



AMERICAN MOTORCYCLE DEALER

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

15th annual V-Twin Expo to see exhibitor growth?

WITH the 15th annual V-Twin Expo at Cincinnati, Ohio, fast approaching, final preparations are underway for an event that many in the industry will be hoping will be an event that will show that the wider economic recovery is starting to trickle down convincingly into significant custom parts and accessory revenue growth.

that the show continues to attract representation from pretty much all the 'core-competency' vendors in the market, and that there may be some signs of increased vendor confidence.

"There are very few, if any, of what you would term the principal 'players' in the market who will not be at V-Twin Expo again in 2015, one way or another. Many continue to manage their booth size and other expo related spends carefully, but if anything, we are going to have a few more new and returning exhibitors this time than drop-outs.

"That is a good sign for the show, but above all it is a good sign for the market. The show has served the

specialty interests of the custom v-twin market through thick and thin," says Betlach.

"This will be the 15th year that V-Twin Expo will have reflected the highly specialized nature of custom market businesses, and there's no question that V-Twin Expo will remain the primary market-specific expo for years to come.



"If we are now going to start seeing stabilization in vendor and visitor numbers, then that gives the market a platform on which to build.

"I have long maintained that for so long as people want to ride Harleys and build custom bikes, there will be a need for an independent business

opportunity such as that provided by V-Twin Expo.

"Where else can dealers meet so many of the vendors they could be buying from in such a concentrated way than at a show that is built for that purpose?"

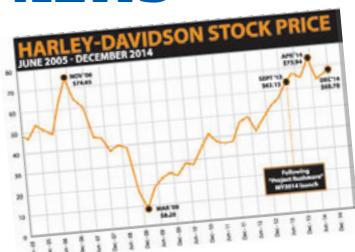
Betlach's question is rhetorical of course, and it is the closest he comes to alluding to the ongoing attempts by other show organizers to stake a claim to V-Twin Expo's turf, and the other pressures, show and otherwise, that the classic B2B expo model is under in North America.

V-Twin Expo has now successfully adjusted its timings to accommodate the two biggest issues that vendor feedback provided. The timing now avoids the distractions of Superbowl Sunday, always the first Sunday of February, and the decision to abandon the Monday has been proven to be in everyone's best interests in the context of recessionary pressures.

The 2015 V-Twin Expo will open its doors at 9:00 am on Saturday February 7th (to 6:00 pm) at the downtown Duke Energy Convention Center, Elm Street, Cincinnati, and 9:00 am Sunday February 8th (to 5:00 pm).

JAN 2015
ISSUE #186

NEWS



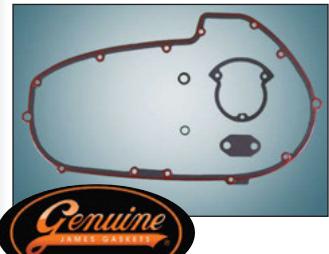
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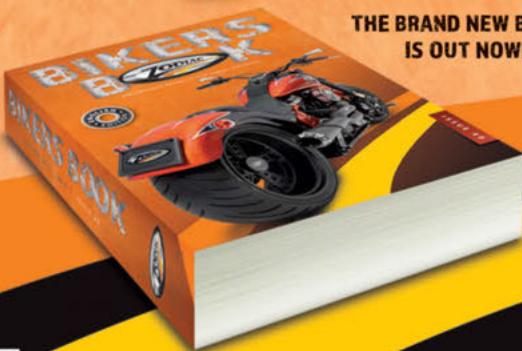
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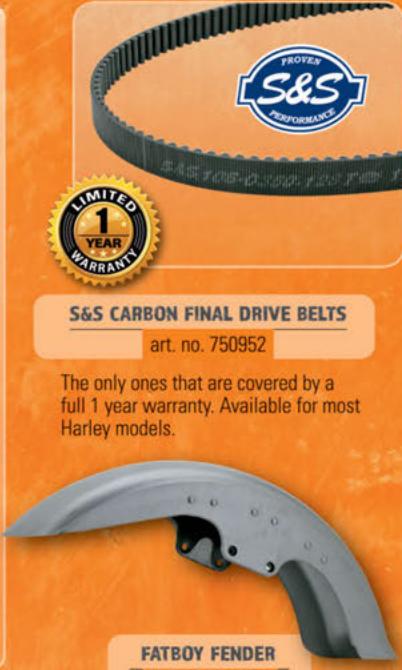
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The Street Performance class allows builders to showcase motorcycles that are designed to offer performance on the road, and Riverside Motocyclettes took that literally by using a 127ci Ultima motor in a hardtail build

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Italian parts and accessory manufacturer Free Spirits unveils new products to improve the handling and performance of Harley-Davidson's Street 500/750 models



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Advanced Innovative Machinery



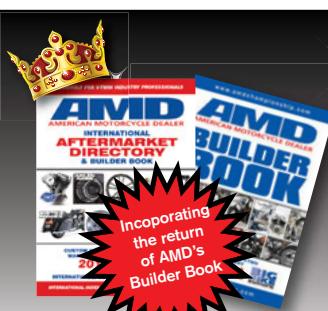
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**Fiat Abarth by North Coast Custom 55-56**

Fiat Abarth by Francesco Bella, of North Coast Custom, had people scratching their heads wondering what the power unit was. Not surprising, as the engine started life in a Fiat 500 car in the '60s

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WHAT HAS HARLEY GOT TO DO TO GET THEIR SHARE PRICE MOVING AGAIN?

THREE months ago, in the October 2014 edition, I introduced a new analysis into the pages of AMD Magazine - an analysis of Harley-Davidson's share price performance relative to its dividend payments policies, and other factors.

The idea at the time was to update it quarterly, and this month's AMD gives me the first opportunity to do that - having set a template for the analysis, it affords me a first opportunity for a quarterly re-visit and update.

Coinciding, as it does (again), with the edition in which we also present the latest in the Harley-Davidson dealer surveys conducted by long established Milwaukee based analyst and fund manager R.W. Baird, those "other factors" included tracking share price performance relative to new model introductions, and in the case of the first such exercise in October 2014, the share price response to the MY2015 announcement in August this year, and how that compared or contrasted with the much hyped 'Project Rushmore' MY 2014 launch announcement in August 2013.

One of the principal reasons for starting this series of reports was the concern, reported and commented on several times in AMD Magazine in 2014, that Harley-Davidson's apparently (good, but) moribund share price makes them vulnerable to unwelcome take-over approaches.

The M&A culture of these (theoretically) post-recession years is different to that which dominated in the 30 years that brought us to the brink of the precipice in September 2008 - different in that it is woefully similar to the culture which existed before, paradoxically, but now "even more so" in terms of the activist investor time-scale intolerance for anything short of extraordinary results delivered at warp speed.

It is Nineties and Noughties M&A culture brought to us by prescription drugs rather than white powder - theoretically legal, but no less bending of corporate realities and corporate space time!

Another "other factor" I introduced into this second report is a statement, for the record and for reference, about Harley-Davidson's market share performance since 2008 (see page 16).

Based on the one recorded by Baird in the quarterly AMD/Baird dealer survey, it is designed to add to a suite of "key indicators" that I will develop for quarterly updating, a subtlety nuanced suite that exploits the perspective that can only come from being inside the motorcycle market, rather than the one that is determined by the blinkers of balance sheet and bean counting perspectives alone.

Putting Harley-Davidson's share price performance, and the current apparent malaise that sees it stubbornly resisting the \$70.00 threshold, in the context of

market share performance in terms of actually bashing metal and selling product casts interesting light on the take-over dangers the Motor Company may be vulnerable to at this time.

Harley-Davidson's share price was in dramatic decline from its November 2006 \$74.65 high when selling just under 220,000 units for an 8.9 percent market share in 2008. In fact at that time the share price opened that year at around \$43.00 and was south of \$20.00, and headed for its March '09 low of \$8.20.

This, of course, was driven by the Lehman effect and a balance sheet and P&L picture that was pure Bob Dylan ... "Blood on the Tracks"! That was despite the fact that the quarterly dividend that investors were enjoying in 2008 was the highest that the company had ever paid at some \$0.330c per share.

One of the "dark arts" of capitalist excellence is to be able to make more from less. A practice that pretty much every motorcycle business of every kind has had to become expert at in the past six years.

Yet despite the fact that Harley-Davidson's in-class domestic U.S. market share performance is now running at around 55 percent, proportionately some 35 percent more than was the case when they were scoring 41.6 percent in a substantially larger market than we have now, and despite the fact that the dividend that is being paid now is proportionately substantially higher when considered in relation to that market share performance, investor sentiment remains profoundly sluggish.

That is why Harley is vulnerable. Internationally Harley's market share performance is even more dramatic. The European market (especially) has been in the doldrums for a lot longer, and a lot deeper, than has been the case in the United States. To give you an idea, a market worth nearly 3m total PTWs (Powered Two Wheelers) as recently as 2006/2007, with close-out this year at around 1.2 or 1.3m units.

Yet Harley's in-class share of that market has steepled from 8.9 percent in 2008 to an unprecedented 12.8 percent in 2013.

If Harley can't get their share price moving again soon, get it past its historic high and onwards and upwards, then it will take more than stock splits and dividend growth to fight off potential predators.

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



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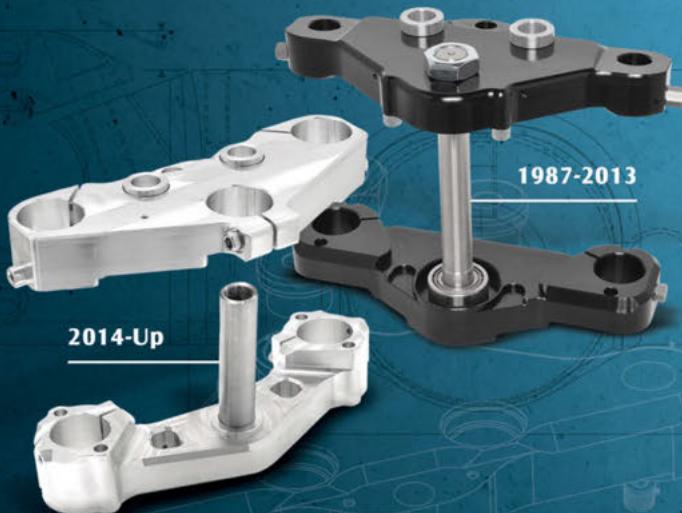
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New! 49mm Neck Rake Kit

HHI's 49mm Neck Rake Kit features a 7° neck piece with a 9° Triple Tree. Specifically designed for the 2014-up 49mm front end, this kit includes correct tube extensions to allow stock tubes to be used with a 26" wheel. Also available in 30" & 32" 49mm Short Neck Rake Kits



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HHI now offers a BOLT-ON Triple Tree kit for a 23" wheel installation on FL touring model bikes. The design geometry of this triple tree results in a trail measurement similar to stock factory HD® specifications.

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V-Twin Expo Schedule and Seminars

This year's 15th annual V-Twin Expo at downtown Cincinnati, Ohio will again feature the two-day format adopted a couple of years ago, and again avoids clashing with the Superbowl ...



Saturday 7th February

7:30am – 9:00am	SEMINAR: Advanced Fuel Injection Tuning – Room 236
8:00am - 6:00pm	On-Site Registration and Badge Holder Pick-Up - Duke Energy Convention Center
9:00am – 6:00pm	EXHIBIT HALLS OPEN
9:00am – 12:30pm	SEMINAR: Power Vision – Overview and Tuning Basics – Room 234
11:00am – 2:00pm	SEMINAR: ThunderMax – Real Performance – Room 231
12:00pm – 1:00pm	SEMINAR: Turnin' Gears with BAKER Drivetrain – Room 261
1:00pm – 2:30pm	V-TWIN EXCLUSIVE SEMINAR: Search Engine and Social Media Marketing Best Practices Workshop – Room 232
2:00pm – 3:00pm	SEMINAR: Power Vision – Advanced EFI Flash Tuning – Room 234
2:00pm – 3:00pm	SEMINAR: S&S Cycle Presents: Proven Performance Systems – Room 235
2:00pm – 3:00pm	SEMINAR: TechnoResearch – Introducing Tune Builder & Diagnostics for Victory & Indian - Room 237
3:00pm – 4:00pm	SEMINAR: ThunderMax – Real Performance – Room 231
6:00pm – 7:00pm	EVENT: V-Twin Expo Welcome Party Show Floor - Duke Energy Convention Center

Sunday, February 8, 2015

8:00am – 5:00pm	On-Site Registration and Badge Holder Pick-Up, Duke Energy Convention Center
9:00am – 5:00pm	EXHIBIT HALLS OPEN
9:00am – 12:30pm	SEMINAR: Power Vision – Overview and Tuning Basics – Room 234
10:00am – 11:00am	SEMINAR: S&S Cycle – Powering Your Business – Room 235
2:00pm – 3:00pm	SEMINAR: Power Vision – Advanced EFI Flash Tuning – Room 234
3:00 pm	EVENT: AMD Magazine's 10th annual 'Industry Photograph' ... recording the 'Class of 2015' for posterity, on the AMD booth # 649

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



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Midwest adds to Ultima program for 2015



MIDWEST Motorcycle Supply say that their 2015 catalog gives dealers access to "all the essentials that matter most, at a frugal price."

In addition to parts and accessories from third party vendors it details the firm's own proprietary Ultima product range, including the Ultima engine family that "shows up in world class custom bike competitions" and gets "rigorously campaigned in 6,000 pound sled pulls by Iron Horse Racing."

Available in a multitude of displacements from 100 to 140 c.i. and finishes like Diamond Cut, Black Gem and polished and black powdercoated, Midwest say they are

"truly Beauty meets the Beast."

"All our drivetrain products like our Ultima 3.35" and 2" belt drives and transmissions are rugged, long lasting units available for Evo Softail and Twin Cam and Evo Dynas. The range includes complete drive train packages with options such as Ultima 6 RSD or LSD transmissions, powerful ThunderFire starter motors and ThunderVolt AGM batteries."

New for this year are the Black



Series Ultima belt drives. As well as the "Street" and "Drag" versions of their 3.35" open belt drives, the Black Series also includes the 2" open belt drive for Evos and Twin Cams as well as Baggers, FLT, FLH and FXR.

The T-VO single cam replacement engine for Twin Cam "A" Series rubber



mount engines will be introduced at the V-Twin Expo in Cincinnati, with a planned Spring release.

