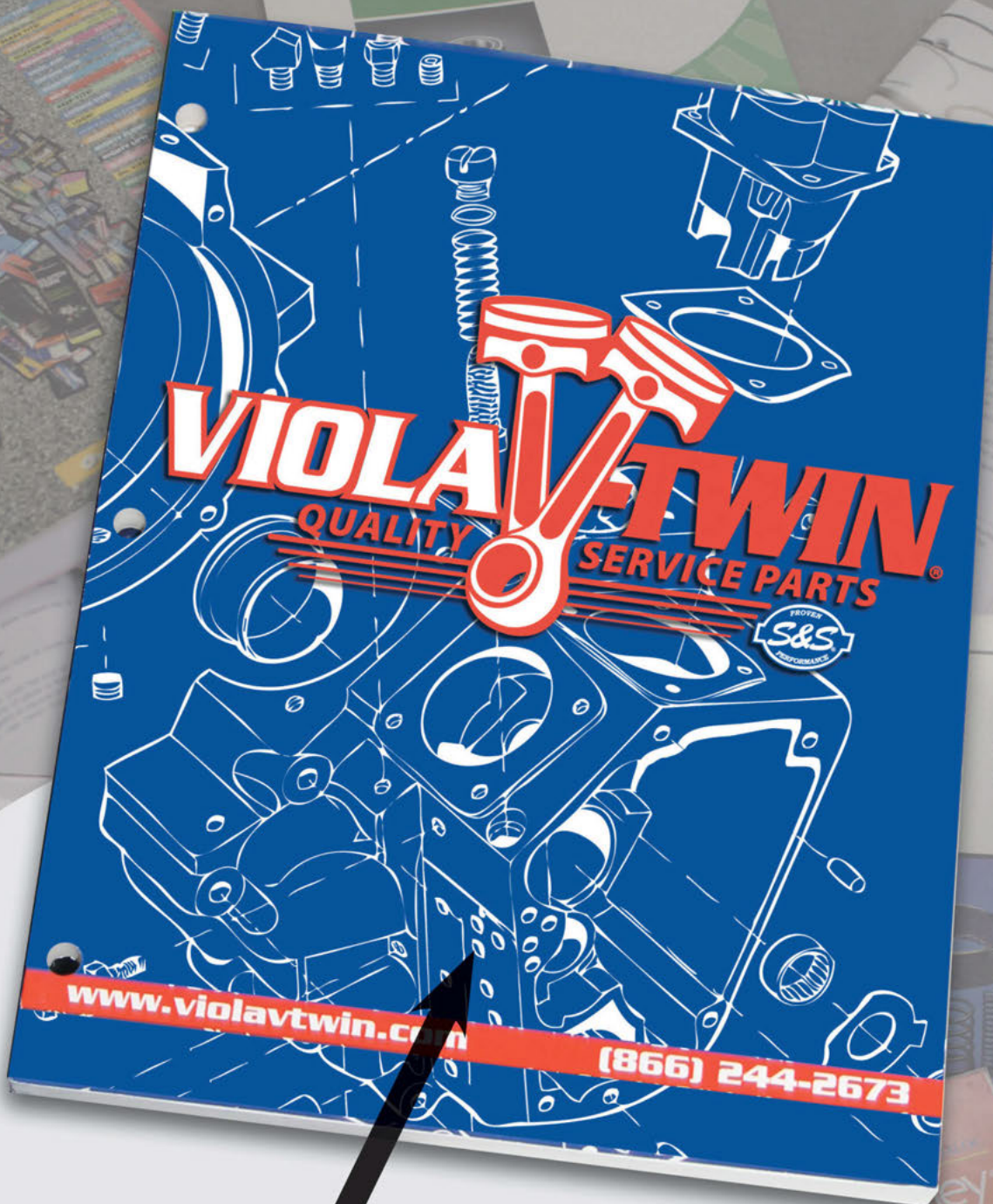
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Photography courtesy of Frank Sander - [frankthunder1@aol.com](mailto:frankthunder1@aol.com)

# THE POWER OF A FLATHEAD

**A new class introduced at the World Championship of Custom Bike Building in 2013 was Retro Modified. It is open to any bike that uses an engine from a pre-'84 motorcycle, but other than that it is an open class. Among the diverse range of entries was Sueca Iron Performance Cycles' Flathead Power from the Valencia region of Spain**

**W**HEN the Retro Modified class was introduced at the 2013 World Championship of Custom Bike Building it was done in response to a change in the definition of the Modified Harley class, which meant that only Evo engines or later bikes were eligible. This, of course, meant that some builders who had previously been building bikes with a view to entering them in the Mod Harley class switched to Retro Modified, and one of those was Jose Ferrer Lloret, of Sueca Iron Performance Cycles, who built Flathead Power for Vicent Calafat.

