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AIMExpo launches Championship of the Americas, announces consumer show series plan for 2016

MAR 2015
ISSUE #188

TOP American Bike Builders are expected to compete for entry to the 2016 AMD World Championship (at INTERMOT, Germany, October 2016) when AIMExpo hosts its first annual AMD World Championship affiliate custom bike show at Orlando, Florida later this year.

The 'Championship of the Americas' (October 15 - 18, 2015) is the latest initiative by organizer Marketplace Events (MPE) to deliver "the powersports industry's largest combined trade and consumer show, one which speaks to all parts of the industry - all riders, all dealers and all vendors."

Building on the announcement of its "Made In America" initiative, AIMExpo's v-twin market director Bob Kay says that "as an officially affiliated show to the AMD World Championship of Custom Bike Building, this dynamic new feature showcasing top custom motorcycles and their builders will appeal to trade, media and consumer attendees alike. "For the first time in motorcycling history there will be a world class bike

show focused on builders from all of the Americas that will serve as a path to compete in the World Championships. With world-class World Championship entries emerging from Mexico, Columbia and Argentina in recent years, AIMExpo is perfectly positioned to be the first

the AMD show will dovetail with Made In America

motorcycle industry event that can effectively speak to the whole of the Americas.

"The show will feature four classes, based on different platforms, as opposed to catering to the style de jour," said Kay.

"The creativity of the Builders will dovetail nicely with the recently announced Made in America area of AIMExpo, celebrating American ingenuity," said Larry Little, VP and General Manager of MPE's

Motorcycle Group. "This showcase of the imagination, resourcefulness and originality of American companies has generated great interest among exhibitors and media - and like the custom bikes, will be a favorite of dealers and consumer attendees this October."

In an additional announcement AIMExpo has said that it plans to develop a series of regional consumer shows around the United States, starting in 2016.

Mike Webster, President of MPEs Motorcycle Group says that the shows will be timed to promote 2016 model year products, and will "focus on experimental elements and attracting new riders," according to MPE President Mike Webster. "Since our earliest research on the viability of the AIMExpo launch we've been continually asked by key industry players when we would produce a series of consumer-only events to complement the combined trade and consumer platform at AIMExpo.

"Their message has been clear and consistent - the market is under-

Continues on page 11 >>>

NEWS



HARLEY-DAVIDSON PLANS DIRECT DISTRIBUTION TO INDEPENDENT DEALERS IN CANADA

S&S POWER TUNE PERFORMANCE EXHAUSTS



PRODUCTS



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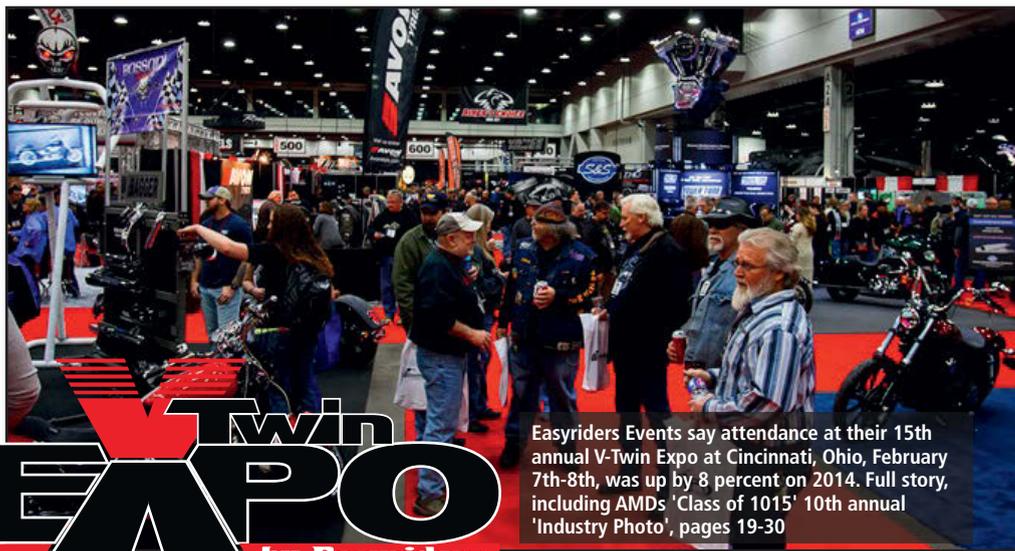
ARLEN NESS



MID-USA
Motorcycle Parts



T-V8



Easyriders Events say attendance at their 15th annual V-Twin Expo at Cincinnati, Ohio, February 7th-8th, was up by 8 percent on 2014. Full story, including AMDs 'Class of 1015' 10th annual 'Industry Photo', pages 19-30

V-Twin EXPO
by Easyriders

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News

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V-Twin Expo 2015 19-30

Did this year's 15th annual V-Twin Expo deliver? Yes is the short answer, but check out our eight page show review feature for the long version.

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Midwest Motorcycle Supply 55-56

Ultima Motorcycle Products has unveiled a new version of its T-VO 45 degree air-cooled v-twin - a bolt-in direct replacement for Harley's 'A' series twin cam

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Incorporating the return of AMD's Builder Book

So long Mr Wandell, and thanks for all the "tough-love"!

THE news that 'Motor Company' President and COO Matt Levatic is to step-up to take Harley-Davidson's corporate hot-seat came as no surprise.

The much expected news came just a few days after the company announced its 2014 full-year fiscals. While Keith Wandell (the first 'outsider' to lead Harley-Davidson) will be no doubt be remembered for the impacts of the tough decisions he took soon after arriving at Milwaukee in 2009, he should also be remembered for the nightmare scenario that he helped avoid - a bankrupt Harley-Davidson engaged in a scramble for survival.

At the time he announced the closure of Buell Motorcycles and the re-sale of MV Agusta to its former owners, it has to be remembered that it looked like the world as we knew it was about to be consigned to the dustbin of history.

Regardless of the fact that the giant Indian conglomerate Hero MotorCorp has been able to pick-up a 49 percent stake in Erik Buell's phoenix EBR operation for a mere \$25m investment, at the time it was a necessary "tough-love" decision.

Regardless of the fact that Harley bought MV Agusta for around \$110m, spent another \$100m or so on owning it for less than two years, and unloaded it (reputedly) for \$1.00 - at the time it was another necessary "tough-love" decision.

Regardless of the fact that in the years following his declared aim of returning Harley-Davidson's focus to pampering its traditional core customer, the company has instead diversified as never before in demographic and platform terms, the decisions it made at the time were the right ones.

Nobody should be under any illusions - as far as any of us can tell, the choices that Keith Wandell made were selected from a pretty thin menu, and regardless of their specific merits or otherwise they certainly achieved the desired results.

So where does that leave Harley-Davidson today as it eyes the dawn of a new era? One in which "one of its own" (well, mostly "one of its own") is back on the bridge wielding big-ass binoculars?

It is axiomatic in corporate culture that thesis is followed by antithesis - that the new guy can only make his own mark by erasing all trace of the marks left by the last guy - regardless of how righteous they may be.

Will Mr Levatic fall prey to such odious convention? Those who know him say not. Those I know who say they know him tell me that he is ambitious, but rational; he is as much an admirer of the next big thing, the sexy new project as the next guy, but not to the detriment of a plan.

His madness is method, and one can deduce much about his character by the way he whispered into a recent local Milwaukee area business gathering (something environmental if I recall correctly) on one of the Factory's prototype "Silent E-Fellows". Somehow one can't quite imagine any of Messrs Teerlink, Bleustein or Wandell pulling such a stunt - well, actually, thinking about it, it is indeed exactly the kind of thing Richard "Change Meister"

Teerlink might well have done!

Regardless of the platform, demographic and engineering decisions that now get taken on his watch, Levatic's new front-line will be drawn in a very different landscape to the one he has been accustomed to.

His combatants will now be his investors rather than his competitors, his product will be share-price instead of paint job. In this regard Wandell's legacy is actually less clear cut than it might first appear. They say that timing is everything in such rarefied air and it may well be that Wandell departed the battlefield toting his personal "mission accomplished" banner at just the right time.

Despite the excellent financial results posted by Harley-Davidson at the end of January, the underlying worries about motorcycle volumes, especially domestically, have left the company with a problem.

Its annual results and its annual new model introduction announcements are the two most potent weapons it has beyond share price and dividend with which to enthrone its investor community.

Last year's MY15 announcements in August barely registered on the share price, and the 2014 results have actually resulted in a net decline. Even the subsequent announcement of another big dividend increase to the second highest level the company has ever paid hasn't left as much as a footprint in the sand.