This year's Midwest 2015 catalog cover features a Jeff Nicklus Signature Series bike from Desperado Motorcycles.

www.ultimaproducts.com



CRUISE-MATE Inc., the manufacturer of Cruise-Mate Motorcycle Throttle Cruise Assist, which it describes as a

New packaging and lower price for Cruise-Mate

poor man's cruise control, has reduced prices by an average of 17 percent and reconfigured its packaging for 2015. Previously Cruise-Mate included an installation jig in every retail package, adding to cost and subsequently the MSRP of the product. Now the new

packaging offers the installation jig as an option. Shops can purchase multiple Cruise-Mates and a single installation jig, which can be used repeatedly. This allows shops which offer a fitting service to retail the Cruise-Mate at a lower price, potentially increasing sales.

Cruise-Mate replaces the original equipment star wheel throttle lock, which comes as standard equipment on all Harley-Davidson motorcycles without electronic cruise control.

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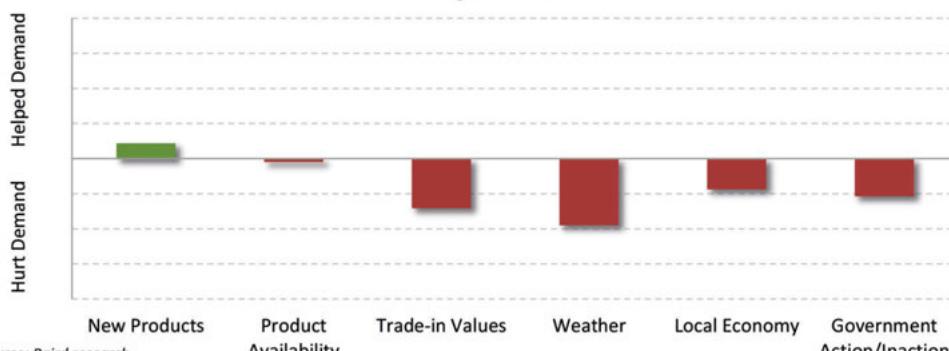
OptiMATE 6 amp|matic

The worlds most advanced fully automatic battery charger



Retail Demand Factors

October through mid-November



<<< Continued from page 64

out non-current inventory.

Dealers report that the consumer financing environment remains stable, with 57 percent reporting no change, though nearly one in four told Baird that it has been more difficult in the period concerned.

Baird recently established a Harley-Davidson dealer sentiment index, capturing both current and longer term (3-5 year) dealer perspectives.

Additionally, Baird asked dealers to evaluate Harley-Davidson based on the company's level of innovation and return on investment.

Both current dealer sentiment (54 versus 66) and 3-5 year sentiment (60 versus 73) declined on a year-over-year basis – likely attributable to a

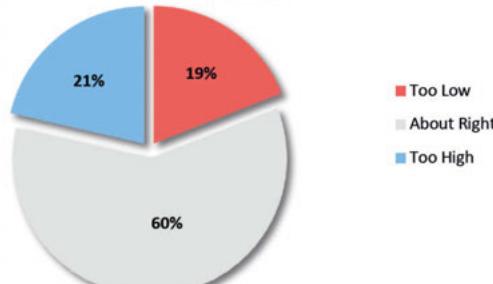
number of factors, including the strong Rushmore launch last year, difficulty stocking sufficient Street inventory, declining trade-in values, among others. Still, Harley dealers are very satisfied with the company's level of innovation (74) and return on investment (60).

One dealer said that "Harley's unwillingness to deal with retail issues and competition is a huge concern", while another stated that "2014 had many changes with the Rushmore introductions, while 2015 had few. The price point for Dyna and Softails since standard ABS has made the product price point to high compared to the Touring options. The used market is drying up and scaring our customers. Used motorcycles are not holding their value."

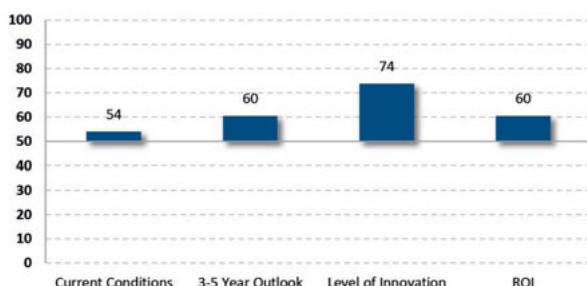
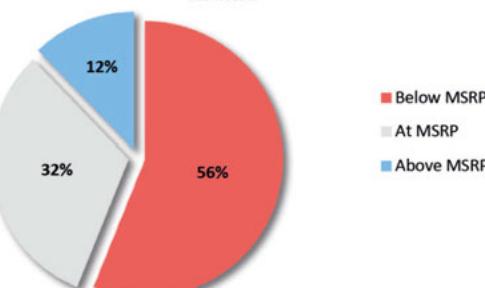
Conversely, proving that Baird's research genuinely picks up a full spectrum of feedback, another dealer stated that "it is an amazing time to be a Harley dealer!"

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

Any AMD readers who would like to see this or future AMD/Baird quarterly Harley-Davidson dealer surveys in full, or any authorized Harley-Davidson dealers who would like to participate in future surveys, can contact AMD's Information Editor Sara Viney by email sara@dealer-world.com

Inventory Comfort*New Bikes*

Source: Baird research

Baird Harley-Davidson Dealer Sentiment IndexSource: Baird research
Sentiment readings can range from 0-100, with 50 providing a "neutral" outlook**New Bike Pricing***vs. MSRP*

Source: Baird research

Attention advanced FI tuners and turbo installers!

DAYTONA Twin Tec will be continuing their series of popular fuel injection and tuning seminars at the V-Twin Expo in February.

Timed for the early risers, Kevin Baxter, the company's Technical Service Manager, will be instructing an advanced fuel injection tuning seminar from 7:30am (until 9am) on Saturday February 7th.

Anyone interested in attending is asked to email Allen Alvarez

**Daytona Twin Tec LLC**

Engine Controls for Harley-Davidson® Motorcycles

(allen@daytona-twintec.com) for full details.

Aimed at show attendees who are proficient in fuel injection tuning and computer operation, the seminar will be directed at those tuners who are using Daytona Twin Tec products and who "are serious about tuning", according to Kevin.

"It is not for those who are only

interested in plug and play systems as this seminar is aimed at engine builders, racers and any tuners who install pro-chargers or turbo systems. "It will also be of use to anyone who has tuned with competitive products and had problems with fly-by-wire. Any show attendees who are not yet very experienced in fuel injection, or

are just looking to start out, should come by our booth during show hours for a more personal general system overview."

www.daytona-twintec.com





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Optimate powered accessory modular wiring loom system

AS the established PowerSports market leader in terms of making sure riders have access to well maintained batteries, it was only logical for TecMate to turn their attention to how else that power can be used.

Starting, powering riding and engine systems, lights, controls and audio all require a reliable power source, but the nature of the riding experience is maturing quickly.

Power take-off points, such as bayonet/cigarette lighter style plugs, have been the default resource on the motorcycle for everything from cell 'phones to the new generations of heated clothing for a long time.

Their disadvantages include relatively low current rating, connection stability, fixed or limited positional options and, fundamentally, incompatibility with the fittings that many modern portable devices use. So why not reverse the thinking and use similar fittings and connections to those that now populate the most common devices that people want to be able to use on-the-go?

That is exactly what TecMate has done in developing a systematic approach to delivering motorcycle-wide access to the power of that well maintained battery.

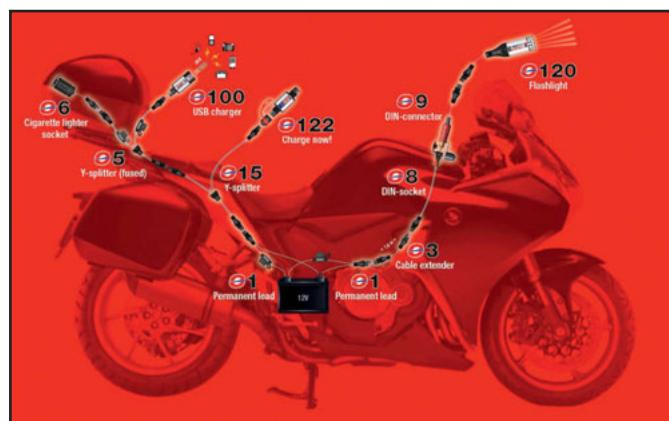
The company behind the Optimate and other leading battery maintenance and charging products has developed



Tecmate General Manager Emmanuel Donati told AMD that "the system is versatile and flexible enough to meet the needs of even the most power-hungry touring rider. It can run everything from heated clothing and cell phones through to GPS, audio and diagnostics"

OptIMATE
tecMATE

a modular power kit that expands with the rider's requirements, anticipating the wide range of "current" (!) needs, as well as offering a future-proof



This layout uses a selection of Tecmate's system of fittings and cables for powered accessories to create a typical power distribution plan from the battery. The system is almost infinitely configurable, so most popular powered accessories can be used and charged.

powered accessory connection solution that can grow as the rider's requirements evolve.

The range is based around a system of cables, connectors, splitters and USB and LED accessories.

The fuse protected system offers options for connecting and charging most USB devices and includes Garmin and Apple compatible adaptors. SAE and DIN connectors and cable extenders connect to the battery via permanent leads to take power and charging options to the front and rear of the motorcycle. Accessories include a 12V LED flashlight, battery and vehicle charge system checker and voltage alert/charge-now indicator for standard/wet cell as well as sealed AGM and gel batteries.



The system's flexibility and versatility mean that a dealership POS can provide riders with a display tool that allows them to develop their own modular motorcycle accessory power system.

The range provides all the routing splitters, cable lengths, terminals and plugs needed to plan a layout that will take battery power to pretty much everywhere it could be needed in most Harley models.

www.tecmate.com

Motor Trike celebrates 20 years

MOTOR Trike celebrated 20 years of trike conversion manufacture by holding a rally at its Troup, Texas, headquarters, which was attended by almost 700 people, including visitors from as far away as Australia.

Visitors on the day were able to enjoy facility tours, demo rides, live music, lunch and the opportunity to meet other Motor Trike owners. Linette and Michael Douvio won a \$500 cash prize for the best looking



Best Motor Trike of Show - Linette and Michael Douvio (Yellow GL-1800 with Motor Trike Razor Kit)

Motor Trike and Mertline Thibodeaux was awarded a \$500 cash prize for the best looking Stallion trike. "It was a wonderful event and everyone had a great time," said Jeff Vey, Motor Trike President. "We will have to do it again in five years for our 25th Anniversary!"



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2015 MCS Clothing and Lifestyle catalog

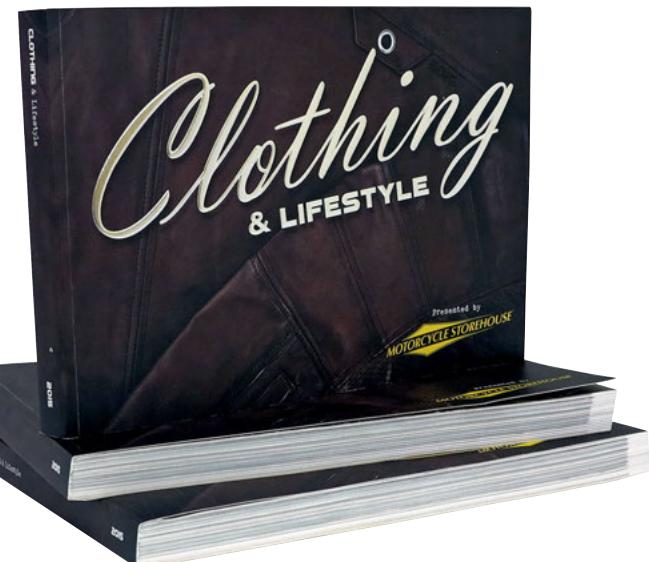
MOTORCYCLE Storehouse (MCS) is preparing for 2015 with the launch of the latest edition of its 'Clothing and Lifestyle' catalog.

This edition sees the catalog almost doubling in size from the previous 256 pages to over 500, which feature over 7,000 products.

Highlights in this edition of the catalog include Schott jackets, which include the original leather biker jacket

as worn by Marlon Brando in the film The Wild Ones, Rokker jeans, the Roland Sands Design clothing line and the apparel product line from Italian helmet manufacturer DMD.

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New General Manager for MAG Europe

MARTIN Szlagowski has been named as the new General Manager of MAG Europe, a subsidiary of Motorsport Aftermarket Group (MAG). Szlagowski will oversee MAG Europe's continued growth as the largest distributor of V-twin aftermarket products in the UK. He Joins MAG Europe from Warr's Harley-Davidson, where he spent 25 years and during which time he was involved

with running Warr's race team alongside former MotoGP rider Jeremy McWilliams. Such was his success in that role that the team was invited to race the Vance & Hines Harley-Davidson XR1200 Series at the Indianapolis MotoGP round in 2013 and 2014. "I am very happy to be joining such an established and well known company with a portfolio of fantastic brands

and look forward to the road ahead," said Szlagowski of his change of employers.

MAG EUROPE
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Tel: +44 (0)161 337 4390
sales@mageurope.eu
www.mageurope.eu



Corbin launches 'Visual Seat Configurator'

CORBIN'S newly launched Visual Seat Configurator allows potential purchasers to configure a seat and see how it looks before placing an order. The Corbin seat line is very complex as even the simplest option has over 43 thousand possible material combinations. A more complex seat like the Dual Touring Saddle has potential custom combinations that number hundreds of millions.

"This has been at the top of our 'to-do' list for nearly a decade now," said Greg Hurley, Director of Marketing at Corbin. "It has also been a highly requested feature from our customers as a means of visualizing a custom seat before ordering. Unfortunately the technology to do this properly has been beyond our reach... until now."

"We knew basically what we wanted and had a concept of how it should work, but getting it done was



a task. We were pretty close a couple of years ago with an Adobe Flash application, but then Apple released the iPad that doesn't support Flash and that changed the story for everyone. Because of the device's popularity, we had to ditch our existing Flash development and start completely from scratch," said Hurley of the development of the Configurator.

The new Configurator uses texture mapping, where it takes photographs from Corbin and then lets the user define every aspect of the seat and builds a photo-realistic rendering. Corbin states that like its seats, there are virtually no design limits and millions of potential combinations.