The starting point for Flathead Power was a '47 WL 750, and much of the bike was left alone. The frame was stripped back to bare metal and then any unnecessary brackets were removed before it was painted in-house at Sueca Iron. The same detailing then took place on the original Springer fork, which also received copper plated finishing touches such as the springs.

It is a similar story with the bike's motor. The 750cc Flathead was stripped and rebuilt, once



The split gas tank, suspended on either side of the frame, was built in-house at Sueca Iron



again with copper plate detailing, and a 38mm Bendix carb with a custom velocity stack, one-off Sueca Iron exhaust pipes and a Joe Hunt magneto were added. This is backed by the original three-speed transmission, which retains its original hand shift. One area where the drivetrain deviates from the original is the primary drive, where an open chain system is used with a dry clutch. In order to give Vicent some protection from the chain, a simple wire cover was constructed.

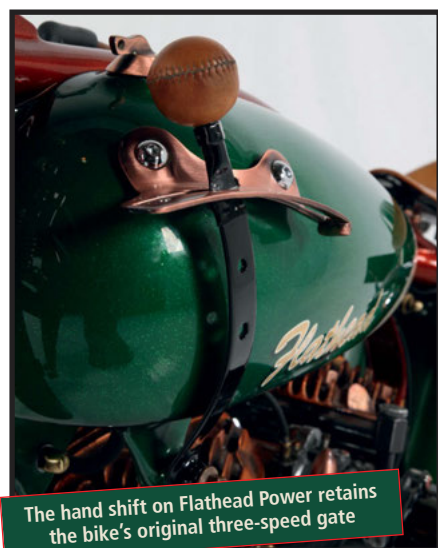


The two-tone paint, pin striping and graphics were all done in-house at Sueca Iron

To keep the period feel to Flathead Power a set of spoked wheels were selected to get it rolling. At the front the hub has been left bare on the 21in, 40-spoke wheel that wears an Avon Speedmaster 21/3.00. At the back of the bike a 40-spoke wheel is used again, but this time it is a 16in and shod with a Shinko mt90/16. The rear wheel also gains a brake in the form of a mechanical drum.

Bodywork on Flathead Power has been kept simple with a rear fender sourced from W&W Cycles and then modified to suit the build, and both the oil tank and split gas tanks that hang either side of the frame's backbone were fabricated in-house at Sueca Iron, were the two-tone paint was also applied.