Against this background surely Levatic's worst nightmare must be that after shaking off the shackles of third party ownership in 1981, regardless of whatever the company has in its locker in new model terms, his legacy could well turn out to be loss of that independence.

There is no question that its moribund fiscal position continues to leave it vulnerable to various kinds of hostile take-over attempts.

While there may be white knights in the wings prepared to fight off such attempts (Warren Buffett just bought into the motorcycle industry in Germany with the acquisition of retailer Detlev Louis), the chances are that raiders will be looking for a short-term flip rather than long-term contribution to an American institution.

Whatever it takes, Levatic has got to get Harley's share price moving decisively in the right direction again, and soon. Maybe buying before being bought will be Levatic's answer - after all, thwarted in their attempts to buy Ducati, it was Levatic who was dispatched to Europe to try and make sense of the MV Agusta purchase in the first place, so "he has game".

his legacy is less clear cut than one might imagine

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Tucker Rocky publishes largest ever Biker's Choice catalog

TUCKER Rocky has launched its 2015 Biker's Choice catalog marking its largest offering ever of products for the American V-twin market – 28,000 products, with 25 percent of them new for 2015. To accommodate this increase the catalog has expanded by nearly 400 pages.

The 2015 Biker's Choice catalog includes an updated tab system, making it easier than ever to locate products. The catalog now leads with audio and video and has a dedicated section for Indian and Victory products due to the growing popularity of these motorcycles in the market. Specialty tools have been relocated to appear with relevant products, for example, JIMS transmission tools are at the end of the transmission and final drive section and BikeMaster tire irons appear with tires and wheels.

A second catalog launch by the distributor is its Tucker Rocky/Biker's Choice 2015 Helmet and Apparel catalog - covering the company's largest offering ever of riding apparel, lifestyle apparel and helmets.

The new catalog contains nearly 13,000 products and more than 40



percent of them are new. The portfolio has expanded with new partnerships including Roland Sands Design, 100%, FMF, Just 1, Mobius, UCLEAR, American Classics, Dot Dash, National Cap and Technische HyperKewl.

Like the Biker's Choice catalog, the Helmet and Apparel catalog has an updated, color-coded tab system,

making it easier to locate street, off-road and youth helmets and riding apparel. There are also new dedicated sections for helmet audio and extreme weather gear.

Digital version of both the new catalogs are available online at powersportsrider.com and www.tuckerrocky.com



New location for J&P Cycles' 36th anniversary Open House Rally

J&P CYCLES will be holding its 36th anniversary Open House Rally at a new location on June 27-28. This year the Open House Rally will not be at the company's headquarters, instead it will take place 10 miles north of Anamosa at the Jones County Fairground, in Monticello, Iowa. The move to a new location follows a change of format at last year's Open House when live bands were added to the schedule. The new location for the 36th anniversary Open House has a built-in stage, as well as generous grounds and indoor display space. "We're excited about this year's event," said J&P Cycles General Manager, Zach Parham (son of

co-founders John and Jill Parham). "Space has been an issue for us the last few years, and the additional space the Jones County Fairgrounds provides, including a large, permanent stage is fantastic. We think our customers and those in attendance will agree. A huge thank you goes out to the Jones County Fair Manager John Harms and the City of Monticello for their support in this move." Attractions at this year's Open House will include a free concert on Sunday, June 28, featuring rock band Great White, while the live music lineup for the Saturday is yet to be



announced. In addition to concerts, visitors can see Cowboy Kenny's Steel Rodeo, a freestyle motorcycle exhibition and visit the displays of the 100

plus motorcycle parts and accessory manufacturers who will be on-site.

www.jpccycles.com

Chicago Design prize for Kellermann

KELLERMANN, the German specialist motorcycle lighting company, has received a 'Good Design' prize from the US, for its handlebar end indicator BL 2000 Dark. The prize from the Chicago Athenaeum Museum of Architecture and Design awards the most innovative and cutting-edge industrial, product, and graphic designs produced around the world every year. The winners become part of the permanent exhibition at the Chicago Athenaeum and the BL 2000 Dark is now part of that line-up.

Kellermann has received many awards in the past for the BL 2000 - the most notable being the Red Dot Award in 2014. The awards jury searched for the best in international product design and found it in Kellermann product portfolio.

For 2015 a brand new and version of the BL 2000 being brought to market – the BL 2000 Chrome. Created for use on custom bikes,

Kellermann 



choppers, café racers and other chrome bikes, the BL 2000 Chrome uses Kellermann 'HighPower' LED

technology in a metal casing.

www.kellermann-online.com



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Custom Chrome 45th anniversary catalog

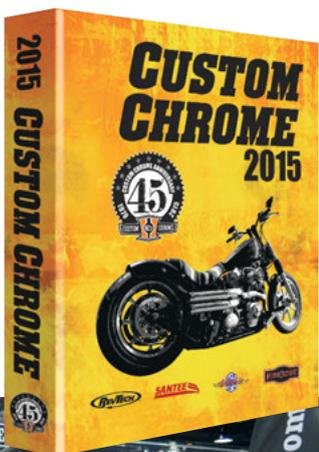
MORGAN Hill, California based distributor Custom Chrome has published a 960 page catalog for 2015 that includes own brand product lines such as RevTech, Jammer, Santee and Motor Factory as well as a broad selection of parts, accessories and performance items for Harley-Davidsons from many of the market's best known vendors.

Established in 1970, the company celebrates its 45th anniversary this year - an era characterized by huge change in riding habits and a custom parts and accessories industry that would have been difficult to envisage when Captain America and the Billy Bob bike were on the cutting edge of custom design and engineering!

Featuring some 650 new products

for 2015 and an inventory of over 13,000 lines in total, the catalog can be browsed online at the company's website, where a print copy can also be ordered.

www.customchrome.com



Donnie Smith Invitational March 28-29, St Paul, Minnesota



The RiverSide Center, St Paul, Minnesota - venue for the 28th annual Denis Kirk Donnie Smith Custom Bike Show

THIS year's 28th annual Donnie Smith Invitational Custom Bike Show (now with added cars) is being staged at the Saint Paul River Center, St Paul, Minneapolis, on Saturday March 28th and Sunday March 29th.

Sponsored by mail order parts

and accessory retailer Dennis Kirk, the show is said to have the largest attendance of any custom bike industry event in the Midwest, and will see a host of big name guests in attendance with top-class custom bikes competing for a total cash prize fund in excess of \$7,500.00.

The show has grown tremendously from its beginnings, and weathered the downturn well - the organizer, Neil Ryan, says that this year it will again comprise over 200,000 square feet of expo center indoor show space, with competition classes set to include Custom Baggers, Choppers, retro bobbers and custom cruisers.

www.donniesmithbikeshow.com

Custom Show Emirates March 26th-28th Abu Dhabi

ABU Dhabi's National Exhibition Center, will host the 3rd custom bike, motorcycle and car show 'Custom Show Emirates' over the weekend of March 26 28, 2015. Organized by renowned German 'Showmaster' Frank Sander, a highlight of the show that has quickly established itself is the 'Middle East Biker Build-Off', which will see Middle East and Arab Customizer compete with well-established bike builders from Europe and the US. During the Bike Build-Off two young teams from Dubai and Germany will also compete. Lycan Customs, based in Dubai, will be challenged by 24-year-old Florian Engel of Engels Schmiede (Angels Blacksmith) and his handpicked team, to build custom bikes live on stage. Among the European custom builders that will be traveling to the show are German Stainless-steel specialist Aykut Tartaroglu of AT American Cycles fame, who won his trip at the 2014 Swiss Moto, and who will be displaying his supercharged Stage III custom build. Michael Naumann,

winner of the HMT, Magic Bike Rudesheim Bike show and also last year's Emirates Show, has been invited to return by the organizers with one of his one-off custom creations.

Beside the bikes on display, co-operation between Emirates Custom Show and Las Vegas-based SEMA will see a car show taking place at the same time, introducing international renowned tuners and accessory brands. As part of the car show there will be drift shows, a custom car competition and live tuning.

www.customshowemirates.com



Project Livewire to go international

THE Project Livewire tour, Harley-Davidson's project to create brand acceptance for and 'crowd-source' an E-bike strategy, is now set to expand internationally.

This year will see the machine being made available for selected test rides in more US states, as well as in Asia, Europe, and Canada. The international tour begins at Malaysia's Sepang International Circuit.

Specifically designed to provide insights into what electric motorcycle riders might expect and accept from an electric Harley-Davidson, the touring program invites customers to test ride and then provide feedback on their experience.