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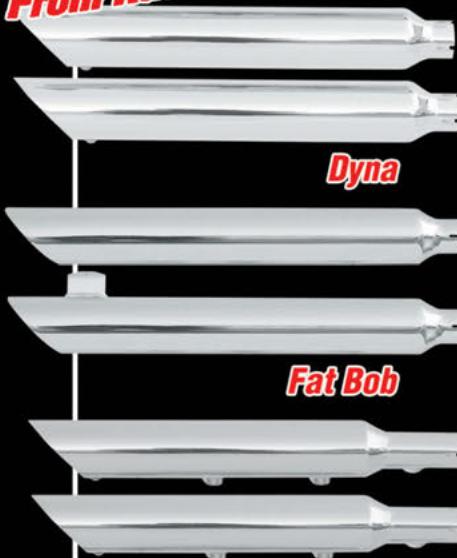
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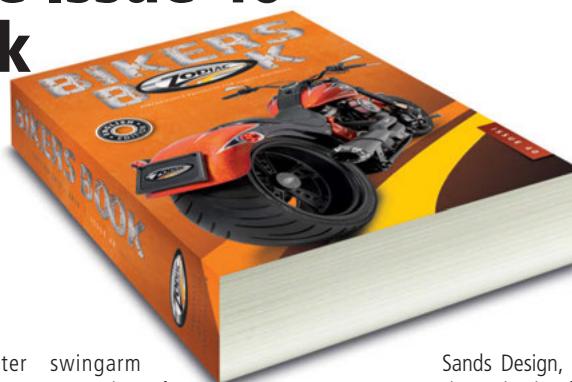
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Zodiac release Issue 40 of Bikers Book

ZODIAC has published the 40th issue of its Bikers Book, the company's extensive catalog for 2015. Available in English, German, French and Italian language versions, the latest 1,512-page, full color edition contains thousands of new parts and accessories for old and new Harleys.

Highlights in the latest Bikers Book include Cycle Sounds' speakers and amps; Texas Leather and Eco-Line



Sportster swingarm bags; an extensive line of glass fiber stretched saddlebags, saddlebag extensions, stretched nacelles, fairings, fenders and tank covers from Double G Baggers; new seats from Biltwell, Roland Sands Design, Mustang, Le Pera and the Zodiac Eco-Line; new mufflers and complete exhaust systems from Freedom Performance, SuperTrapp, Kerker and S&S; Superchips' Vigilante EZ EFI tuner; and wheels, brake rotors and pulleys from Performance Machine and Roland

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JP Cycle's Ultimate Builder in Seattle

THE Progressive International Motorcycle Show in Seattle featured a round of the J&P Cycles Ultimate Builder Custom Bike Show, which saw the competing bikes displayed on the glass and steel arch that connects the two halls in the downtown Seattle convention center. The location of the display gave visitors the chance to walk around each of the machines on show.

Among the motorcycles entered in the round of the event were two Kenny Roberts dirt-track replica motorcycles, two big-wheel baggers and numerous ground-up bike builds.

The special guest at this round of the J&P Cycles Ultimate Builder series was Motorcycle USA Editor Bryan Harley, who



Kevin Carper of Widowmaker Custom took the win in the Freestyle class with Lamborghini Green

provided an Editor's Choice Award, selecting Brad Hall's '13 Sportster named Psycho Addiction.

The Show Dog award, which is provided to the builder who engages the audience and builds a connection with the enthusiasts, went to Bill Shawley, who brought in his own model to the show. In the People's Choice class the award went to Mike Hempstead from Voodoo Bikeworks.

Winner of the Freestyle class was Kevin Carper of Widowmaker Custom with his bike Lamborghini Green. In the supporting classes the winners



Psycho Addiction by Brad Hall took both the Editor's Choice Award and the Mod Custom class wins

Zodiac takes on Butty Buddy

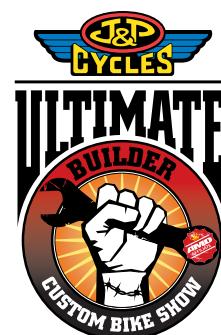


BUTTY Buddy's line of removable pillion seats created by BB Comfort Systems are now available throughout Europe thanks to a deal with Netherlands-based parts distributor Zodiac. The Butty Buddy has been designed to provide passenger comfort on bikes with minimal seat pads. Designed for use over existing pillion pads or on



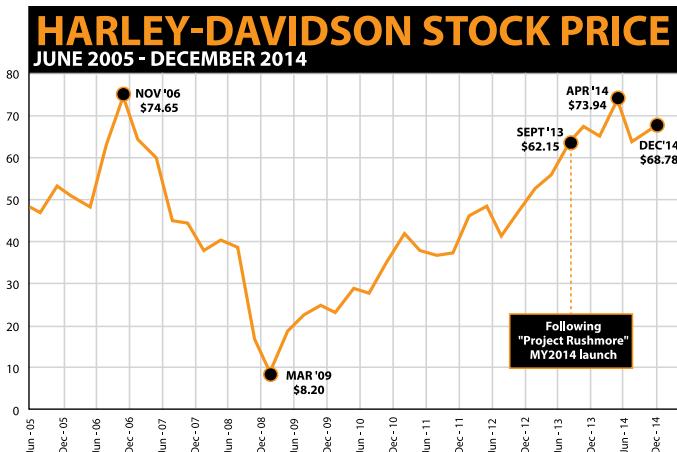
bare fenders, the Butty Buddy is held in place by the weight of the pillion, and the kit includes a set of 'anti-blow-off' straps to provide extra security. "Zodiac has product on the shelf and ready to ship as we speak", said Bob Goin, Butty Buddy's President. "We are very pleased to have such a strong partner in Europe to reach the numerous dealers and consumers who have been reaching out for our products directly for a long time. Now they will have much quicker and easier access to the line, which is a win/win for everyone concerned."

Butty Buddy



BB COMFORT SYSTEMS LLC
Maryville, Tennessee, USA
Tel: 865 806 2975
info@buttybuddy.com
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Harley share price still not responding to performance?



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



WITH rumors continuing to circulate concerning Harley-Davidson's vulnerability to possible hostile bid activity, the company continues to try to "work" its investor community by maintaining its highest quarterly dividends since 2008.

Following their third quarter/nine month results, the company again announced a cash dividend of \$0.275 per share (for the fourth quarter of 2014). This is the fourth such dividend for 2014, and is up on the \$0.210 per share paid throughout 2013.

The company currently continues to sustain 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 went to the bargain basement and back again during the recession, bottoming out at \$8.20 per share in March 2009. Although the recovery saw 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 wobble this year.

At around \$68.50 at the time of the fourth quarter dividend announcement was made, at best it has remained in the mid-range of its current 52 week cycle - the low coming at around \$60.60 in early August 2014.

In the approximately nine months since the low of \$61.23 seen in early February this year, the stock price has seen a massive \$12.71/20.72 percent volatility. Indeed, even in the two weeks since the fourth quarter dividend was announced on December 2nd, 2014 and this edition of AMD Magazine closing for press, the share price lost a couple of Dollars (\$66.42 on December 15th) as investor sentiment not only clearly continues to be concerned about long-term value, but now also appears to be looking to Milwaukee for something "stronger" than the current level of dividend.

Year	Quarter	Dividend	Share price
2014	December 2014	0.275	68.78
	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
2012	May 2013	0.21	56.35
	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
	September 2011	0.125	35.71
2010	May 2011	0.125	37.16
	February 2011	0.1	42.12
	December 2010	0.1	34.50
	September 2010	0.1	28.34
2009	June 2010	0.1	29.18
	February 2010	0.1	24.43
	December 2009	0.1	25.59
	September 2009	0.1	23.53
2008	June 2009	0.1	19.04
	March 2009	0.1	9.26
	December 2008	0.33	16.94
	September 2008	0.33	37.93
2007	June 2008	0.33	39.99
	March 2008	0.3	37.07
	December 2007	0.3	46.30
	September 2007	0.3	46.44
2006	June 2007	0.25	59.73
	March 2007	0.21	65.01
	December 2006	0.21	70.46
	September 2006	0.21	62.75
2005	June 2006	0.21	49.00
	March 2006	0.18	51.10
	December 2005	0.18	53.08
	September 2005	0.16	46.90
2004	June 2005	0.16	49.25
	March 2005	0.125	61.70

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

This is the harsh world in which corporations live and reflects the air that the new breed of more hawkish post-recession 21st century "activist" investors breathe.

These charts are a continuation of the new ten-year new quarterly analysis of Harley dividend pay-outs and stock price trends that we are updating on a quarterly basis.

Harley-Davidson Market Share 2008-2013

United States (601 +cc)

	2008	2009	2010	2011	2012	2013
Total Market new registrations	526,000	325,500	278,500	289,900	299,400	305,900
Harley-Davidson new registrations	218,939	162,385	143,391	150,900	161,300	167,800

Harley-Davidson percentage market share

41.6%	49.9%	51.5%	52.1%	53.9%	54.9%
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Europe (601 +cc)

Total Market new registrations	459,400	368,000	344,800	328,500	300,400	281,800
Harley Davidson new registrations	40,725	36,444	37,378	39,900	36,200	36,100

Harley-Davidson percentage market share

8.9%	9.9%	10.8%	12.1%	12.1%	12.8%
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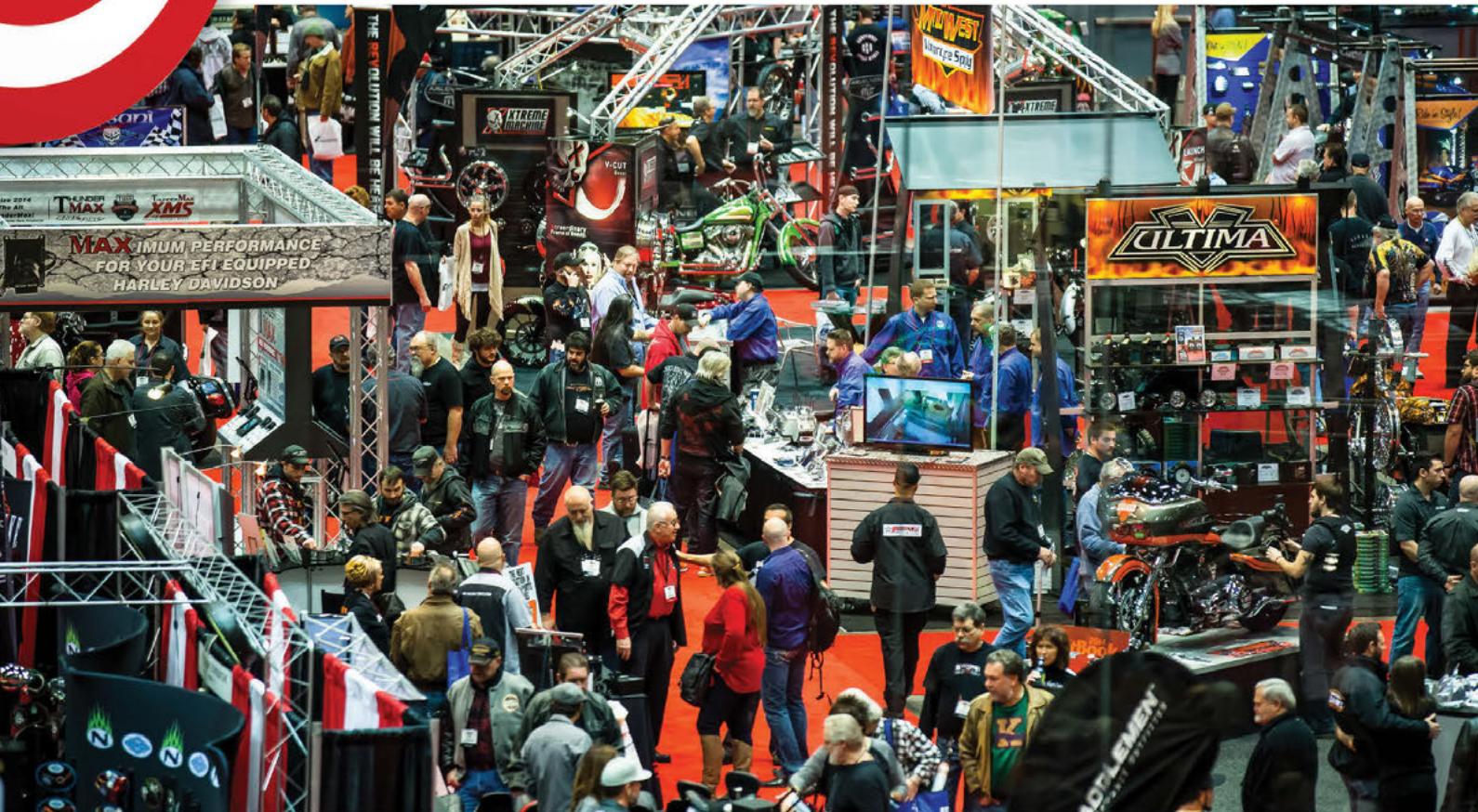
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AMD CUSTOM BUILD



SPRINGSTER

Among the supporting classes at the 2014 World Championship of Custom Bike Building was Street Performance, which was won this year by former Freestyle class competitor Riverside Motocyclettes of France.

The shop's winning bike, Springster, is a hardtail reminiscent of early street fighters built in the UK in the late '80s



RIVERSIDE Motocyclettes, a French custom shop, has previously always entered the Freestyle class at the World Championship of Custom Bike Building. However, the business, run by Xavier Chante, has never placed in the top ten. That all changed at the 2014 Championship where Xavier left the Freestyle class behind and instead opted to compete in the Street

AMD CUSTOM BUILD

Performance class. This class is defined as "A class designed to showcase customs where the primary intention of the customizer is to improve the street-use performance of a motorcycle, and showcase the customizer's streetable performance engineering, tuning and handling skills and techniques."

Xavier took the tuning aspect most seriously and began his bike, named Springster, by acquiring a 127ci Ultima motor, which would offer a high level of performance. If leaving it stock was not enough, he has added a large diameter velocity stack to the carb and a straight through exhaust system to help it breathe more easily.

To make the most of the performance available from the Ultima motor, a BDL 2in open belt drive takes the power to a RevTech six-speed gearbox. While on the left side of the bike, just behind the transmission, a vertically mounted oil cooler is in place to keep the engine running sweetly.

Holding the drivetrain in place is a rigid frame that

came out of Riverside's workshop and that features 34 degrees of rake and is 2in under stock. Keeping the front of the frame suspended, and helping to show the street performance aspects of the bike, there is a set of fork legs and triple trees from a Buell XB12. These have been finished off with a set of one-off, clip-on bars mounted below the upper tree and a bikini fairing/headlight combination from a Kawasaki ER-6N. Incidentally, a Kawasaki taillight is also used in the combination seat pan/rear fender, which also houses the outlets for the bike's 2-into-2 exhaust system.