While Jose has kept the build of Flathead Power

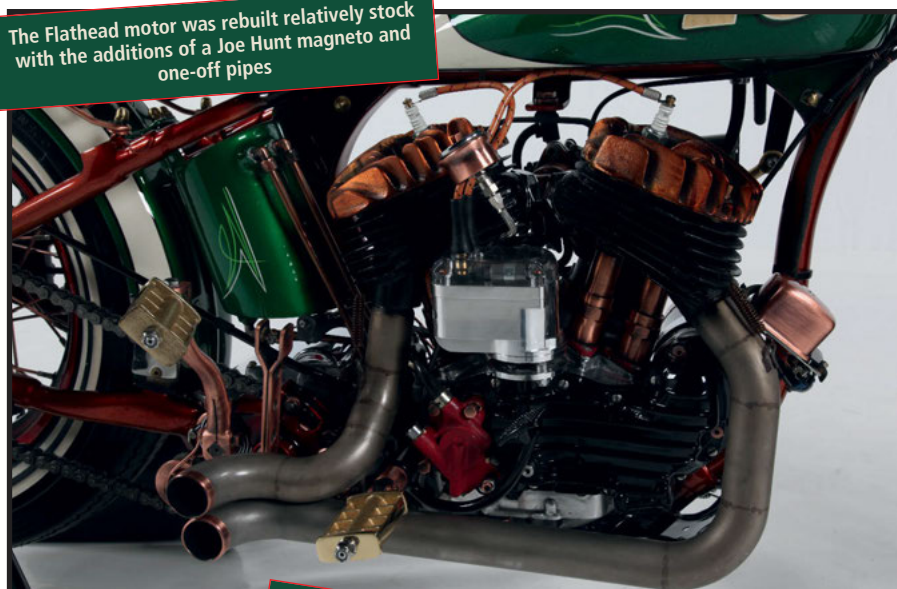


The hand shift on Flathead Power retains the bike's original three-speed gate



The team from Sueca Iron celebrating their success at the 2013 World Championship of Custom Bike Building

The Flathead motor was rebuilt relatively stock with the additions of a Joe Hunt magneto and one-off pipes

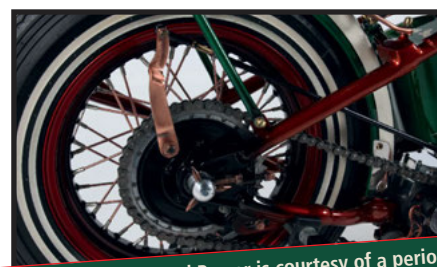


Use of copper plating to detail the bike extends to the springs on the fork, as well as the lower linkages



relatively simple, it is his attention to detail that makes the bike really stand out, and stand out it certainly did as it placed third in the Retro Modified class at the 2013 World Championship of Custom Bike Building.

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Braking on Flathead Power is courtesy of a period correct mechanical drum on the rear wheel



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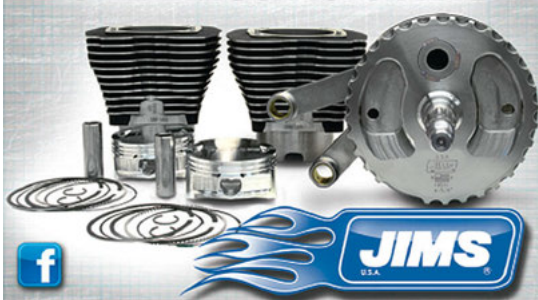
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This year sees the 11th annual World Championship being staged in front of the largest ever audience for any custom bike show ever seen, anywhere, when BIG BIKE EUROPE makes its debut at the internationally respected INTERMOT expo at Cologne, Germany, in October - over 200,000 riders and international trade professionals visit INTERMOT, making it the largest international motorcycle expo of its kind in the world.

The following year will see the 12th annual AMD World Championship being staged at BIG BIKE EUROPE (September 2015), also at the Cologne Exhibition Centre/Koelnmesse.

Thereafter it will alternate between INTERMOT (2014, 2016 etc) and BIG BIKE EUROPE (2015, 2017 etc), meaning that while each expo is staged on an alternate annual basis, there will now be a "Cologne Show" at the same venue every year.

Championship entries and information from Neil Blaber, [neil@amdchampionship.com](mailto:neil@amdchampionship.com)  
BIG BIKE EUROPE exhibitor information from Robin Bradley, [robin@dealer-world.com](mailto:robin@dealer-world.com)  
For INTERMOT visitor and exhibitor information, visit [www.intermot-cologne.com](http://www.intermot-cologne.com)