"Project LiveWire has reset expectations," said Chief Marketing Officer Mark-Hans Richer. "The first phase provided valuable feedback about the features and experience riders expect from an electric Harley. This year we're expanding that experience to a global audience to gain even deeper insights from riders to help us shape the future direction of



this exciting technology."

In 2014, more than 15,000 customers provided feedback on Project LiveWire, including more than 6,800 who took demo rides, as part of a 30-stop tour across the US and at a special consumer event for Latin American customers in Miami.

projectlivewire.com



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HHI's Triple Tree Kits are designed for retrofit to all 1996-up FL model trike conversions. These trees provide for a much easier steering trike and are available in 7°, 9° and 12° rakes for various trike applications. Kits include the proper fork tube extension for the application and do not require longer fork covers.



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www.freespirits.it



AMD NEWS

HardDrive adds Fox Shocks



HARDDRIVE, the American v-twin distribution division of Western Power Sports has expanded the range of suspension products it offers to its dealers with the addition of Fox Street Performance Series shocks to its line-up.

Available in various heights and spring rates, Fox Street Performance Series shocks are noted for their versatility, durability and adjustability, making it easy for riders to dial in

www.hdtwin.com

EMD raffles two Sportsters

ESTEVE'S Motorcycle Design (EMD) has launched a transatlantic motorcycle raffle which will see two customized Sportsters given away. For Europe, EMD has partnered with Custom Chrome Europe, Odyssey Motorcycles, Racing Republic and Freeway magazine, while in the USA its partners include HardDrive and Bikernet.com. One of the bikes, nicknamed Root Beer, is a brand new Sportster Iron 883 fully equipped with the best of EMD's cast aluminum engine covers and dress up accessories. The second machine, WTF is a one-off chopper that's built

around a 1200 Harley-Davidson Sportster. It features a unique multi-blade steel frame with rear arm loops made from billet aluminum and a host of EMD accessories. European entrants can purchase tickets at www.estmd.com and those in North America should visit www.emd-part-usa.com for a chance to win one of the two customized Sportsters. The winning ticket will be picked May 9, 2015 at Eurofestival during the Chopper and Co party in Cogolin, France. The bikes can be claimed in France or in California. www.estmd.com www.emd-part-usa.com

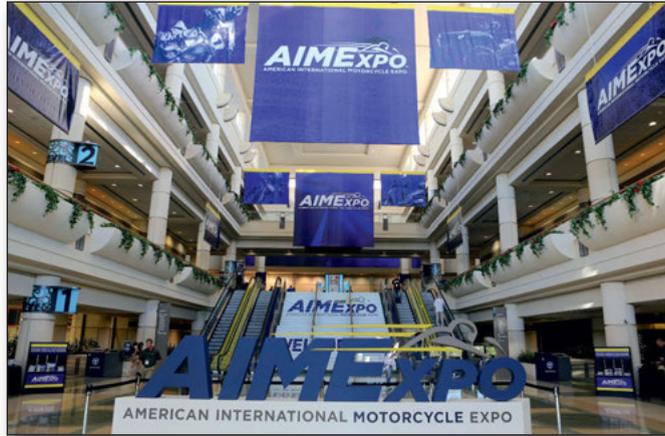


<<< Continued from cover

served from a consumer show perspective. Industry marketers are looking for a more responsive and engaging platform - something welcoming to traditionalists and attractive to new riders."

That AIMExpo's backers Marketplace Events has both the pockets, but above all the reach, to be able to add value to the motorcycle industry cannot be doubted.

Tom Baugh, CEO of MPE says that "in addition to the new energy our company will bring to the consumer motorcycle series, we're prepared to put a motorcycling-friendly message before our 1.5 million annual visitors at over 40 other MPE shows. "We're serious about getting new



eyeballs exposed to both the recreational and transportation benefits of motorcycling. It was always our intention to pack our new

specialist Motorcycle Group with the very best industry experience and knowledge to be able to build great new events and to bring new show

products to this market." MPE says it will start confirming details of its first consumer shows for 2016 "soon", but meanwhile rules and information for the AIMExpo Championship of the Americas are available on the AIMExpo website, with entries being accepted from April 1st. The four classes comprising the Championship include; Freestyle, Retro Custom, Street Custom, and Performance Custom. The winner of the Freestyle Class will represent the Americas in the 2016 AMD World Championship. Additionally, a People's Choice winner will be awarded for the single most favorite machine in the show.

www.aimexpousa.com

Harley-Davidson plans direct distribution to independent dealers In Canada

HARLEY-DAVIDSON has announced that it is to end its third party distribution agreement with Deeley in Canada.

Harley says it will "transition to a model of direct distribution to independently owned dealers in Canada by July 31, 2017" which is when the company's current agreement with Deeley Harley-Davidson of Canada is due to end."

However, the two companies are also in discussions about a possible agreement to bring the closure of the deal forward by some 21 months to as early as the third quarter of 2015 - in an SEC filing the figure of \$50m in early termination compensation has been mentioned.

It is thought by some industry observers that pricing issues and the unit sales levels being achieved in Canada in the past

few years have made it inevitable that Harley would seek to bring its Canadian distribution in line with the global policy of direct control it has been adopting since the 1990s.

In fact Canada has been the only major international market where a third party distribution deal is still in place for some time - in recent years the company has implemented wholly owned distribution arrangements, instead of third party arrangements in other markets such as Brazil, Australia, Italy and the Sweden. Deeley has been the exclusive distributor of Harley-Davidson products in Canada since 1973, but their story, and the story of their relationship with Harley-Davidson goes back a lot longer than that - nearly 100 years in fact.



Don James - co-founder and majority owner of Deeley Harley-Davidson, Canada and a Director of H-D Inc

Vancouver based British émigré Fred Deeley Sr and his wife Lizzy Deeley took on the Harley-Davidson line in 1917, making the business that still bears the Deeley name the 4th oldest Harley dealership in the world. His grandson, Trev Deeley, became General Manager of the dealership in 1953, and was asked by Harley to become the exclusive importer/distributor for Canada twenty years later (while Harley was still owned by AMF). That import business was set-up by Deeley with Harold Lenfesty, who for a while served as Harley's man in Europe in the mid 1990s, and present Deeley majority owner and Harley board member Don James. "The contributions of the Deeley organization to Harley-Davidson's customers and the

business in Canada have been tremendous, and we have the highest regard for the entire Deeley team," said Harley-Davidson North America Vice President and Managing Director Mike Kennedy. "We have made this decision to transition to direct distribution in Canada after long and careful consideration, and solely growing out of our global business strategy."

Malcolm Hunter, the present Deeley Harley-Davidson Canada President and Chief Operating Officer first got involved with the business in 1976, becoming a VP and partner in Fred Deeley Imports in 1982 says "we have a long and proud relationship with Harley-Davidson, marked by Deeley's commitment to excellence - to our associates, customers and retailers - and that will continue to be our priority throughout the transition."

Trev Deeley was one of the first three "outsiders" to take a seat on the board of the Motor Company when asked to do so in 1985; in 1988 his daughter Dawne Deeley became the 4th generation of the family to join the business.

Trev retired from Harley's board in 1993, the same year he opened the museum that still bears his name and that houses the largest privately owned motorcycle collection in Canada; he was replaced on Harley's board by Don James. Trev Deeley died in March 2002.



Deeley owe their origins as a Harley dealer in Vancouver to Fred Deeley Sr who became a dealer in 1917; Deeley were invited to become exclusive Canadian distributors in 1973

S&S Power Tune Performance Exhausts

In addition to its engines, performance components and tuning options, S&S has offered a selection of exhausts for at least a decade. Their Tourer and Sportster applications have been the most popular, and the mission has been to offer exhaust options that are matched to S&S performance solutions.