Rolling stock on Springster is made up of 21 x 3.5in and 18 x 8.5 wheels from Southern Motorcycles, which are shod with 120 x 21 and 240 x 18 Continental Race Attack tires, front and rear respectively.

For the brakes Xavier has retained a French theme and used discs, calipers and controls from Beringer, with the foot controls being mid-mounted on custom brackets.



Riverside Motocyclettes has kept a French theme running through Springster with the use of a brake system by French manufacturer Beringer

Due to the routing of the bike's exhaust, the oil tank on Springster has been combined inside the gas tank, with the whole piece being a one-off by Xavier. Once it and the seat hump were finished, they were shipped off along with the frame to Daddygraph, the business responsible for the paint and graphics, while Chromalux took care of the plating and polishing.

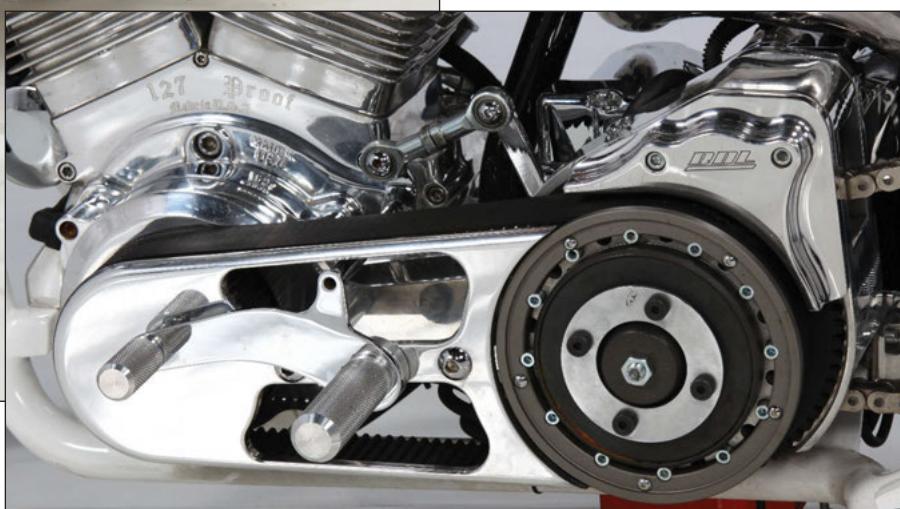
A rigid frame may be an unusual choice for a street performance machine, but during the early '80s the first streetfighter customs were built around rigid frames with large capacity Japanese four-cylinder engines, and those bikes have influenced the look of Riverside Motocyclettes' Springster. Not only that, but the look and quality of the build struck a chord with Xavier's fellow builders, who placed the bike first in the Street Performance class at the 2014 World Championship of Custom Bike Building.

RIVERSIDE MOTOCYCLES
Vallon Pont d'Arc, FRANCE
Tel: +33 (0)4 75 87 53 79
xavier.chante@orange.fr



The inverted Buell XB12 front end gives a definite sporting feel to Xavier Chante's build

A BDL open belt is used to transfer the power from the 127ci Ultima motor, while the mid-set controls emphasize the street performance styling of the bike



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AMERICAN MOTORCYCLE DEALER

Zipper's Muscle 107" Kit

ZIPPER'S newest big bore kit is its Muscle 107" kit, which has been designed for Twin Cam engines from '07 onward.

The company states that it has put together a package of parts offering optimized compression, porting, camshaft design and inlet flow, which has been tested by dyno and real world riding. This statement is backed by claims of a peak power of 120hp and over 100 ft/lbs of torque from below 3,000rpm to above 6,000rpm.

Each Muscle 107 kit includes CNC ported cylinder heads, forged 3.937in bore domed pistons, Red Shift cams and dual piston cam chain tensioners, Axtell oil bypass valve, Pro-Taper pushrods, gaskets, high flow injectors and MaxFlow air cleaner assembly with a pre-programmed ThunderMax EFI controller.

Throttle-by-wire models require the separate purchase of a H-D Screamin' Eagle 58mm throttle body.



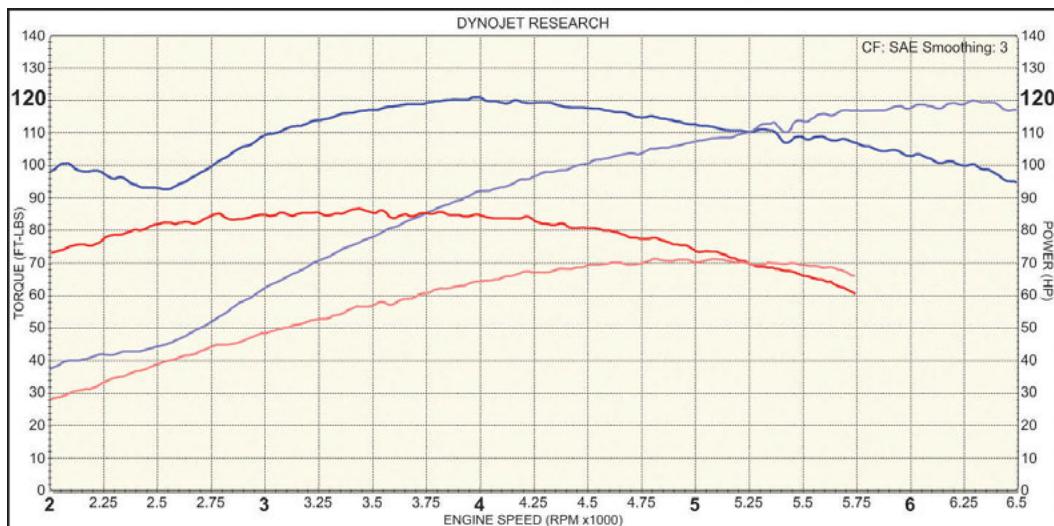
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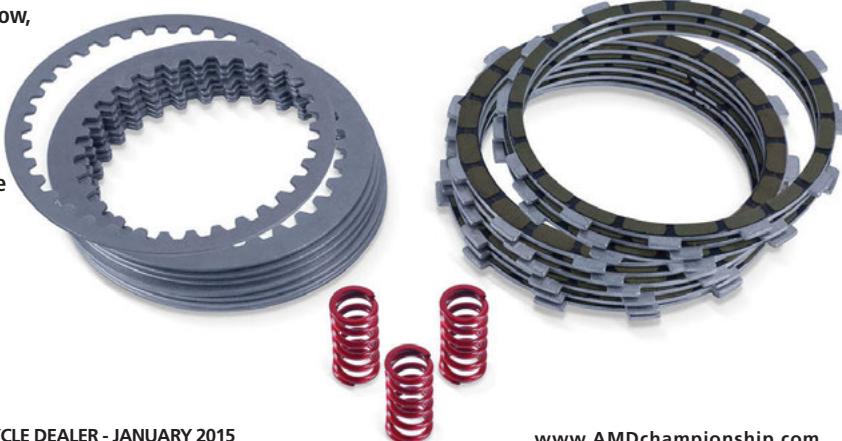


BLUE - 2013 FLTR with Zipper's Muscle 107 Kit and D&D Stubby Fat Cat vs RED - 2012 FLHR 103 Stock

Barnett clutch kit for CVO/SE models

BARNETT has expanded its range of clutch packages for Harley-Davidson applications with the addition of a direct-fit upgrade for '13-'15 CVO and SE Big Twins.

The new kit features Barnett's segmented Kevlar friction plates, which are designed for more oil flow, longer life and smoother clutch operation. The package also includes tempered steel drive plates and a set of three heavy clutch springs.



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Saddlebag lid covers for Touring models

BIKESHEATH has expanded its range of waterproof covers for H-D Touring bikes with the introduction of covers for the bike's saddlebag lids.

The covers are of benefit to those Bagger owners who have speakers installed in the lids, or those who have pillion passengers who use the lid as a floorboard.

"These were designed specifically at the request of numerous customers after seeing our other lines of products that protect their bike," said Bob George, co-owner of BikeSheath, Inc. "We hadn't even planned on bringing this product to market, but we heard the voice of the customer. Months later we rolled out this product with much success."

Two versions of the lid covers are in production, for 2013 and earlier and 2014 onward models. Both options are made from the durable, waterproof material that BikeSheath uses for its motorcycle covers.

In Europe dealers can get access to the complete BikeSheath range from Zodiac International, the Netherlands headquartered distributor has added the



line to their offerings with the full range already on the shelf and ready for shipping.

BikeSheath president Bob George said that "We are proud to be in business with such a great company as Zodiac. We look forward to a long term relationship and with Zodiac and their dealers. We are proud to be taking our American Made line outside the United States for others to enjoy."

BIKESHEATH
Stockbridge, Georgia, USA
Tel: 888 548 5642
bikesheath@bikesheath.com
www.bikesheath.com



Buell XB primary cover gasket kit

JAMES Gaskets has a wide range of gaskets and seals available not just for H-D applications, but also for Buell models, including the '00-'09 Buell Blast and '03-'10 Buell XB models.

One example of the Buell gasket kits available from James Gaskets is the JGI-25352-00-KF primary cover gasket kit. It includes all of the gaskets, seals and O-rings required on the outer primary cover, along with a new shifter seal and drain plug O-ring. The gaskets in the kit include top-of-the-line Foamet items for the

primary cover, clutch cover and inspection cover applications.

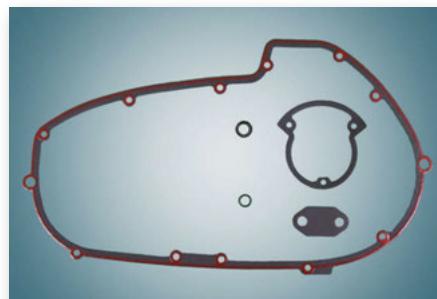
Foamet has a chemically-blown NBR coating firmly bonded to each gasket face for a material that is claimed to yield excellent torque retention and conformability for a wide range surface conditions. It is impervious to oils and releases cleanly upon disassembly, eliminating the need to scrape away old gasket material bonded to castings or covers.



Pro-One pop-up gas cap

PRO-ONE's pop-up gas cap assembly features a steel bung designed to be welded into steel gas tanks. Once installed the aluminium gas cap fits flush with the top of the tank. It is suitable for any custom steel tank, and the company says that it is "very popular with custom bike builders for a clean look." The cap's diameter is 1.910in and the bung's outside diameter is 2.145in. Pop-up gas cap can only be used with a vented gas tank.

PRO-ONE PERFORMANCE PRODUCTS
La Verne, California, USA
Tel: 909 445 0900
sales@pro-one.com
www.pro-one.com



JAMES GASKETS
Dayton, Nevada, USA
Tel: 775 246 2220
info@jamesgaskets.com
www.jamesgaskets.com

H-D Flathead valves and guides

KIBBLEWHITE Precision Machining is well known for its line of performance valve train products, but it also caters for the vintage market and as such has cast iron guides for use in H-D Flathead engines. The cast iron guides are claimed to offer excellent wear resistance, which allows for a superior bore finish that is easy on valve stems.

To accompany the guides, Kibblewhite has a version of its Black Diamond valves. The valves are one-piece, 21-4N stainless steel forgings, which are impregnated by a special German process to a depth of .002in, with a surface build-up of .0002in. This process, which gives the valves their Black Diamond name, is said to improve wear properties, reduce friction, and provide resistance to corrosion and wear when compared to chrome and nickel electrolysis plating.

Additionally, each Flathead valve has stellite welded to the tip to prevent wear from impact and

abrasion. Kibblewhite states that it chose to weld stellite rod to the tips rather than friction weld a hardened wafer, because wafers can crack and cause failures.

KIBBLEWHITE PRECISION MACHINING INC
Pacifica, California, USA
Tel: 650 557 2046
sales@kpmi.us
www.kpmi.us



Zodiac expands product range

ZODIAC has a strong heritage in drag racing and thoroughly understands the internals of V-twin engines. The company knows how expensive it can be to rebuild an Evo motor when it goes wrong, especially if areas like the crank or the cases need attention. Zodiac has stock of Evolution style Big Twin 1,340cc motors from S&S Cycle that can work out cheaper as a replacement than rebuilding an old engine.

Zodiac supplies the Evo style motors without carburetor, air cleaner and ignition, suggesting that the stock items are reused. The engines have a natural aluminum or black powder coat finish, and are covered by a one-year parts-only warranty. Dyno tests by S&S suggest that the new motors offer up to 40 percent increase in horsepower and an up to 18 percent increase in torque over a stock engine in good condition.

Zodiac is also able to provide the "Proven Performance" S&S engines complete with an S&S Super E carburetor, teardrop style air cleaner and S&S Single Fire Super Stock ignition. Engines in this configuration are supplied with a two-year warranty on parts and labor.

For those who are looking to get more power from an engine, Zodiac can supply the Boyesen Power X-Wing. The Power X-Wing is said to be a simple way to maximize the power and efficiency of a bike's intake,



Zodiac offers the S&S Cycle Evolution style motor as a cost-effective alternative to rebuilding old engines

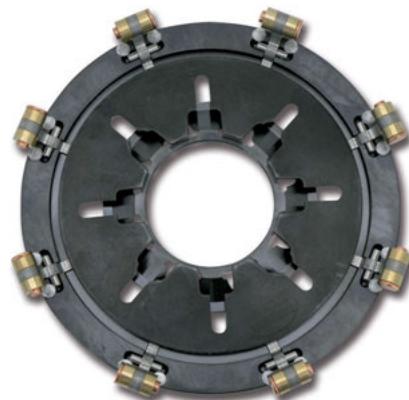
whether it has fuel injection or a carb. Once installed it is claimed to offer acceleration gains, smoother and broader power, more horsepower, more torque and improved gas mileage.

Versions of the Power X-Wing are available to fit all Evo Sportster, Evo Big Twin, Twin Cam and Buell models with stock Keihin CV carb, Mikuni HSR42 and HSR45 (with either the early style 1-3/4in or later 2in adapter) and HSR48, and S&S Super E and Super G equipped models. For fuel injected bikes the options are '96-'01 Magneti Marelli Touring models; '01-'05 Softail, '01-'05 Dyna, '02-'05 Touring and '07 to present Sportster models; '06-'07 Touring, '06 to present Softail and '06 to present Dyna; '08 to present Touring models; all V-Rods '02 to present, and XB12 '03-'10.

Catering for Sportster riders, Zodiac is stocking Tak's Performance Parts' Variable Pressure Clutch (VPC). Designed for use on '04 and later Sportsters, the VPC is said to provide a lighter lever action without slipping. The VPC is a system that reduces spring pressure at idle, and as the centrifugal force increases in line with rising engine rpm, it provides the clutch with the required pressure to match engine torque. Installation requires removal of some material from the fins on the inside of the primary cover and instructions and template are supplied.