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## THIS MONTH'S ADVERTISERS

AIM Corp (US) Clutches & gear kits .....	4
Arlen Ness Enterprises (US) Parts & accessories .....	32
Avon Grips (US) New GEL grip .....	51
Bad Dad Inc (US) Speaker lid package .....	24
Badlands Motorcycle Products (US) Parts & accessories .....	59
Barnett Clutches & Cables (US) Throttle-by-wire extensions, distributor network .....	10,58
Belt Drives Ltd (US) GMA calipers, belt drives, distributor network .....	16,45,60
Biker's Choice (US) Distributor .....	7
Colorado Custom (US) Wheels.....	60
Darkhorse Crankworks (US) Crank assembly balancing & rebuilds .....	41
Daytona Twin Tec (US) Auto Tuning Fuel Injection System with Accu-Tune! .....	34
DP Brakes & Clutches (US) Brakes & clutches.....	51
Drag Specialties (US) Laced wheels .....	53
Easyriders Events (US) V-Twin Expo 2015 .....	63
Fehling (DE) Parts & accessories .....	59
Goodridge USA (US) Parts & accessories .....	60
Hawg Halters Inc (US) Calipers, triple trees, front ends .....	9
Helmet City Inc (US) D.O.T. & novelty helmets, distributor network .....	17,60
James Gaskets (US) Gasket board kits, distributor network .....	37,59
Joker Machine (US) Serrated floorboards .....	35
KB Performance Pistons (US) New Max-Power KB forged designs .....	44
Kibblewhite Precision Machining (US) Manganese guides & reamers .....	20
Koelnmesse (DE) INTERMOT Cologne 2014.....	25,27,29
Kustom Tech (IT) Parts & accessories .....	64
LePera Enterprises Inc (US) Seats.....	57
Mag Connection (FR) Distributor .....	48
Mid-USA Motorcycle Parts (US) Parts and accessories .....	23
Motorcycle Storehouse (NL) Distributor, International sales offices .....	42-43,44-45,46-47,60
NAMZ Custom Cycle Products (US) Wiring harnesses & fluid lines .....	52
Renegade Wheels (US) Clear coat finish, copper wheels.....	31
Rivera Primo (US) HedLED H4 LED head lamp .....	24
Rush Racing Products (US) High performance products.....	18,40
S&S Cycle (US) S&S Petroleum 25W60 engine oil, Viola V-Twin .....	5,54
SBS Friction (DK) SBS brake pads.....	12
Spectro Oils of America (US) Premium-quality lubricants .....	16
Spyke (US) Ignition systems .....	8
Tech Cycle Performance Products (US) Belt drives & starters.....	59
TecMate (BE) First Lithium Multi-Bank, distributor network .....	21,58
TTS Motorcycles (DE) Rims & wheels .....	49
Vance & Hines (US) Super Radius pipes .....	38
W&W Cycles (DE) Parts & accessories .....	2
Wizards Products (US) Professional finishing products .....	11
Wunderkind-Custom (DE) Design your own.....	52
Zodiac International (NL) Parts & accessories, online Bikers Book, European offices.....	15,58

## THIS MONTH'S EDITORIAL ITEMS

Arlen Ness Enterprises (US) Big Brake rotor kits .....	52
Bassani Manufacturing (US) H-D Street ProGuide: Slip-ons .....	13
Bikesheath (US) Covers for Victory Highball .....	50
Corbin Saddles (US) H-D Street ProGuide: Gunfighter and Lady seat .....	14
Daytona Twin Tec (US) Twin Tec tuner for J1850 bus .....	39
Drag Specialties (US) New Python exhausts website .....	26
Drag Specialties (US) New parts and seats.....	36
Figure Machine (US) Vision air cleaners .....	39
FireBrand Design (US) H-D Street ProGuide: Slip-ons .....	13
GearBrake (US) Automatic flashing brake light module .....	39
Hammerhead Engineering (US) Love Jugs Heat-Master .....	50
HardDrive (US) Mid-year catalog .....	6
Harley-Davidson Motor Company (US) Near record dividends.....	10-11
Harley-Davidson Motor Company (US) New 2015 models .....	19-22
Hawg Halters (US) Online catalog .....	26
Hyperformance (US) Flywheel rebuild service .....	39
I Love Sicily (IT) Show report .....	6
JayBrake (US) Calipers and forward controls .....	33
Kibblewhite Precision Machining (US) Valve train components being stocked by S&S Cycle.....	6
Klock Werks (US) Kicker Audio Fit Kits .....	46
Lauge Jensen Engineering (DK) 'Sleipner' EURO 4 builder package to launch at INTERMOT .....	8
LePera Enterprises (US) New touring seats - Nomad and Outcast.....	50
Marketplace Events / AIMExpo (US) AIMExpo secures OE backing .....	28
Mid-USA Motorcycle Parts (US) Touring accessories .....	46
Motion Pro (US) Introduce Minimum Advertised Price policy .....	26
Mustang Motorcycle Products (US) RunAround seat .....	30
Paughco (US) Bolt-on Sportster trike conversion kit .....	33
Progressive Suspension (US) Piggyback shocks for V-Rod .....	50
RC Components (US) RCX True Dual Headers .....	47
Rivera Primo (US) PowerDrive 6 transmissions .....	42
Roaring Toyz (US) Pin stripe package kit for H-D touring models .....	33
Robert W Baird & Co (US) Harley dealers report positive reaction to MY2015 bikes .....	64
Roland Sands Design (US) Del Mar and Raid wheels .....	35
Rough Crafts (TW) Parts and Accessories.....	49
S&S Cycle (US) Carries Kibblewhite range .....	6
S&S Cycle (US) Rebuilds stock engines .....	64
SBS Friction (DK) H-D Street ProGuide: Brake pads .....	14
Schampa (US) "FaceFit" face protection system.....	52
Spectro Oils of America (US) Dave Miller retires, Alex Josefson is new President .....	26
Sueca Iron Performance Cycles (ES) Bike Feature: The Power of a Flathead .....	55-56
SuperTrapp Industries (US) Kerker exhaust options.....	35
The Jekill & Hyde Company (DE) Canbus-friendly electronically adjusted exhausts .....	30
Top Down Products (US) Shredder Series - axle spinners and floor boards .....	43
Vance & Hines (US) H-D Street ProGuide: New range of products.....	14
Vance & Hines (US) VO2 Naked air intake .....	43
Zodiac International (NL) Zodiac Racing/Ronny Aasen rider .....	28
Zodiac International (NL) Range of lighting options .....	41