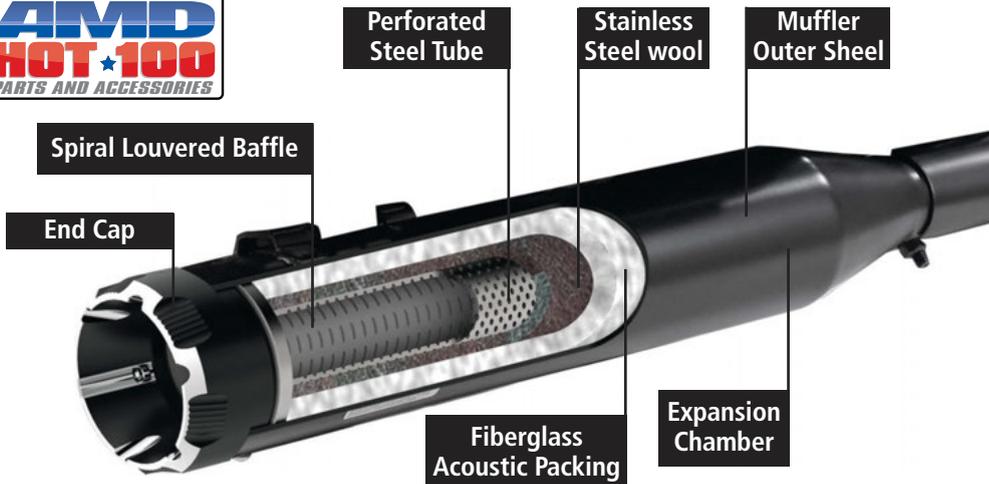
However, the company is now taking the four steps to Proven Performance Program up a notch with the harnessing of their POWER TUNE brand exhausts that will see contemporary exhaust technology used in a range that can earn its place in a dealer's locker either as 'stand-alone' performance tuning options, or as part of a wider systematic performance upgrade.

The Power Tune Performance Exhaust mufflers are chrome plated or black ceramic coated 16-gauge steel outer shell. This houses a formed-steel expansion chamber that is said to boost the all important mid-range torque where riders need it most.

Fiberglass acoustic packing dampens unwanted high frequency sound and provides a thermal barrier between the exhaust gases and the outer shell.

Stainless steel wool acts as a protective barrier between the hot exhaust gases and the fiberglass acoustic material. The perforated steel tube allows high frequency sound to pass through to be absorbed by the fiberglass acoustic material.

The spiral louvered baffle creates the appropriate amount of back pressure to the exhaust system and provides for the desired sound characteristics. The end cap is made from 6061 aircraft grade aluminum billet and is chrome plated or coated/contrast machined with black high temperature fade-resistant Xylan-



a family of coatings made of low friction, wear resistant fluoropolymer composites and reinforcing binder resins.

The headers, also in 16-gauge steel, are compatible with all stock and slip-on dual mufflers for Baggers and are supplied with oxygen sensor bungs installed (which can be plugged for carbureted applications).

Muffler options include S&S 4" Race/Tour mufflers that feature "an exclusive baffle design to provide the volume and flow needed to let high-performance engines perform at their peak" according to the company.

The mufflers are available in two versions - one featuring all steel construction, with a slash-down end; the other designed to accept a billet end cap. Both are available in chrome or 'Jet-Hot' black ceramic finishes.

Two styles of chrome or black finish end caps, with choice of straight or sculpted style, both feature a

machined-in S&S logo; mufflers and end caps are available separately.

Along with all the Bagger exhaust options, S&S also offers a Power Tune Exhaust System, which is a complete system for '04-later Sportster, Dyna and Softail models.

The system is made up of both pipes and mufflers in a single package. The long dual pipes feature the S&S spherical port ends for reliable sealing, and are connected by a hidden crossover. The whole system is covered by a 2-1/2in diameter, 220-degree coverage heat shield, and is finished off by CNC machined billet aluminum end caps.

Heat shields and end caps are available in chrome or high-temp black ceramic finish, and the pipes and end caps are

sold separately. S&S say that all their exhaust options are manufactured in the US, are designed for race use only, and are not legal for use on emissions controlled vehicles.



S&S CYCLE
Viola, Wisconsin, USA
Tel: 608 627 1958
sscust@sscycle.com
www.sscycle.com



4" Race/Tour End Cap Options



Power Tune Dual Headers have been designed for use on '95-onward Harley-Davidson Touring bikes and '09-'13 Tri Glide models. The pipes have a hidden crossover and are said to be good for an extra 8hp compared to stock. The rear header design moves the hot pipe away from the passenger for added comfort, and 220-degree coverage chrome or black ceramic finish heat shields are included. S&S specify high quality lifetime guaranteed American made 'Jet Hot' ceramic coatings that are said to protect from corrosion while increasing horsepower by reducing friction and heat.



S&S Power Tune Performance Exhausts include complete systems for '04-later Sportster, Softail and Dyna models, featuring a hidden crossover, a 2-1/2in diameter, 220-degree coverage heat shield and choice of finishes and end caps.



www.AMDchampionship.com



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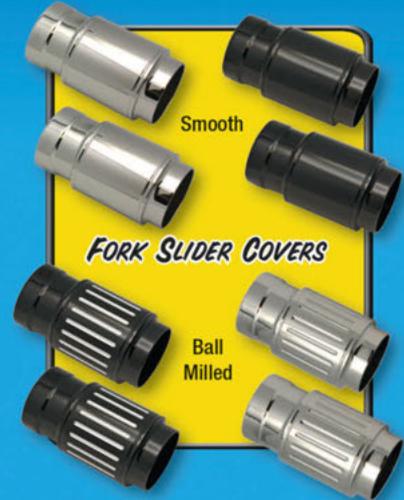
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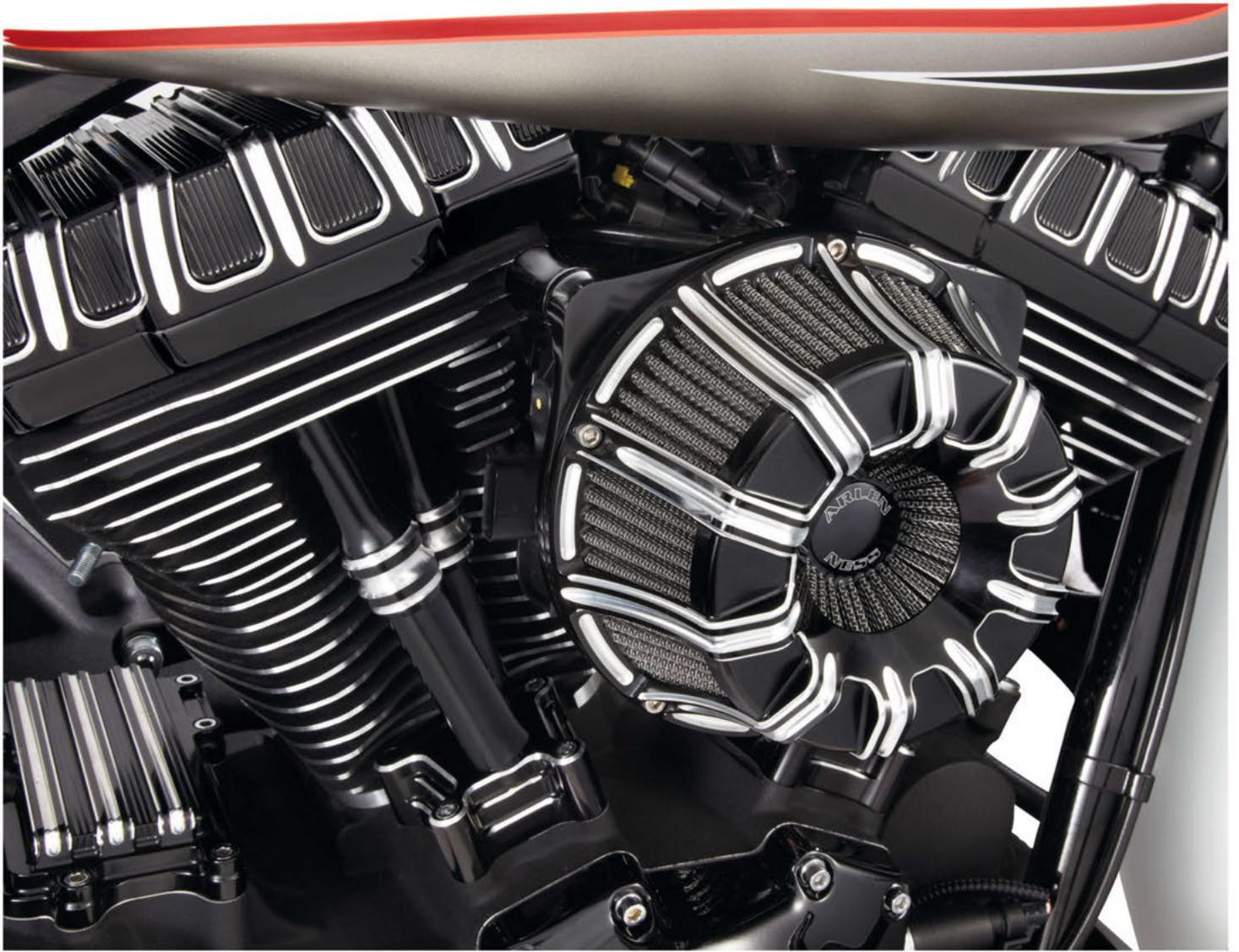
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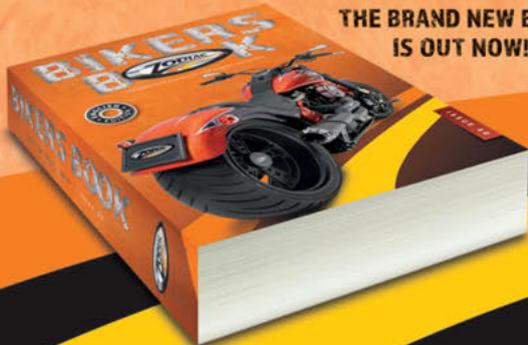
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EXPO

by Easyriders®

"2015 V-TWIN EXPO DELIVERS" - DID IT?