Options for the VPC include a version with a 150lb diaphragm spring for stock 883 engines, which offers a 40 percent lever effort reduction, and a 190lb diaphragm spring option for stock XL 1200 and mildly tuned 883 engines that is said to provide 25 percent lever effort reduction, and one without a diaphragm spring for use with highly tuned engines.

In order to improve a motorcycle's lighting, Zodiac is now offering the Cyron LED retrofit headlight bulb, which is an upgrade from halogen bulbs. The three Epistar type LEDs used by Cyron are said to give much brighter, whiter light than a normal H4 bulb and at the same time draw less amps. The LED light features a built-in active cooling fan system as an added protection to make sure the light runs cool. It fits headlight units that use the H4 bulb with a P43t base, as well as those with the completely round P45 base, and as such works on all Harley-Davidsons and most other motorcycles with a 12 Volt H4 or BiLux headlight.



Tak's Performance Parts' Variable Pressure Clutch is said to offer lighter clutch lever action on Sportsters

ZODIAC INTERNATIONAL
Mijdrecht, NETHERLANDS
Tel: +31 (0) 297 288 62
sales@zodiac.nl
www.zodiac.nl



The Cyron LED retrofit headlight bulb is an upgrade from stock halogen bulbs on H-D models



Boyesen Power X-Wing is said to be a simple way to maximize the power and efficiency of a bike's intake



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Ridewright for Victory

RIDEWRIGHT has expanded its range of custom wheel options to now include fitments for both Victory and Indian motorcycles including the new Scout model. The entire range of Ridewright traditional cross laced and Fat Daddy spoked wheels and billet designs chrome and contrast are available in the new configurations.

RIDEWRIGHT WHEELS

Anaheim, California, USA

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sales@ridewrightwheels.com

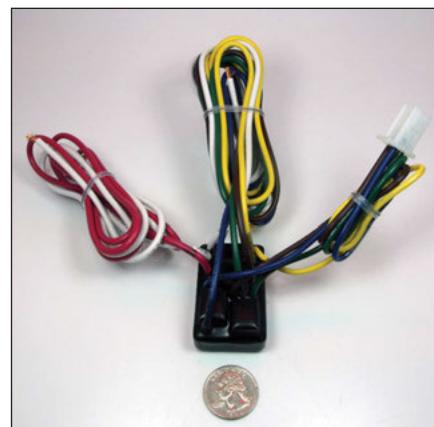
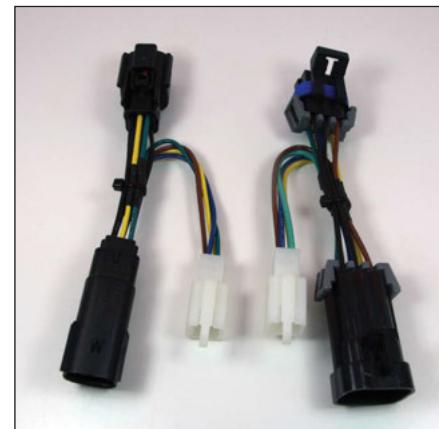
www.ridewrightwheels.com



Lighting Isolators for Indian and Harley-Davidson

Electrical Connection has introduces a new lighting isolator system for Indian and Harley-Davidson motorcycles that can be used to easily connect the lighting from a major motorcycle accessory such as a trailer or sidecar, while removing the electrical load from the motorcycle's factory wiring, fuses, relays, computers and electronics.

The isolator system is a modular design that includes a separate sub harness, modules and the isolator. Its design allows flexibility to use a variety of trailer style types by simply swapping out a four- or five-wire sub-harness. The isolator can also easily be moved from motorcycle to motorcycle by selecting



the proper sub harness and Can-Bus module, part of the turn signal and break light system for your particular make.

Proper isolation of electrical loads can help keep of the stock motorcycle electrical system and factory warranty intact.

ELECTRICAL CONNECTIONS

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Öhlins launches H-D 'Blackline' range

ÖHLINS has moved away from its characteristic yellow and gold designs for the launch of its Blackline range of products for Harley-Davidson applications.

The new Öhlins Blackline shocks are available for H-D twin shock machines. Available in 'dividing piston' and piggyback versions, the shocks can be ordered with a number of different damping adjustment options, with or without length adjustment.

For the front end, the FKC fork cartridge kit has been designed to offer a high-end cartridge damping system for FLH and FLT models. Using an 8mm steel shaft, an aluminium damper tube and 25mm pistons, the system features Öhlins' NIX technology; rebound damping in one leg, and compression damping in the other - maximising the damping that is available within the confined diameter of the fork legs.

Robert Brinkmark, Öhlins Product Manager Motorcycles says, "Developing Öhlins shocks for the Harley-Davidson market has been an important focus for us and we are proud to launch the first of many products for Harley-Davidson bikes. The focus has been on riding comfort



and high quality for these shocks to further improve the ride feeling. The new striking design is also a result of our increased focus for the custom market.

"Our range of twin shocks offer an unsurpassed ride for these often heavier, fully loaded motorcycles, giving all day comfort in the saddle, crucial for riders of these machines."

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Rush War Horse slip-on

RUSH Racing is the latest manufacturer to introduce an aftermarket exhaust option for Indian Motorcycles.

The company's War Horse slip-on muffler is said to provide increases in both power and torque. Available to fit '14-'15 Indian Chief Classic, Chief Vintage, Chieftain and the '15 Roadmaster, Rush is offering the War Horse in a choice of chrome or black



finishes with interchangeable baffles to alter performance and sound.

RUSH RACING PRODUCTS
Merrillville, Indiana, USA
Tel: 219 942 0069
sales@rushracingproducts.com
www.rushracingproducts.com



Copper C001

RENEGADE Wheels has spent the last decade pushing innovative styling and finishes, and is now also offering copper as a finish, offering the metallic compound on any of its wheel styles and in any size, which is then coated with a durable clear coat to keep maintenance to a minimum.

RENEGADE WHEELS
Orange, California, USA
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sales@renegadewheels.com
www.renegadewheels.com



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Wiseco 131ci pistons



WISECO has developed 131ci pistons, which will produce a 2,150cc displacement Twin Cam motor, in-house to create the maximum amount of power and torque, with claimed figures of over 116hp and 132ft lb. Wiseco uses dedicated forging to produce the strong and yet lightweight pistons, which are treated with 'ArmorPlating' coating to defend against detonation for more sustained power and a longer lasting build. The pistons also have 'ArmorGlide' skirt coating to minimize friction and maximize horsepower. The 131ci pistons, which are available with -8.6cc dome volume or -11.3cc dome volume, are compatible with Screamin' Eagle 110+ and 120R cylinder heads, and the rings are compatible with either Nikasil plated or cast iron cylinders.

WISECO PISTON INC.
Mentor, Ohio, USA
Tel: 440 951 6600
info@wiseco.com
www.wiseco.com



Aero and Revo shocks

LEGEND Suspensions has expanded its Aero suspension line with the introduction of the Aero-ST, a shock designed for use on '89 and later Softail models.

The Aero-ST shocks feature exclusive Aramid Fiber air spring technology that is said to provide spring rate adjustability and maximum ride quality.

Alongside the new Revo option, Legend has also introduced new Revo coil shock options. The Revo and Revo-As ranges include standard or heavy duty applications for Harley-Davidson FXR, Sportster and Dyna models. The Revo models are offered in 14in, 13in and 12in lengths, and have unique spring rates to soften pre-load, reduce ride height and maintain a smooth ride.

Legend states that its Revo-A shocks offer the same benefits as the Regular Revo, with the addition of six external knob adjustments that allow fine-tuning of the rebound.

All Legend Aero and Revo models are backed by a lifetime warranty and manufactured and engineered in the USA.



LEGEND SUSPENSIONS
Sturgis, South Dakota, USA
Tel: 605 720 4202
service@legendsuspensions.com
www.legendsuspensions.com



New additions to Motorcycle Storehouse range

MOTORCYCLE Storehouse, the Netherlands-based parts distributor, is now carrying stock of National Cycle's VStream windshields for '14-'15 H-D Touring models. Manufactured from Lexan polycarbonate with an additional Quantum surface hard coating, the screens are said to be scratch, abrasion and aging resistant, and this latest design is specifically for use on '14-'15 FLHT and FLHX Touring models. Like all of National Cycle's VStream windshields, these ones feature a 'V' shape and dimensional contours to push turbulent air, referred to as 'the Von Karman Vortex', out and away from the side of the rider's head. Motorcycle Storehouse has the screens available in Tall (14.6in), Standard (11.6in) in clear, Low (9.6in) in light tint and Ultra Low (7.6in) in both light and dark tint.

The latest Vance & Hines exhaust option made available by Motorcycle Storehouse is the EC-approved, Twin Slash 3-1/4in slip-on. These mufflers are for use on all '07-'13 and '14 883 and 1200 Sportsters, '07-'14 Dyna FXDB Street Bob and '07-'14 Softail Fatboy models and are supplied complete with a catalytic converter in a black or chrome finish. A second version of the slip-ons is also offered for the '08-'14 Dyna FXDF and '10-'13 FXDWG, which come without the catalytic converter as it is already



in the head pipes.

Completing the latest selection of news parts available from Motorcycle Storehouse are the Tsunami aluminum fenders from Lowbrow for use on '94-'03 XL models. To create the fenders, Lowbrow starts with CNC cut 6061-T6 aluminum that is precision die-stamped into shape. Finished in raw ready to paint or polish, or in black anodized or grey anodized (over sandblasted aluminum) the large rear fender struts need cutting off to fit the fenders using stock hardware.

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

DP Brakes pads available for 2015 Harleys

DP Brakes is now offering brake pads for all Harley-Davidsons 2015 and earlier.

Speaking about extending the company's range to cover the latest models, Larry Mills, President of DP Brakes North America, said: "Sportsters, Dynas, Softails, FLHs and V-Rods can all now be equipped with DP Brakes pads. Our fitment list covers Harleys dating back to the early 1970s. We also have added fitments for all the new Street Glide Trikes and Softail models with new calipers. In addition, DP Brakes pads are fitted as original equipment on all Performance Machine and HHI (Hawg Halters) calipers.

"After extensive dyno and highway testing, the results once again proved that DP Brakes pads have shorter stopping distances and improved overall performance," Mills added, concluding "customers will experience fade-free performance under all



conditions. In addition, they are quiet, dust free and non-abusive to the rotors".

DP BRAKES
Lancaster, New York, USA
Tel: 716 681 8806
dpbrakestm@aol.com
www.dp-brakes.com



Heel/toe shifter shaft cover



MID-USA's selection of smaller parts includes a heel and toe shifter shaft cover that is compatible with '82 and later Big Twin and '00 and later Softail models. The covers, which are offered in a choice of black or chrome, cover the splined shifter shaft when the heel shift lever is removed.

MID-USA MOTORCYCLE PARTS
Hazelwood, Missouri, USA
Tel: 314 595 5555
midusa@mid-usa.com
www.mid-usa.com

Stubs Café seat

LEPERA's seat range includes the Stubs Café, which has been designed for use on the '10-'14 Sportster family of bikes.

The Stubs Café has a tapered tail section behind



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Internal Disc Series for Softails

SUPERTRAPP'S Internal Disc Series of slip-on exhausts for Softail models are claimed to provide a bolt-on performance gain of 10–15 percent more horsepower.

Internal Disc Series 2-into-1 systems include 18 3in discs, Internal Disc Series slip-ons and 2-into-2 Crossover systems include 24 3in discs, and the Internal Disc Series 2-into-2 Staggered Duals system includes 36 3in discs.

A chrome body with Fishtail or Tapered Slash end caps is included with specific models, and the core and packing are rebuildable.

SuperTrapp Internal Disc Series exhausts also fit Baggers and Dynas.

SUPERTRAPP INDUSTRIES, INC.

Cleveland, Ohio, USA

Tel: 216 265 8400

sales@supertrapp.com

www.supertrapp.com



Hydraulic radial master cylinders

ROLAND Sands has used his experience in GP racing to design the RSD radial mount master cylinder with a built-in reservoir.

The new levers from Roland Sands Design will work with RSD, stock or aftermarket brake calipers and increase leverage. They are compatible with OEM switch housings and CANbus wiring and fit 1in

Willie & Max limited-edition swingarm bags



UNDER its Willie & Max brand, Dowco has released a limited edition brown leather swingarm bag.

Hand-stitched from American leather, the bags measure 10.5in x 11.5in x 4.5in with two fittings. One fitting is for Harley-Davidson Softails and metric cruisers, while the other is designed for Harley Sportster style or custom hard-tail style bikes. The bags are also supplied with provided Speedwrap hook and loop ties to make it quick and easy to install or remove the bag. Dowco includes a limited lifetime warranty with the swingarm bags.

DOWCO

Manitowoc, Wisconsin, USA

Tel: 920 682 7796

feedback@dowco-inc.com

dowcopowersports.com

Café tail section for late model Sportsters

BURLY Brand is making it easier for owners of late model Sportsters to get the Café Racer look with the launch of its Café tail section.

Unlike the other aftermarket Café seats that sit on a stock fender, Burly's unit is a complete tail section that can be bolted on to '04-'14 XL models. It is available partially covered with paintable black gel coat, or as a full covered version. Both feature a gel insert in the seating area for comfort.

Fitting of the Burly Café tail section requires removal of the fender, supporting struts and relocation of taillight and signals. Mounting hardware for the OEM electronics is included.

BURLY BRAND

La Palma, California, USA

Tel: 714 523 8700

info@burlybrand.com

www.burlybrand.com



handlebars. Machined from billet aluminum, the levers feature a twist adjuster to modify the lever distance from the handlebar. Designed to match the RSD Radial product line, options for the levers include 9/16in bore for the single disc and 11/16in bore for dual disc applications, and a matching lever for use with cable-activated clutches.