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Engines are rebuilt with Premium Viola V-Twin service parts and can be

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S&S say that their rebuild program features a 30 day labor and one year parts warranty, and that their beneficial freight rates mean that they offer no cost shipping to their dealers on engines for rebuilding.

Traditionally only available to S&S dealers, if you do not currently have an S&S Cycle account, no problem, because the company says that an engine rebuild package meets or exceeds their annual account spend criteria.



S&S Cycle's engine rebuild program is available for stock as well as S&S engines



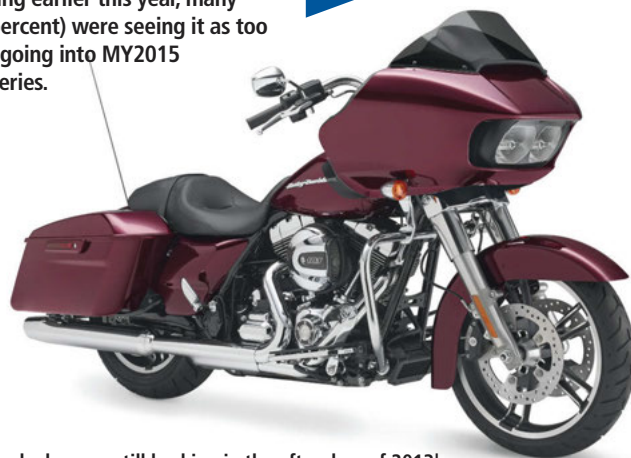
## Harley dealers report 70 percent positive reaction to MY2015 bikes

MILWAUKEE based investment analysts RW Baird surveyed authorized Harley-Davidson dealers after the Nashville dealer meeting to gauge reaction to upcoming season business prospects and the 2015 new model year range in particular. The survey found that reaction to the 2015's was mostly positive, with some 70 percent of dealers rating MY2015 positively - that compares to the 95 percent reaction to the debut of the Project Rushmore bikes a year ago. It also shows that the 2013 and other initiatives so far this year are gifts that keep on giving for Harley, because just 24 months ago the MY2012 announcement was only

receiving a 22 percent positive rating. Dealers report that retail demand improved 3-5 percent in July and August versus the year before. However, it is proving tricky for Harley to strike the right inventory/price balance. Harley cut its shipment forecast in July "to protect the scarcity value of the brand" according to Baird, who, contrary to NADA, are reporting used bike values as gaining in price - up 0.5 percent in July/August. Baird report that more dealers were choosing to sell below MSRP though, as they seek to clear end-of-season inventory, suggesting that following most dealers reporting that inventory

was too thin and too slow in arriving earlier this year, many (42 percent) were seeing it as too high going into MY2015 deliveries.

**BAIRD**



Harley dealers are still basking in the afterglow of 2013's Project Rushmore launch and are now glad to see the Road Glide returning to the line-up. Post the Nashville dealer meeting, research by Baird revealed a 70 percent positive response to MY2015 among Harley dealers

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