That was the optimistic headline on the post show release sent out after this year's (15th annual) V-Twin Expo had shut its doors on Sunday February 8th. Was it a justified boast or was it organizer hubris?

Overall you'd have to say that it is a well justified boast, and given all the scuttlebutt of the past few years you have to say that it was one that the organizers were well justified to indulge themselves with.

Despite the fact that the past two or three shows haven't actually been too

bad in terms of the balance between visitor and exhibitor numbers, and that the event has continued to attract most of the primary "must haves" in exhibitor terms, it is only now that Easyriders can say that their faith in their formula has finally translated into the statistic of an attendance rebound.

The trouble has been that perception is everything. In an industry where many have failed to grasp the

fundamental difference between cause and effect, the perceived/received wisdom was in danger of becoming one in which the problems of the market were somehow construed as being the show's fault.

Jim Betlach and Joe Teresi are indeed mighty people, but omnipotence? Nah, sorry Jim, sorry Joe, your powers do have limits and somehow I just don't think the effects of the global economic

crisis on people's parts and accessory buying habits and budgets is one that I can let you guys take the credit (or blame) for!

Many have been saying that the classic B2B trade show formula has had its day. But those who have been doing so have failed to grasp the point. The emergence of additional and alternate thinking and opportunities doesn't

Continues on page 20 >>>



MIDWEST MOTORCYCLE SUPPLY/ULTIMA PRODUCTS: The latest news from the Pevely, Missouri based distributor and manufacturer concerns a T-VO single cam engine replacement for twin cam A-series rubber mount engines. Available in 100, 107, 113, 120 and 127 cubic inch configurations, they deliver "dramatic improvements in durability and performance" according to Ultima's Head of Engineering Mike Garrison. Designed for all 1999-2006 A-motor applications with carburetors or Delphi EFI, Garrison says they feature a totally new case design, reed valve case breathing, two external oil pumps that are said to provide 60 percent more protection and an intake flange distance that is spaced to accept stock width T.C. EFI and carb manifolds. Designed to fit the stock chassis, Garrison said that "the crank trigger is based on our own proven three piece design. We are seeing dramatic improvements in durability and performance as the T-VO eliminates one cam, two drive chains, two sprockets and the cam support plate."
www.midwest-mc.com; www.ultimaproducts.com

"the fundamentals of the classic trade show concept remain valid"



DAYTONA TWIN TEC: The South Daytona, Florida based performance specialist again ran popular entry level and advanced fuel injection seminars at V-Twin Expo. Recent new products include the Twin Tec fuel injection controller for '08-'13 Tourers that have the J1850 Bus. A fully programmable plug-in replacement for the 73 pin controller, the company claims that theirs is the only system to offer real-time and continuous autotuning with monitoring, control and override capability;
www.daytona-twintec.com

necessarily mean that established ways of doing things are necessarily obsolete.

The differences between the markets of the '60s, '70s and '80s that gave birth to the classic B2B formula and the post-Lehman apocalypse internet dominated era in which we now live are indeed profound.

However, in the case of trade shows, those differences aren't born out of shortcomings of the "classic formula" but out of the ever morphing, ever diversifying, ever changing leisure and business culture in which we live and trade providing additional needs.

The B2B formula remains fit for its purpose.

Sure, there are now opportunities for new or additional show projects to do new or additional things, opportunities that weren't required in the pre-recession, pre-digital world, but there is no cause and effect that says new ideas render the old ones ineffective.

The fundamentals of buying and selling are just the same now as they were in the '60s, '70s and '80's, and regardless of the changes in the landscape of the marketing environment in which all show projects compete, there is room for both, room for face-to-face communion as well as

"the event shapes its market just as much as it is shaped by its market"

print and digital communication between buyer and seller.

That communion can be in the buyers own premises, it can be in the sellers own premises, or it can be in the neutral and competitive environment of a show - all are good, all are valid - that hasn't changed and will never change because the fundamentals of buying and selling will always remain, um, well, fundamental!

People still need to know what product buying options are available to them and many people still like to get their hands on products before sending money to a vendor, and still like to see the whites of the eyes of the guy they are buying from.

It doesn't stop them finding out a lot

of stuff from the Internet, from a catalog, from a Rep or from a company show/hospitality function or other show formula, but neither is there anything intrinsic to those other options that renders events like V-Twin Expo redundant.

Its not as if V-Twin Expo hasn't heeded some of the calls for change - it no longer clashes with the Superbowl and (to my personal disappointment) is

now just two days rather than the two and a half or three it used to be.

Though ironically next year's V-Twin Expo (February 6th & 7th) does clash with the Superbowl, so in 2017 it will migrate into the final weekend of January (January 28th - 29th) to put permanent daylight between them.

That notwithstanding, Easyriders Events have steadfastly refused to be drawn into an arms race of marketing BS and spending to try to control and manipulate perceptions.

Instead the focus has been on housekeeping in order to guarantee the long term financial viability of an event that is shaped by its market just as much as it shapes its market.

This year's eight percent growth in attendance may not seem like a lot, and from a relatively low base it isn't; but all those businesses that were engaged there (and that is by far the majority of

Continues on page 22 >>>



HAWG HALTERS: Recent new products from the Dahlonega, Georgia based specialist include Native Custom Baggers collaboration wide tire kits for Baggers that allows installation of a 180 or 200mm front on an 18 x 5.5 wheel. The kit fits 41mm front ends up to '13 H-D Touring models with new kits for '14 and up under development now. Described by company owner Mark Thompson as being "completely bolt-on" it is available as a base-builders kit with wide triple tree, hidden axle for stock lowers, custom 180/200 steel wrap around fender, fender mounts, slider covers and all necessary hardware in chrome or black. The base kit can be expanded with the addition of billet lower legs, single or dual brake conversion kits and a wide range of Hawg Halters billet brake calliper upgrades; www.hawghalters.com



LEPERA ENTERPRISES: Recent new designs from the respected Californian seat maker includes the Spoiler Solo, a cafe racer style addition to their Stubs line for Dyna and Sportster applications. On '04-'14 Sportsters it can be used with either 3.3 or 4.5 gallon tanks and at 10.5" wide fits Dyna and Dyna Wide Glide models built between '06 and '14; www.lepera.com



BDL: The award-winning Californian manufacturer's Ball Bearing Lock-Up clutch features a unique mechanism that is said to significantly lighten clutch pull at the lever while providing slip-free lock-up. The design replaces the factory pressure plate and springs with a modified model-specific diaphragm assembly; www.beltdrives.com



JAMES GASKETS: Recent new products from the market-leading Dayton, Nevada based specialist include additional Foamet Gaskets and DL style molded seals for use with clutch derby covers and primary chain inspection covers on all 1965 and up models. Always respected for their use of advanced materials, Foamet is a cross-linked nitrile synthetic rubber that is chemically blown to create a soft, conformable layer that is permanently bonded to the SAE 5052 H38 aluminum core; www.jamesgaskets.com

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the available exhibitor community in terms of market share of parts and accessory sales volumes and revenues) would take that over any further reduction, for sure.

The vast majority of the exhibitors I spoke with expressed satisfaction at the attendance seen on the Saturday, and that busyness felt like it started earlier in the (now longer) day, it felt like it sustained better towards the close of the show at 6:00 pm.

Indeed, many also noted a stronger Sunday than has been the case in the other years since the show cut back to two days, and since Drag Specialties axed their Sunday night SuperBowl party.

What is more, the trend seen in recent years towards a more discerning, knowledgeable, positive and motivated audience also continued, with exhibitors pointing to the quality of attendee encounters being better again - certainly better than when the attendee numbers were pushing five

figures.