ROLAND SANDS DESIGN

Los Alamitos, California, USA

Tel: 562 493 5297

info@rolandsands.com

www.rolandsands.com

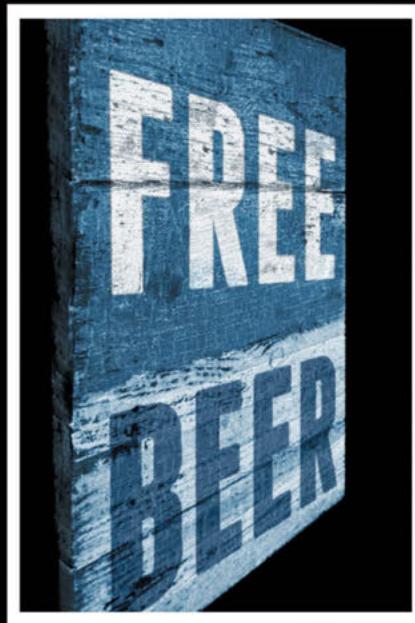
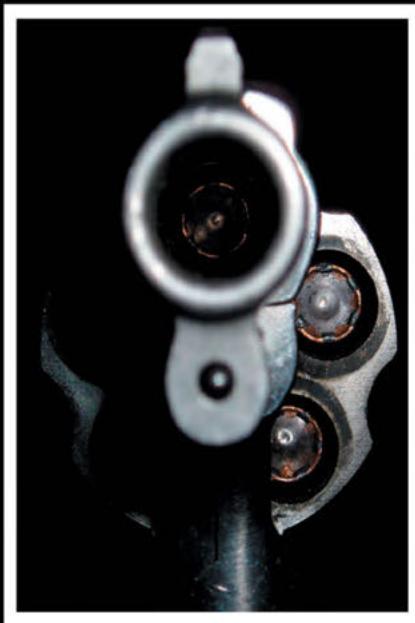


Clutch side

Hydraulic radial master cylinders



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New products from Drag Specialties

DRAG Specialties continues to expand its range of OEM replacement parts, and among the latest additions to the range is an outer fairing shell. The replacement part is manufactured using OEM-grade materials and includes threaded brass inserts to install the OEM inner fairing and components. It is also compatible with most aftermarket accessories. The shell comes in a black, smooth finish that requires minimal preparation for paint. The fairing fits '96-'13 FLHT, FLHTC, FLHTCU, FLHTK, FLHX and FL Trike models.

Designed to give bike the look of early Glide models, the front fender rails by Drag Specialties are available in black or chrome. Made from steel and made to be mounted using the existing hardware, the rails fit '84-'13 FLT, FLHS, FLHT, FLHTC, FLHTCU, FLHR, FLHRC and FLHTCUTG models.

To further dress up the front end of a bike, Drag Specialties has billet axle caps designed by Hotop Designs. Machined from aluminum, the chrome or black axle caps firmly attach to the axle head and nut with set screws. Fitments range from '08-'15 XL and '09-'12 XR1200 models.

To help detail motors, Drag Specialties has spark plug/head bolt covers available. The die-cast aluminum covers remove the need to buy individual head bolt and spark plug covers by fitting over the entire head bolt and spark plug base. The covers, in chrome, are designed for use on '99-'15 Twin Cam models.

Alongside parts to dress a bike, Drag Specialties offers stock and service parts too. One such piece is the company's line of reusable air filters. The 100 percent reusable and washable filters are designed with a durable epoxy-coated wire mesh to maximize air flow and provide peak filtration through four-layers of surgical grade cotton. Drag Specialties say the hand-poured urethane body used on the filters won't crack or curl like rubber. The filters are available for '14-'15 FLHT, FLHX,



Drag Specialties billet axle caps have been created by Hotop Designs



Drag Specialties reusable air filters are available for '14-'15 FLHT, FLHX, FLHR and FL Trike models



The replacement outer fairing shell is manufactured using OEM-grade materials, and includes threaded brass inserts to install the OEM inner fairing and components



Chrome or matt black heart shields are offered on the Python Rayzer slip-on mufflers



The die-cast aluminum spark plug/head bolt covers fit over the entire head bolt and spark plug base



The steel front fender rails by Drag Specialties are available in a choice of black or chrome finishes

FLHR and FL Trike models. As part of its Python exhaust range Drag Specialties has its new Rayzer slip-on mufflers, which feature a 4in diameter body, housing 2in fiberglass-wrapped perforated baffles for improved performance compared to stock pipes. The chromed slip-ons are offered with a choice of stainless, laser cut bands and black contrast-machined billet end caps that can be rotated to multiple positions for different looks. The Python Rayzer slip-ons are sold in pairs to fit '95-'15 FLT, FLHT, FLHX, FLTR, FLHR, and FL Trike models (except 15 FLRT).

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



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Akrapovic revises sound for Harley-Davidson slip-ons

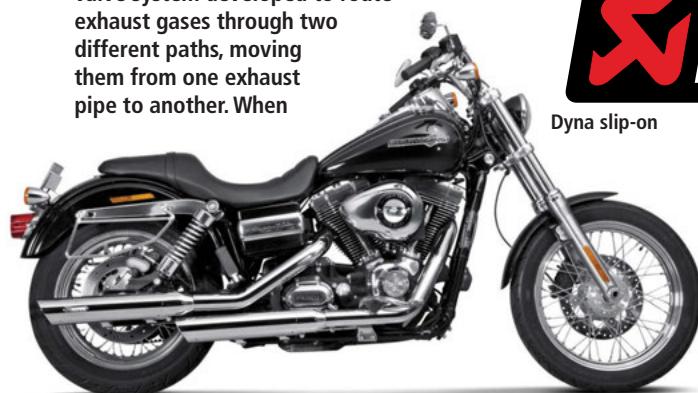
AKRAPOVIC's line of slip-on exhaust options for Harley-Davidson's 2014 Sportster, Softail and Dyna now have a revised muffler that features specially developed noise inserts and chambers. These new additions to the systems, which are available in black powdercoated or chrome stainless steel, are claimed to enhance the unique Harley sound, and are adjustable to change the level from 'peaceful' to 'full-on roar'. The removable chamber and noise-reduction inserts are on all the systems for the Sportster, Softail and Dyna models, while the Sportster also gains an optional valve system developed to route exhaust gases through two different paths, moving them from one exhaust pipe to another. When

the valve is opened on the Sportster, the flow is less impeded, which results in a louder exhaust with increased performance.

The optional valve set for the Sportster also includes a pair of heat shields in either black or chrome. A switch button on the valve system allows ease of use when changing the level.



AKRAPOVIC
Ivancna Gorica, Slovenia
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Softail slip-on



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Avon Cobra range

AVON's Cobra tire range is made up of three styles; regular blackwall Cobra tires, a whitewall version and a trike-specific version.

"The Cobra is an incredibly well designed tire aimed at the power cruiser, touring and custom market, offering the best in style, longevity and performance," said Ken Warner, VP of Marketing, Avon Tyres. "It's perfect for touring and custom bikes, and handles well in a variety of conditions." The Cobra, which is said to be ultra-quiet, incorporates sport tire technology for quick handling, stability and long life. The company states that the tire's special construction, unique 'snakeskin' sidewall

and aggressive tread pattern make the Cobra tough enough for heavy loads while offering great performance.

The standard Cobra tire is offered in an extensive range of sizes, front options range from 16in to 21in diameter and rear fitments cover sizes from 140/90-15 to 300/35VR18 for custom applications. Avon also has a 23in size regular blackwall tire, which is a universal fit for front and rear applications.

Avon's whitewall Cobra, which is used as OE fitment on Triumph's Thunderbird LT, is available in front sizes 100/90-19, 120/70-21, 150/80R16, MH90-21 and MT90B16, and rear sizes 140/90B16, 150/80B16, 180/70R16 and MT90B16.

There is only one tire size in the trike range, the 130/70R18, designed for front wheel use.



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Boss, Bahn and Zombie

KÜRYAKYN is now making its Boss blades and Zombie levers available for '14-'15 Harley-Davidson Touring models with a hydraulic clutch.

The chrome finished Boss blades feature a wide, deeply dished blade with a reduced reach, but with the necessary range of motion needed to operate the clutch and brake levers retained.

Zombie levers, in chrome or black finishes, have a dished back and provide high leverage with minimal reach. Included with the levers are skull and scalloped medallion inserts to provide two options to finish them.

Both the Boss blades and Zombie levers fit '14 - '15 Electra Glides and Street

Glides, '15 Road Glides and '14 CVO Road Kings, however, the levers do not fit '14 - '15 Trike models.

As part of its Bahn range of parts and accessories, Kuryakyn has tuxedo-finished rocker cover accents. Designed to fit the rocker box covers on '99-'15 Twin Cam models, the Bahn accents enhance the look of the rocker boxes without the need to completely replace them. Installation does not require removal of the rocker boxes, and Bahn rocker cover accents do not need to be removed for top-end motor maintenance once installed.



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www.kuryakyn.com



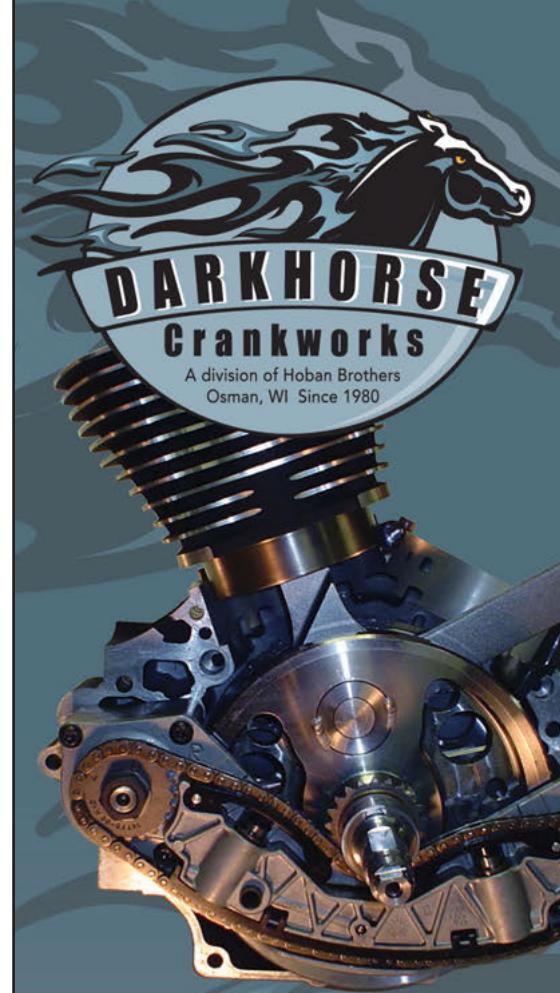
Brute IV Extreme

THE newest open belt drive to be introduced by Rivera Primo is its 2in wide Brute IV Extreme, which has been created specifically for use on '07 and '08 Touring models.

Features on the new Brute IV Extreme include the use of an 8mm Kevlar corded belt, said to be capable of handling loads up to 150hp. A 66-tooth ring is used for the electric start to offer maximum torsional longevity. In addition, the drive features a modular heel toe shifter linkage support. Also included with the package is a Rivera Primo Pro Clutch, which is said to have a light lever action, but be suitable for 120hp plus loading, while there is the option to add the company's TPP Variable Pressure

Clutch Assist that works like a mini lock-up and holds over 200hp plus.

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

**vanceandhines
.com**

Exile Cycles Internal Throttle Assembly

EXILE Cycles has updated its internal throttle assembly, which allows the cable to be run through the inside of the handlebars. It is now being offered with a choice of two twist-sleeve diameters.

The standard diameter matches that of the stock Harley-Davidson plastic throttle sleeve, and works with any grip that fits the stock throttle sleeve. The smaller diameter twist-sleeve has been developed for use with aftermarket billet grips that typically replace the stock throttle sleeve instead of working with it.

Exile supplies its internal throttle assembly for use with stock 1in handlebar tubing, but other handlebar insert diameters can be requested.

A matching left-side version is also available as part of Exile's twist clutch assembly.

EXILE CYCLES
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2015 Road Glide handlebar clamp

FOLLOWING the introduction of the '15 Road Glide by Harley-Davidson, Wild 1 has

2015 ROAD GLIDE (FLTR)



created a new handlebar clamping system for the bike.

The stock handlebar clamping system will not allow aftermarket bars to be installed due to the 1-1/4in diameter clamping area, the electrical exit hole pointed towards the front and a locator pin in the riser body that limits adjustability of the handlebars forward and back. Due to most aftermarket handlebars having a wire hole towards the bottom and a 1in diameter clamping area, Wild 1 has made its W0539 clamp to address this issue. Manufactured from T6061 billet aluminum, the W0539 is made up of handlebar risers and top clamp.

WILD 1, INC.
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www.wild1inc.com

HeliBars for the 2015 Road Glide

HELI Modified has responded to the changes made by Harley-Davidson to the 2015 Road Glide and now has a version of its HeliBars multi-adjustable Horizon XP handlebars available to fit the bike.

The patented design of the handlebars is said to allow riders to adjust them to gain the optimum angle for comfort. This can be achieved due to the adjustment offered in three planes.

DOM tubing is used in the manufacture of the 'bars along with CNC machined 6061 aluminum billet for the pivots. At 10in high and 30in wide, the HeliBars are slotted for wiring and work with the control clamps, as well as accepting heated grips.

HELI MODIFIED, INC.
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quality@helibars.com
www.helibars.com



JayBrake primary and transmission covers

JAYBRAKE, a subsidiary of SuperTrapp Industries, is best known for its production of brakes and controls over the past 31 years, but has now expanded its product offering with the introduction of primary and transmission covers.

The company's new black wrinkle finish primary cover features a sight glass, fill plug, drain plug and starter removal plug.

The hydraulic transmission cover from JayBrake, in a choice of polished, chrome or black finishes, is a low profile design that converts standard cable clutch to hydraulic, featuring a sight glass, hidden banjo bolt and bleeder.



JAYBRAKE



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jaybrake@supertrapp.com

www.jbrake.com



J&M Elite 787 Series headset for full-face helmets

J&M'S new Elite 787 series helmet headset has been created to be used in full-face helmets.

The Elite 787 features J&M's miniature extra-high-output (XHO) AeroMike VI chin-bar microphone, (which is tuned for use with all factory installed motorcycle audio systems), slim-line 40mm high-intensity helmet speakers and an 8-pin, two-piece,

hook-up cord system (only the upper cord is included with headset) that allows connection of the headset to any factory installed motorcycle audio system in existence today, including the new '14-'15 Harley Infotainment systems.

Along with the Infotainment system connection, J&M has 'Z' series lower-section hook-up cords



available to work with '98-'15 H-D audio systems with a seven-pin system, '98-'15 with integrated auxiliary speaker jack seven-pin system, and '89-'97 with five-pin system.

Other connection options include Victory models; '08-'15 with seven-pin system and with inline passenger vol/PTT control '08-'15 seven-pin system, along with J&M's own '99-'15 with six-pin system, with inline volume control '99-'15 six-pin system, with integrated auxiliary speaker jack '99-'15 six-pin system, and '80-'00 with five-pin system.

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RC Components launch 2015 wheel range

RC COMPONENTS has launched four new wheel designs for 2015, with the new range including the Cypher. The 10-spoke design Cypher has machined details that outline each spoke and transition into a smooth rim accent on the outer edge of the wheel. RC Components is making the Cypher available in chrome or black Eclipse finishes.

The Dynasty has an 11 spoke pattern that seamlessly transitions onto the outer rim lip with a smooth machined and pocketed rim accent between each spoke. Finish options are black Eclipse or chrome.

RC Components takes the Dynasty design even further with its Dynasty Accent Eclipse wheel, which is similar in design to the Dynasty but with a twist. The detailed rim accents between each spoke are machined with a stepped ridge detail to create an eye catching element that extends onto the outer rim lip.

Another new wheel design from RC Components for 2015 is the Paradox Chrome, which features seven smooth, tapered spokes accented by a complex diamond cut pattern that extends off the back edge of each spoke.

All of the new designs are offered in sizes



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Free Spirit's sprocket guard changes the look of the Street's transmission



A fork brace is available to help prevent flex in the front forks



Free Spirits claim its fork kit will improve the handling of the Street



A 13mm master cylinder and folding footpegs are included with the Free Spirits forward controls for the Street



One of the front brake upgrades offered by Free Spirits for the Street includes a four-piston Brembo caliper



The fuel controller by Free Spirits helps prevent the Street from running lean, as well as maximizing the benefits of intake and exhaust changes

Free Spirits parts and accessories for Street models

FREE Spirits has introduced an extensive range of parts and accessories for Harley-Davidson's Street model, which includes tuning and styling options.

For the front of the bike, Free Spirits has a fork upgrade kit. Designed to improve the bike's handling, the lowering kit replaces the original damper tube. In addition black anodized fork caps with a filler cap are included to replace the originals, as is a scratch-resistant 32mm socket to mount the kit.

The kit, which requires no modification to the bike to mount it, features new valves that are said to increase front end stability and braking by giving improved control of deceleration even under the hardest braking. Mechanical grip entering and exiting corners is also claimed to be improved thanks to the hydraulic control.

To further improve the front end performance of the Street, Free Spirits has a fork brace available to reduce flex in the fork tubes.

Free Spirits' triple tree kit for the Street is a lightweight option CNC machined from billet aluminum. The kit, which replaces both the lower and upper trees, is said to increase rigidity and control, includes a steerer shaft, and works with the OEM light housing, ignition switch and riser. However, Free Spirits also has an ignition switch relocation bracket available. Finished in black it moves the switch to the left side of the frame.

The upper triple tree by Free Spirits is available separately for those who simply want to improve the look of the bike's cockpit.

The complete triple tree kit, the upper triple tree, or the stock parts can be used with Free Spirits' clip-on bars for the Street. The lightweight clamps are designed to fit the 37mm fork tubes used on the Street and they set the 22mm bars at eight degrees.

For the rear of the Street, Free Spirits offers damper kit plugs, which replace the unsightly factory mounting bolts for the rear shocks with black anodized collars and galvanized steel bolts.

A fiberglass tail is also offered by Free Spirits, which is an exact copy of the original fairing, but reduces the weight.

For those who want to change the look of the rear of the bike, Free Spirits has a side license bracket kit, which includes the bracket and license plate holder as well as a bracket for indicators and new LED taillight.

To improve braking on the Street, Free Spirits has a range of options including a Brembo four-piston caliper conversion kit. The Brembo caliper is included with a bracket, in a choice of black or gold, to mount it to the Street's fork leg. A second front brake option is a TÜV-approved kit to allow a Performance Machine four-piston caliper to work with the stock rotor and the original master cylinder. The caliper is included and the bracket is offered in black or gold. There is also the option of either a Brembo four-piston or Performance Machine four-piston caliper for use on the rear brake.

To work with the various rear brake options, Free Spirits has forward control kits for the Street. The billet aluminum controls feature a 13mm master cylinder and folding foot pegs.

For riders looking to increase the Street's

performance there is a fuel injection controller available from Free Spirits. Designed to correct the lean running of the engine in stock configuration and to maximize the benefit of changes to the intake system and exhausts of the bike, the new controller is connected to the stock ECU. Once installed the fuelling can be adjusted by three buttons on the unit. Because Dobeck technology is used in the Free Spirits controller the bike's original controller remains unaffected and the setting can easily be returned to stock.

Improved breathing on the Street can be achieved by fitting a high flow air cleaner from Free Spirits. The company's package includes a lightweight, 65mm diameter, tubular, black stainless steel elbow, crank case breathers, fittings and a Sprint Filter 'Cone' air filter

Free Spirits also has a universal air cleaner kit which is a bracket that allows users to mount most aftermarket air cleaner assemblies with a flat backing plate, including the popular Hypercharger.

Two designs of sprocket guard are available to help dress up the Street's transmission. Both the Street sprocket guard and Street X Type sprocket guard are made from aluminum. These guards can be matched by two sprocket covers from Free Spirits. Finished in black anodizing with stainless steel Allen bolt detailing, there is the choice of a sprocket cover or Fat sprocket cover.

The entire range of H-D Street parts from Free Spirits can be fitted without modification to the bike, making them all easily reversible, should the need arise to return the machine to stock.



FREE SPIRITS SRL
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Free Spirits' universal air cleaner kit makes it easier to mount aftermarket air cleaners to the H-D Street



The clip-on handlebars from Free Spirits clamp around the 37mm fork legs used on the Street



The Performance Machine four-piston rear brake caliper kit by Free Spirits works with the stock master cylinder



The Performance Machine front caliper kit works with the stock rotor



The Brembo rear brake kit can be ordered with either a black or gold mounting bracket



A lightweight fiberglass tail section is offered by Free Spirits to replace the OEM part



An LED taillight and turn signal bracket are included with the side license plate bracket kit



Free Spirits has a lightweight triple tree kit for the Street



A Sprint Filter 'Cone' air filter is included in Free Spirits' Street air intake upgrade package



Free Spirits' upper triple tree can be purchased on its own

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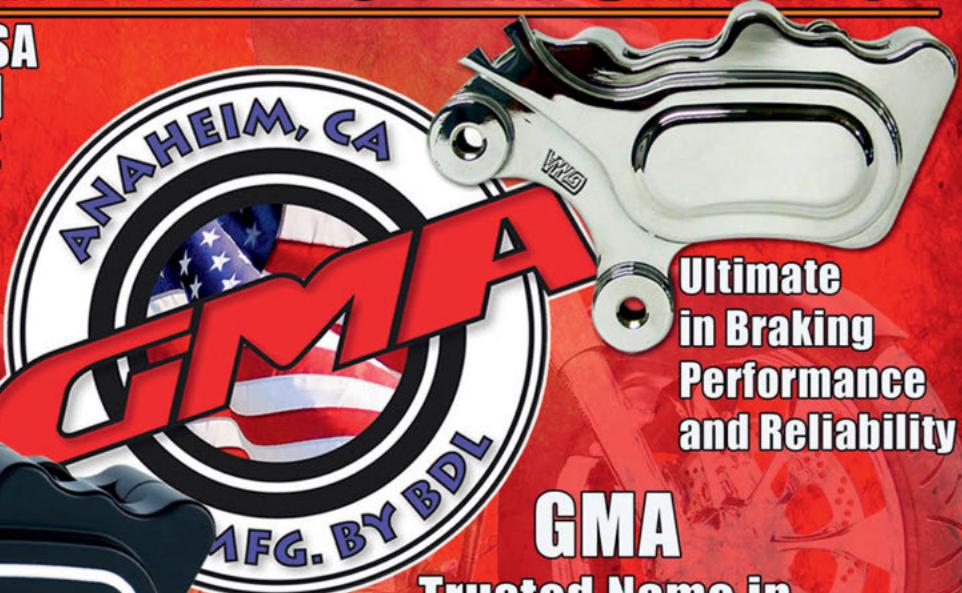
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Dakota Digital MCL-3200 Series

DAKOTA Digital's newly introduced

MCL-3200 Series is a cut and splice application for '03 and earlier H-D

Sportsters and Dyna models and fits in the stock 3- $\frac{3}{8}$ in housing.

Features on the new gauge include an adjustable speedometer (selectable as MPH or KPH), an adjustable tachometer, voltmeter, cylinder temp (when available from the bike), clock, odometer with two trip meters, service meter, security indicator, low fuel indicator, hi speed recall, hi RPM recall, 0-60 time, $\frac{1}{4}$ mile time, $\frac{1}{4}$ mile speed, hourmeter, and numeric RPM readout.

Gauge display automatically dims for comfortable night time riding. The odometer is user-settable at installation to match vehicle mileage. There are two versions of the gauge



available; the MCL-3200 is a high brightness blue LED display, and the MCL-3200-R is a high brightness red LED display. The display on both gauge options automatically dims for comfortable night time riding, and there is a 24-month warranty against manufacturer defects.

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New parts from Ness

ARLEN Ness Enterprises continues to expand its product line, and among the latest releases are custom dipsticks and reusable billet oil filters.

The Ness dipsticks are available in either Beveled or Slot Track designs and with the choice of chrome or black finishes. The CNC machined billet dipsticks are a direct replacement for the OEM part and include a swiveling dipstick to monitor the oil level. They are available to fit '00-'06 FLT, '06-'14 Dyna, '99-'05 Dyna, '00-'14 Softail, and '07 onward FLT models. There are matching accessories available in both Beveled and Slot Track finishes, giving the bike a complete and harmonious look.

Among the matching accessories is the Ness reusable billet oil filter. Offered in Beveled or Deep Cut designs, in a choice of chrome or black, the filters feature an element made from laser-cut 304 stainless steel medical grade micronic cloth, which is said to catch items down to 35 microns, about three times better than most premium traditional oil filters. The filter is also said to maintain consistent flow under all conditions including extreme heat, presence of water and cold start-ups.

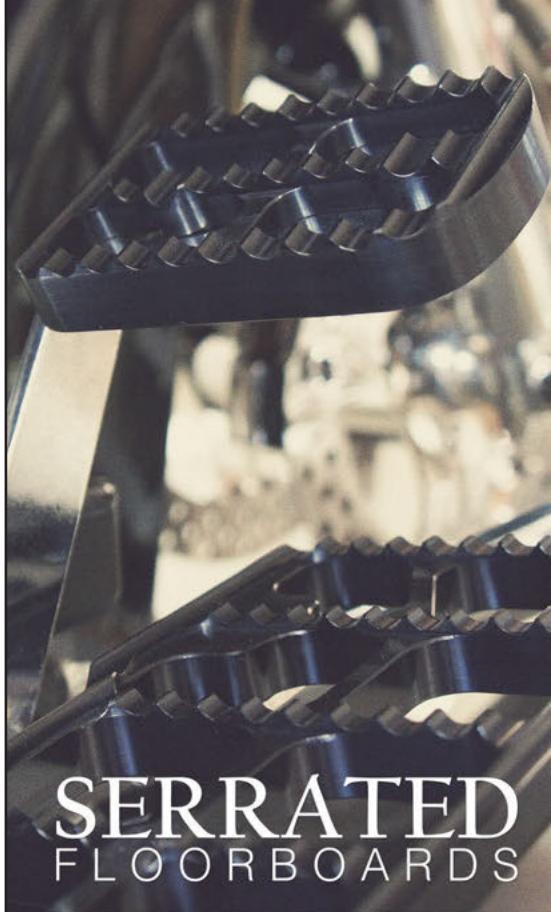
Ness reusable billet oil filters are available to fit '99-'13 Twin Cam (all models), '91-'98 Dyna Glide, '82-'98 FLT, '84-'99 Softail, '85-'13 XL, '09-'12 XR1200, Buell '97-'02 MC Cyclone, '95-'02 S3 Thunderbolt, and '96-'02 X1 Lightning applications.



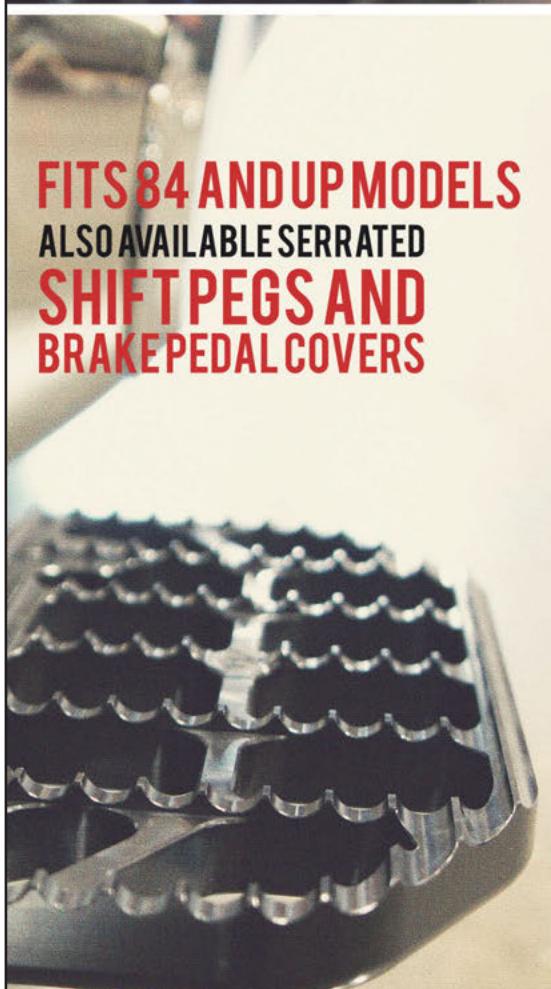
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Two-inch open drive for baggers

BELT Drives Limited has responded to the ever increasing interest in Baggers by producing a 2in open belt drive for such applications.

Two new options are being offered; one specifically for use on '90-'06 machines, the other for '07 and later bikes. Each kit incorporates a unique top belt guard that fits precisely into a groove located between the motor plate and side guard. The belt drive packages feature a 2in belt, new guard, and BDL's Ball Bearing lock up clutch. In addition, each kit is also supplied with a special pulley ratio that affords great overall rpm management.

The new drives are designed to allow proper placement of the floor boards without any interference.



BELT DRIVES LIMITED
Anaheim, California, USA
Tel: 714 693 1313
info@beltdrives.com
www.beltdrives.com



VP-Charger 131R kit

AIM has responded to the launch by S&S Cycle of its 143ci V-twin motor for use in Bagger models by introducing the VP-Charger 131R clutch kit, which it claims is suitable for the high power output of the new engine.