The show continues to reflect and be shaped by the changes in the market, with the bulk of the action there being centered on bolt-on parts and accessories, performance and tuning, and on the workshop - with service items and time continuing to be the backbone that rescued the market when the demand for big ticket items evaporated. This is a good thing though!

It means that the event is stable and sustainable because the market itself is stable and sustainable.

It has started to attract a few new (yes, there were a few this year) and returning exhibitors (a few of those too) and provided everyone concerned stays realistic, then regardless of the success that other expo projects may have, I see no apparent reason why V-Twin Expo can't continue to serve the specialist needs of its specialist market in its own very specialist way.



SBS: The Danish brake pad specialist has fitments for most popular makes and models of Street, Sport and MX bikes. North American sales manager and v-twin market specialist Johan Rauff Kristensen told AMD that they already have fitments available for all 2015 Harley-Davidson, Victory and Indian models. Details can be found in a new and improved catalog available to order free of charge through SBS' American distributors; www.sbs-friction.dk

www.vtwin-expo.com



2016 - February 6th & 7th

2017 - January 28th & 29th



TC BROS CHOPPERS: "Engineered For Freedom" is the brand name of choice for Tim Cobb's own-design parts program, with their specialty being Bobber Style Sportsters and retro choppers. Popular lines include narrow 2.1 gallon Frisco Style Bobber gas tanks, Sportster hardtail kits, LED powered Ford Model A style lights, DIY customizer/builder exhaust kits for Sportsters and Big Twins, and "Hardtail Proof" side mount plate holders with exclusive rubber mounting system; www.tcbroschoppers.com



NAMZ/BADLANDS: New products from the noted Pennsylvania based wiring specialist include their NCBH-01-A, which is a complete bike harness to wire any non-fuel injected bike. In their Badlands program the company is offering a new module for '14 and up Harleys which allows users to separate the brake and turn signal functions and a pair of modules for Victory that provide running light, brake light and turn signal functions on the rear turn signals for LED or incandescent bulb; www.namzccp.com; www.badlandsmotorcycleproducts.com



DARKHORSE CRANKWORKS: The latest news from the Newton, Wisconsin based performance specialist is of a Shortblock Remanufacturing Program for '07 and later Harley A-model engines that Darkhorse is making available following Harley's decision to close its own manufacturing program effective June last year. John Dahmer, the General Manager at Darkhorse, told AMD that "we know most of our dealers currently provide cylinder boring or valve/head work for their customers, and we want to help make their dealerships more profitable, not compete against them. So we are offering them a very economical lower-end re-man service that takes the lower end back to better than new specs backed up by a two year unlimited mileage warranty and utilizing our proprietary Pro-Plug system to ensure that the crankshaft stays truer for longer."; www.darkhorsecrankworks.com



HAMMERHEAD ENGINEERING/LOVE JUGS: The Harley-Davidson cooling system from Hammerhead Engineering is now available in gloss or matt black as well as chrome. The Cool-Masters are said to utilize a unique patented dual-fan cooling system that is said to deliver more cooling air than any other product on the market; www.love-jugs.com

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"all the exhibitors we spoke with were happy about the attendance"



KIBBLEWHITE: Manufacturing and engineering "quality valvetrain components for the winners' circle since 1936", KPMI is famous the world over for its Black Diamond, White Diamond and Tensilite valves and the deliberately systematic approach it takes to valvetrain component matching. Recent new products include fat stem twin cam valves and flathead valves and guides; www.kpmi.us

TTS: Best known for his fuel injection tuning expertise as inventor of the MasterTune system, Steve Cole's latest new product marks a diversification from the world of electronics into precision machining, with a new line of adjustable timing sprockets; www.mastertune.net



AVON GRIPS: Recent new products from the Kingwood, Texas based specialist include 'Caliente' heated grips for Harley, Indian and Victory applications that feature heating elements between the throttle and clutch side sleeves that are wired internally on the bars and compatible with electronic throttles. The company has also developed grips that have a new throttle and clutch slide tube for the unique handlebars and throttle-by-wire controls developed by Polaris for their 2014 and up Indian Motorcycle models; www.avongrips.com



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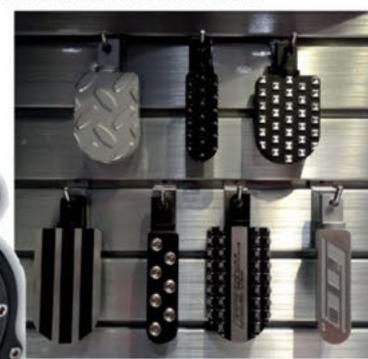
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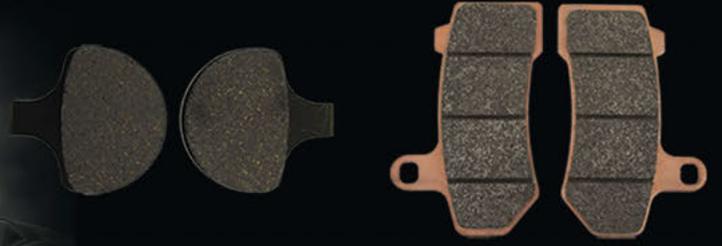
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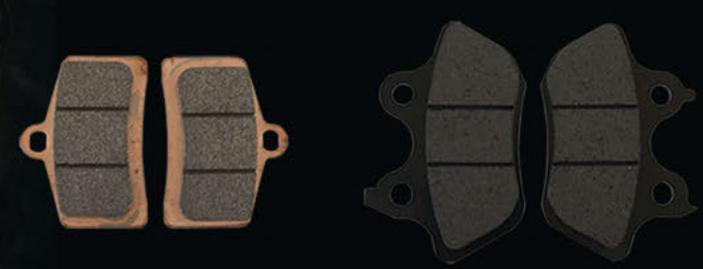
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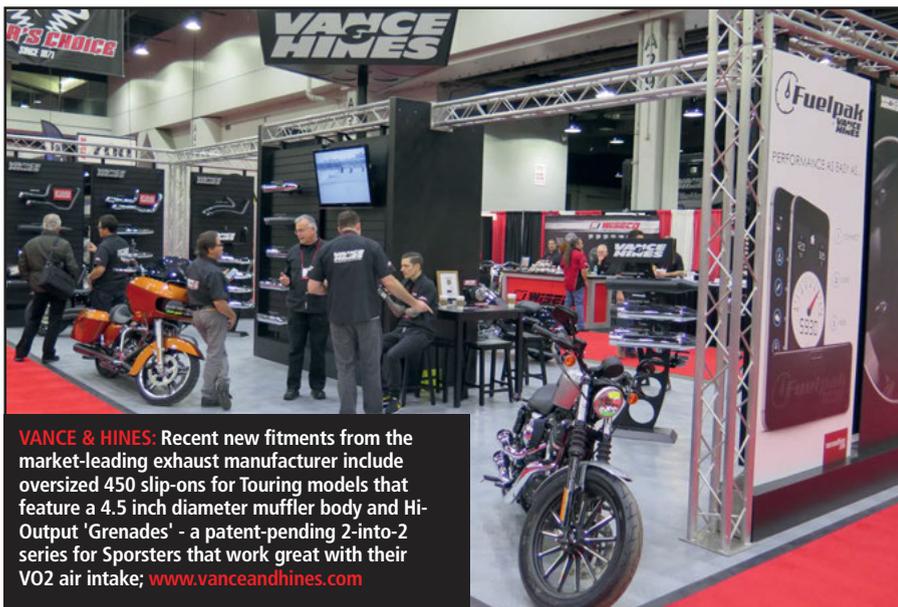
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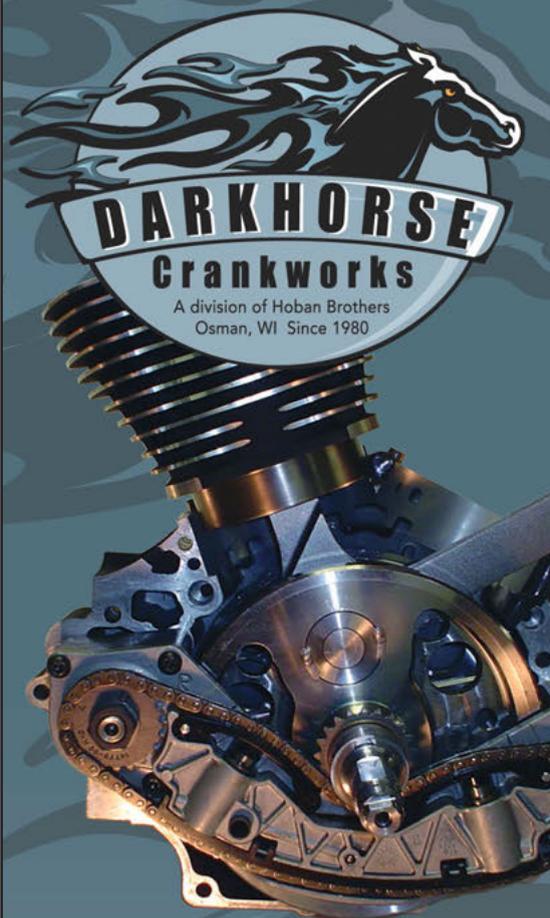
KEN'S FACTORY: "Details create style" is Kenji Nagai's mantra, and his bike building credentials speak volumes for the style and attention to detail he has made his hallmark. Dealers can share that pedigree with their customers with the exquisitely finished craftsmanship of the product line he offers - recent additions to his "Neo Fusion" designs include lights, including a 5 3/4 inch headlight series, LED marker and taillights, grips, pegs and rocker and cam covers that complement the "Neo-Fusion" look; www.kensfactoryusa.com



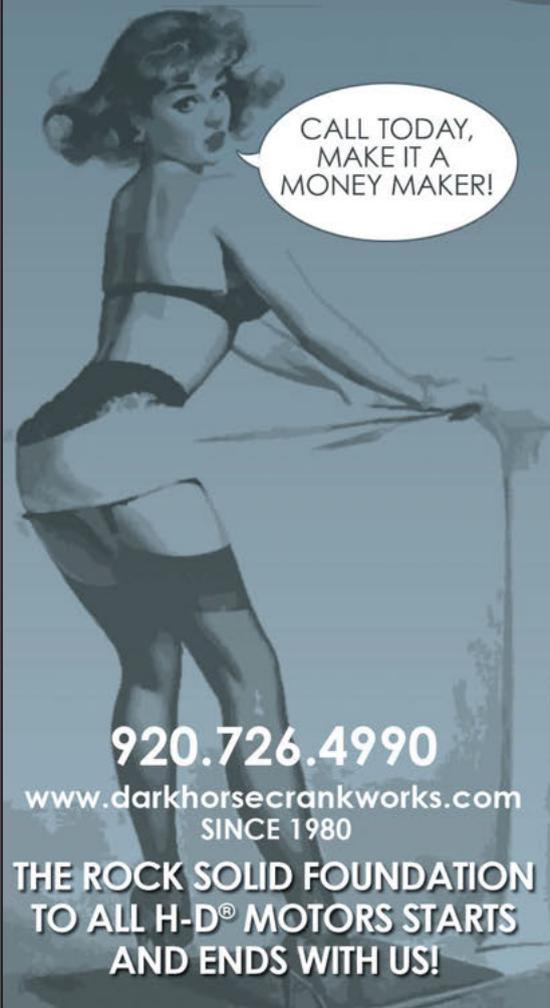
VANCE & HINES: Recent new fitments from the market-leading exhaust manufacturer include oversized 450 slip-ons for Touring models that feature a 4.5 inch diameter muffler body and Hi-Output 'Grenades' - a patent-pending 2-into-2 series for Sportsters that work great with their VO2 air intake; www.vanceandhines.com



YUASA: Introduced to the v-twin market at Cinci last year, market reaction to Yuasa's powerful new GYZ batteries has been universally positive. Said to have the highest CCA of any motorcycle battery, Yuasa say they offer more amp hours for more accessories and feature built-in brass nuts for up to 50 percent better conductivity than stainless steel. Using Absorbed Glass Mat (AGM) separators to absorb electrolyte, taller plates provide extra surface area for more power ; www.yuasabatteries.com



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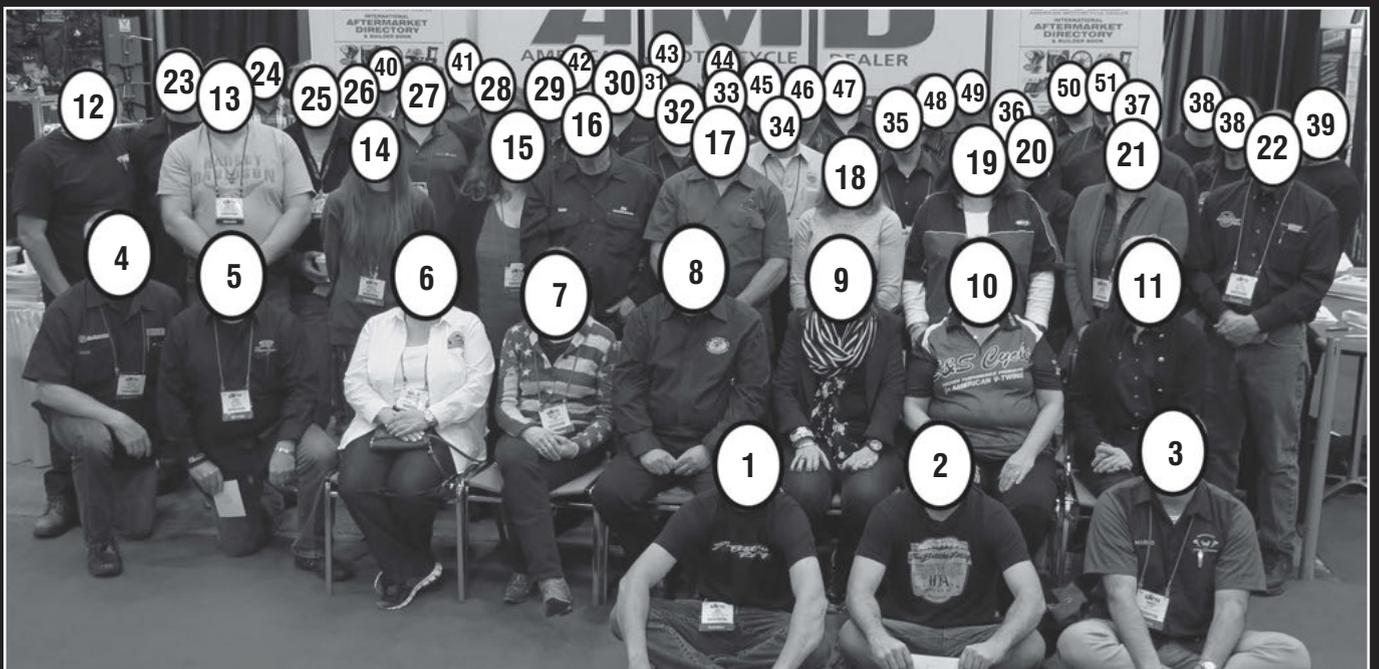
It is impossible to believe that it could already be 10 years since we took the first AMD industry photograph at the V-Twin Expo, but this indeed was the 10th anniversary of an idea that owes its origins to a suggestion by a friend and industry veteran, Joe Phillipson. His original idea was what became colloquially known around the show floor as the "old farts" photo - the idea being to get pictures of Joe and the other industry lifers or "legends" before they shuffled their mortal coils! It very quickly morphed into a much more valuable annual exercise and, as it turns out, the timing has been exquisite! Back then, the show itself was at least twice, if not three times, the size it is now, both in terms of booth real estate and, most importantly, the number of exhibiting companies. The changes seen in the

industry since the first picture was taken in 2006 have been huge, and sadly we have lost some industry friends who have been in the pictures during that time. As stated elsewhere in our V-Twin Expo review this year, by far the majority of the viable hard core exhibitor community still have a booth at the show, or at worst still work the show from a distributor booth, as it is the very high number of "transient" vendors that (mostly) are the ones that have gone away. However, the picture is primarily a bit of fun, and a record of some of those who were at the show in any given year and now marks one of the closing rites of the expo on the Sunday afternoon. As ever, our thanks to those who took part, and a "tchsh tchsh - must try harder" to those who didn't make it into the Class of 2015 yearbook.