AIM's VP-Charger 131R kit includes a 380lb spring and a black billet clutch plate that are used in conjunction with the stock H-D Tourer clutch on '98 and later Big Twin models (except '13 and later CVO and Tri-Glide, '15 and later Ultra Limited Low and Electra Glide Classic Low models with New Assist Clutch) to enable it to handle torque figures up to 160ft-lbs.

H-D stock derby covers, 103ci and 110ci CVO covers (except any special or '03 anniversary) do not require a derby cover



spacer. Non-stock derby cover (including any special or '03 anniversary cover) and three-hole derby cover may require a spacer.



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Indian dual position passenger floorboards



DUAL position passenger floorboards for '14 and newer Indian Motorcycles are the latest product to be put into production by Aeromach USA.

"We have seen terrific response to our Indian accessories and requests for a high quality, American made passenger floorboard drove our decision to create this product," says Aeromach owner Paul Aiken.

The floorboards, which are CNC-machined from T6-6061 billet aluminum and finished in chrome, are designed to be mounted in either the horizontal position or at a 12-degree angle, similar to the front rider floorboards.

"By offering a dual position board, the passenger can decide which is more comfortable. We add a non-slip ribbed vinyl foot surface and include stainless hardware to complete the package," says Aiken.

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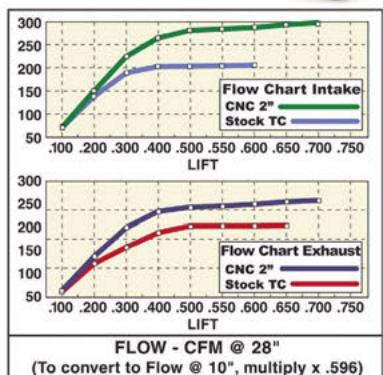
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Competition Series by Bad Dad

BAD Dad is one of the businesses in the industry that has developed specifically to meet the needs of the growing Bagger segment. The company began in 2005 with the introduction of rear fender and saddlebag designs, and it has now launched its new Competition Series of parts.

The Competition Series range includes replacement saddlebags that feature a 4-1/2in stretch down and 7in back. They are pre-drilled and coated in a final primer finish, ready for paint. A matching rear fender is also available for all '97-'13 Touring models.

To work with the stretched bags, Bad Dad is offering its Competition Speaker Lid designed to use any 5x7in or 6x9in speaker, including the Boom Audio system and J&M's Rokker Series. The custom lids are made with injection technology and include new weather strips and mounting hardware. Bad Dad also offers the lids with or without an integrated, flush mounted LED turn signal.

For the front of the bike Bad Dad has its Competition Series dash, which features an aesthetic molded bodyline running through its center. The low-profile design also has hidden internal mounting tabs to create a smooth, seamless look. The dash is available for all '08-'15 Touring models.

Bad Dad's Competition Series tank is a stretched design that installs over the top of the bike's existing gas tank. The left and right covers give a stretched look with a minimal amount of body and paint work needed.

Completing the Competition Series of parts is the Bad Dad front fender, which is made using injected RTM technology for superior strength and precision fit. The range of Competition Series front fenders includes a 23in Wrap design, and all of them are finished in a blemish-free gel coat and are a direct bolt-on fit for all Bagger applications.

Alongside the Competition Series bodywork Bad Dad also has a line of billet parts, including its 966 and 992 floorboards. Both designs are CNC machined from 6061 billet aluminum and available in black powdercoat or chrome. All necessary mounting hardware is supplied with the floorboards and are finished with a custom-cut rubber insert. Matching pegs, brake pedal and passenger boards are available to complete the custom look.

A further CNC machined billet aluminum option from Bad Dad is the company's line of 957 and 992 taillights. Available in chrome or black powdercoat, they use LEDs for illumination.



BAD DAD
Fort Wayne, Indiana, USA
Tel: 260 407 2000
sales@baddad.com
www.baddad.com



Injected RTM technology is used by Bad Dad for its Competition Series front fenders



Competition Speaker Lids are designed to use any 5x7in or 6x9in speaker



The Competition Tanks from Bad Dad offer a simple solution to the stretch gas tank look



The low-profile design of the Competition dash has hidden internal mounting tabs for a clean look



957 TAILLIGHTS

The CNC machined billet aluminum taillights from Bad Dad house ultra-bright LEDs



992 TAILLIGHTS



966 FLOORBOARDS

Bad Dad offers matching pegs, brake pedal, and passenger boards to go with its 966 and 992 floorboards



992 FLOORBOARDS

Bad Dad's Competition Series bags are stretched back 7in and down 4-1/2in



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Four FIAT ABARTH goes into two



Unusual engine choices are a hallmark of custom builders who enter motorcycles in the World Championship of Custom Bike Building, and 2014's Championship was no different. Among the bikes entered in the Freestyle class there were two that used engines sourced from cars. For his build "Fiat Abarth" Francesco Bella, of North Coast Custom in Sicily, repurposed the motor from a '60s Fiat 500



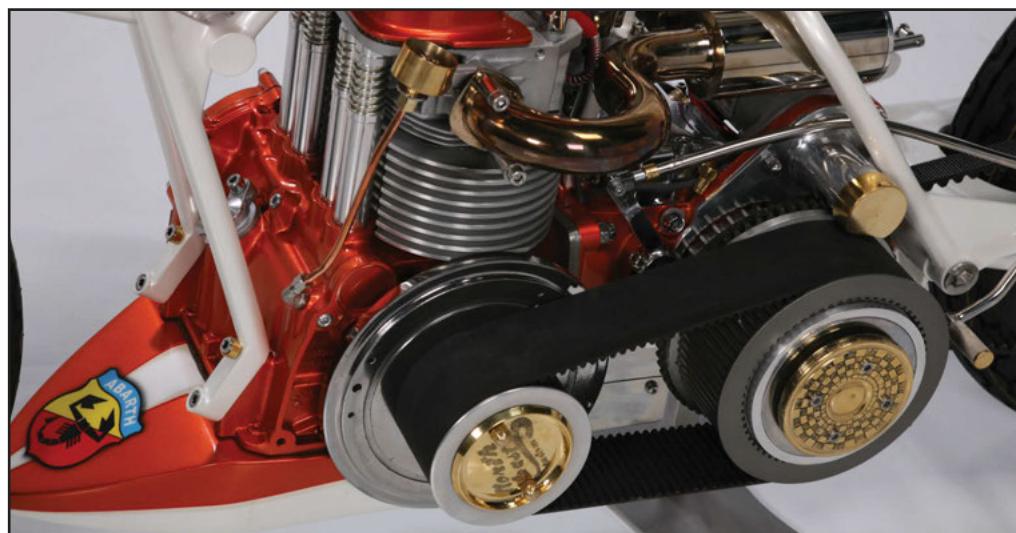
EACH year at the World Championship of Custom Bike Building American V-twins are the dominant choice of engines in the Freestyle class. However, there is always a selection of bikes built using alternative motors, and the 2014 Championship was no different. Among the motive options this year were two engines originally found in cars, a Citroen 2CV and a Fiat 500. The Fiat 500 engined bike was the work of Francesco Bella, and his unusual build was good enough to place him third in class.

Francesco's starting point for the build of "Fiat Abarth" was the engine from a mid-'60s Fiat 500. Given that the engine is normally hidden from view in the back of a car, it took a great deal of detailing to get it presentable for use in a motorcycle and included paint, plating and polish. In addition there is a custom inlet manifold to carry the carb from Polini, better known in Italy for its line of performance parts for scooters, and a custom stainless steel exhaust. Other changes to the engine include mating a Harley engine pulley to the crank to allow an open belt drive to transfer power to a Rivera Primo Harley-Davidson clutch and gearbox.

With the drivetrain components in place, Francesco was then able to start constructing a frame around them. Due to the way in which the engine would normally be mounted, here it is used as a stressed member with the frame's downtubes tying up with what would have been the mounts for the engine in the car's chassis. From the headstock, tubes then flow back to provide a free standing back bone that carries the gas tank, seat and tail unit, and a second frame section that flows down to support the rear of the gearbox, the pivot point for the swingarm, and provide a mounting point for the rearssets.

The swingarm is a one-off fabricated in-house at North Coast Custom that uses Harley Softail shocks under the bike's transmission. At the front of the bike the suspension is based upon a set of telescopic forks. A regular triple tree is used to hold the top of the stanchions, but there is no lower tree. Instead the fork sliders are joined by a brace that mounts a Heim joint that locates a link rod that runs back to a pivot point on the frame's downtubes.

The unusual front end on Fiat Abarth has no lower triple tree, instead it uses a swingarm from the frame to a Heim joint on the fork brace to locate the lower fork legs



A modified Rivera Primo belt drive is used to connect the engine, originally from a Fiat 500 car, to a Harley-Davidson transmission



The hand-formed tail unit finishes the three tubes that make up the backbone of the frame and allows the mounting of a minimal taillight



The graphic on the belly pan provides a clue as to the origins of the unusual engine choice

To get Fiat Abarth rolling, Francesco took a pair of wheels from a Suzuki; a 19 x 2.5in at the front and an 18 x 3in for the rear. The front wheel has been fitted with a set of custom hydraulic drum brakes and the design is used on the rear wheel along with a custom Harley final drive pulley.

Bodywork on the bike consists of the hand-crafted gas tank that, thanks to being mounted by four bolts on the front of the frame, appears to float above the backbone of the bike. This look is echoed by the seat, which is built upon an aluminum pan. Completing the bodywork is the minuscule tail unit that finishes the three frame tubes that make up the top line of the bike and also houses the taillight.

Francesco's bike placed third in the Freestyle class at the 2014 World Championship of Custom Bike Building and completed a top three that did not feature any American V-twin engines. This was the first time in the Championship's history that American V-twin engines had not been represented in the top three places in the premier class.

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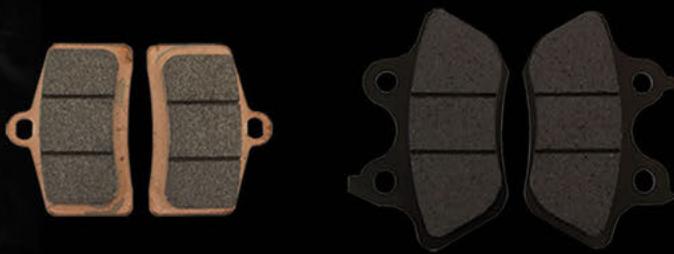
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Latest AMD/Baird dealer survey reveals mixed results



THE results of the latest AMD/Baird quarterly Harley-Davidson authorized dealer survey reveals mixed results among those surveyed (October through mid-November 2014).

Domestic US dealers surveyed reported retail unit sales up by between 5 and 8 percent through mid-November (up as much as 14 percent in the case of used model sales).

However, the results that dealers are achieving from those sales and the other activities within dealerships, suggest that the low level of units being bought at this time of year will continue to leave many stores flat (at best) in terms of profits until volumes pick up again in the spring.

Canadian new unit sales appear to be off by approximately 20 percent, with other international markets essentially flat at this time. The survey revealed increases of between 1-2 percent, but on a small sample.

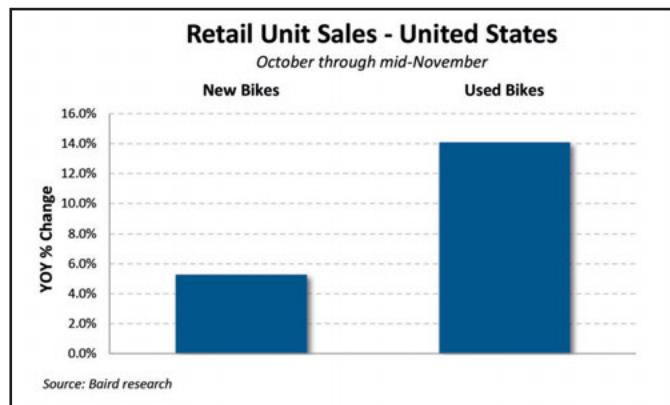
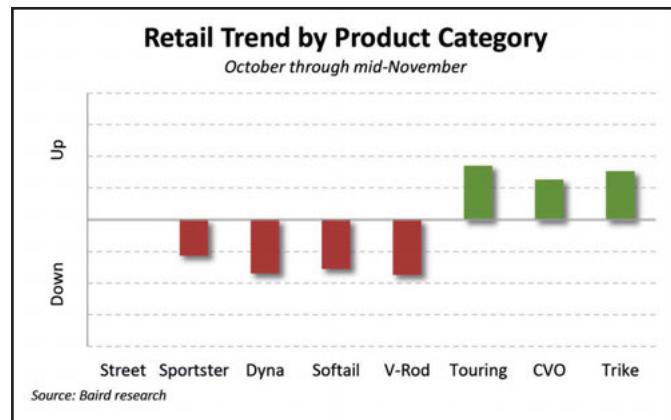
Contrary to the positive unit performance appears to be largely negative performance in retail results terms, with dealers reporting slightly down retail results in all categories.

Baird asked dealers to rate new unit retail trends by production category. Overall, demand for touring bikes remains robust (likely attributable to the reintroduction of the Road Glide), but statistically and anecdotally dealers are reporting that they are encountering issues with Dyna and Softail sales in particular.

One dealer is quoted as saying that sales in the period were "way down ... like a light switch was turned off", and another reported that sales were "poor, with margin under pressure."

Other dealers stated that "previous model changes missed the mark"; "Harley must figure out a way to drive Cruiser sales"; "initial surge of pent-up Road Glide demand has now tapered off. There are too many carryovers and not enough changes to model line-up."

While "Softail and Dyna new and used sales have been decreasing drastically over the last couple of years" appears to summarize the feeling of many dealers, others appear to be doing better ... "sales are incredible! Way over last year - up 40+ percent"; "stronger than we expected, much better than last Fall";



"bikes selling the best are used Big Twins."

In terms of the new bike inventory they are carrying, dealers report that it is broadly "balanced" for the time of year, with 60 percent saying that it is "about right", but one in five reporting that it is too low.

Despite used bike retail trends being "solid" on a volume-weighted basis, dealers consider their used bike inventory to be too high, which is likely a result of more frequent trades being seen in association with new bike retail sales.

Indeed, Baird say that they have

seen the glut of used bike inventory weigh on used bike trade-in values, a factor in Harley's July decision to cut 2014 new bike production.

In terms of new bike pricing, 56 percent of dealers surveyed report that they are selling bikes below MSRP - a number that Baird say that they would consider to be within the "normal" range.

Overall, discounting appears to have moderated from the elevated levels seen during the third quarter - when Harley used promotions to clear

Continued on page 8 >>>

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