V-Twin EXPO

by Easyriders®





2015 INDUSTRY PHOTO

- | | | |
|--|--|--|
| 1: Joel Albrecht (Two Brothers Racing) | 18: Aimee Thacher (The Leatherworks) | 35: Mike Pedersen (Andrews Products) |
| 2: Mark Jacobs (Two Brothers Racing) | 19: Elaine Mixon (Helmet City) | 36: Skeeter Todd |
| 3: Marko Glush (KB Performance Pistons) | 20: Tamara Smith (James Gaskets) | 37: Michael Gaveske (Khrome Werks) |
| 4: David Nissen (Performance Machine) | 21: Lisa Barton (Yuasa Battery) | 38: Bert & Lisa Baker (Baker Drivetrain) |
| 5: Fred Roetker (ASA Electronics) | 22: Jim Preisler (Khrome Werks) | 40: Ken Conte (Rise Above Consulting) |
| 6: Christine Paige Diers (Sturgis Motorcycle Museum) | 23: Tom Hinderholtz (AutoGem) | 41: Grant Hillegass (S&S Cycle) |
| 7: Marilyn Stemp (Iron Trader News) | 24: Bob Kay (AIMExpo) | 42: Bob Iverson (S&S Cycle) |
| 8: John Parham (National Motorcycle Museum) | 25: Joe Distefano (Pro Riders Marketing) | 43: Morten Rotsgaard Drost (SBS Brakes) |
| 9: Jill Parham (National Motorcycle Museum) | 26: Torger Olson (S&S Cycle) | 44: David Echert (Saddlemen) |
| 10: Carla Langyel (S&S Cycle) | 27: Joe Coviello (Bike Brite) | 45: Johan Rauff Kristensen (SBS Brakes) |
| 11: Cheryl Preisler (Khrome Werks) | 28: James Goodson (Brooks Leather) | 46: Terry Daniel (Rush Racing) |
| 12: Martin Arteaga (Freedom Performance Exhaust) | 29: Joe Majesky (Yuasa Battery) | 47: Steve Fisk (Zynthrum Inc) |
| 13: Remon Bosselaar (Zodiac International) | 30: Vincent Pels (Zodiac International) | 49: Mike Taylor (Barnett) |
| 14: Ashley Distefano (Pro Riders Marketing) | 31: Peter Koop (Yuasa Battery) | 50: Kevin Boarts (S&S Cycle) |
| 15: Lizette Hotinger (All American Wheel Co) | 32: Jeff Wells (Supertrapp) | 51: Rob Goad (Khrome Werks) |
| 16: Tom Seymour (Saddlemen) | 33: Adam Daniel (Rush Racing) | |
| 17: Ben Kudon (Rivera Primo) | 34: JJ Handfield (JJ Sells Powersports) | |



COMETIC GASKET: New products from the Concord, Ohio gasket manufacturer include Twin Cooled head gaskets specifically for the liquid-cooled heads on touring models; www.cometic.com



AEROCHARGER: The award winning Kansas based specialist has turbo systems for fuel injected Harley-Davidson applications that are a bolt-on fit and use variable-vane turbos "for the highest efficiency." The 53 Series turbo chargers for FL models from 2000 and up with displacements all the way from 88 to 142 cubic inch use VATN technology where a variable-vane formation continuously optimizes the compressor ratio to the engine in a technique that is said to completely eliminate turbo lag; www.aerocharger.com



BAD DAD: As featured in AMD Magazine in January, the Fort Wayne, Indiana bagger specialist has introduced a new "Competition Series" of replacement hard bags, gas tanks and fenders. Made in fiberglass for superior strength and versatility, Bad Dad uses high pressure injected RTM technology and proprietary manufacturing techniques to produce quality products that are proving popular worldwide; www.baddad.com



KURYAKYN: Crusher is the new exhaust brand from Kuryakyn. Initial product offerings include the acoustically tuned Maverick 2-into-2 system for Dyna, Softail and Sportster applications - available in chrome or black ceramic finishes; www.kuryakyn.com



ACCEL: Now in the ownership of James Zenni, the owner of MSD and SuperChips, the ACCEL Group (which includes Mr Gasket, Mallory Ignition, Lakewood, QuickTime and Hays), is almost certainly at a crossroads. It remains to be seen if the progress made in rebuilding the company's profile in the Harley-Davidson performance aftermarket with products such as the well-received stealth coils is sustained; www.accel-motorcycle.com



AUTOGEM: Seen here with Roxeanne and Karl Fahringer of Cycle Electric Fame is Autogem owner Tom Hinderholtz (right). The Autogem program includes baby bullets, Deringer, Shotgun and Jewel lights for Baggers that have been developed as a result of 15 years of experience working with custom bolt-on lighting. The range also features retro-style lighting for old school and restoration projects; www.auto-gem.com



SPECTRO: The latest accolade to come the way of the Brookfield, Connecticut based oil blender is recognition from MPN for its Golden 4 20w40 Semi-Synthetic. Described as "an oil that makes you forget why you need the oil temp gauge" by Rollie Callow of Rollies Speedshop fame in Australia, it is formulated specifically for use in Victory and Indian models; www.spectro-oils.com

HHI *Hawg Halters Inc.*

2015 Custom V-Twin Products

REMOVE
AND SAVE!

*Motorcycle
Braking
Taken To The
Limit!*

BFBK-18 6 Piston Caliper and True Floating Rotor Package

**Add HHI's 18" 6-piston
Direct Bolt-on Brake Caliper
and True Floating Rotor Kit
to finish off your Big Wheel look!**

The BFBK18" kit features a new 6 piston differential bore caliper for 18" brake rotors that features an upgraded 6-piston configuration with bigger bores and larger brake pads which deliver increased overall braking performance.

Available in Polished, Chrome, and Black Anodized finishes.

The BFR18 floating rotor can be ordered to match your Wheels, or an HHI design in matching chrome or contrast cut finish.

The BFR18 Floating Rotors feature a Billet Aluminum center section, with a 420 Stainless Steel, Cross Drilled Friction Ring.

4 & 6 Piston Brake Calipers and Floating Rotors

- 11.5", 11.8", 13", & 18" Rotors
- Black, Chrome or Phantom Cut finish
- 1984-Up HD® fitments



TracMax by ThunderMax

Regain Factory ABS Functionality!

- Install the NEW TracMax ABS Calibration Correction Controller with your Big Wheel Upgrade. Made in the USA by Thunder Max this NEW controller works on 2014 & 2015 models!
- Easy to Install, specific modules for 21, 23, 26 & 30 inch big wheel touring bikes.
- The TracMax simply plugs into your factory ABS wiring and corrects the front wheel speed signal.
- No more trouble codes, Accurate Recalibration of Front Wheel speeds, installs in under 15 minutes, and comes with a 3 year warranty



Visit www.HawgHalters.com or Call 877.442.5837 For More Info

HHI *Hawg Halters Inc.*

Custom Short Neck Rake Builders Kits

- For 23", 26", 30" & 32" Big Wheel Baggers
- 2" shorter neck from the bottom up, delivers 2" of additional clearance
- Neck Rake Piece comes in 7° or 9°
- 9° or 12° Radius Cut Triple Trees available in Raw or Black Finish

Neck Rake Builder Kits

Proper chassis geometry is critical for optimum handling at all speeds. Don't sacrifice, use the best engineered systems on the market from HHI and do it right the first time! HHI offers the widest selection of neck kits and raked triple trees for all wheel sizes resulting in the correct steering TRAIL dimensions.

49mm Neck Rake Kit

HHI's 49mm Neck Rake Kit is specifically designed for the 2014-Up 49mm front end. This kit comes complete with correct tube extensions to allow stock tubes to be used and is available for 23", 26", 30" and 32" wheels.

HHi/Native Custom Baggers Wide Front Tire Kit

HHI & Native Custom Baggers proudly deliver the ORIGINAL Fat Front Tire Kit for baggers! This WIDE front tire kit allows you to run a 180 or 200mm tire up FRONT and compliments a 180 or 200mm rear tire perfectly. This kit fits 41mm front ends up to 2013 HD® touring models.

New Kits for 2014-Up touring models are under development now.

This exciting upgrade allows you to put a 180 or 200mm wide tire on the front of your bagger and experience an extremely smooth ride, with awesome handling and retain your full touring capability. Your bike will feel very nimble and the steering is NOT in the least bit heavy. (that's the most common question we are asked) This kit is COMPLETELY BOLT ON! The HHI/Native Custom Baggers kit fits Road Glides, Road Kings and all Batwing fairing models like Street Glides and Ultra Classics. Your fairing or nacelle will bolt up to the special wide tire trees just like it did to the stock trees.

The kits can be ordered as a base kit with custom 180/200 Steel wrap around fenders and fender mounts, and can be upgraded to include HHI Billet Legs, with fender mounts, single or dual brake conversion kits, hidden axle kits for stock legs, and a wide range of HHI Billet Caliper upgrades that include 4 or 6 piston differential bore calipers for 11.5", 11.8" and 13" brake conversion kits.

Visit www.HawgHalters.com or Call 877.442.5837 For More Info

2012 Road Glide



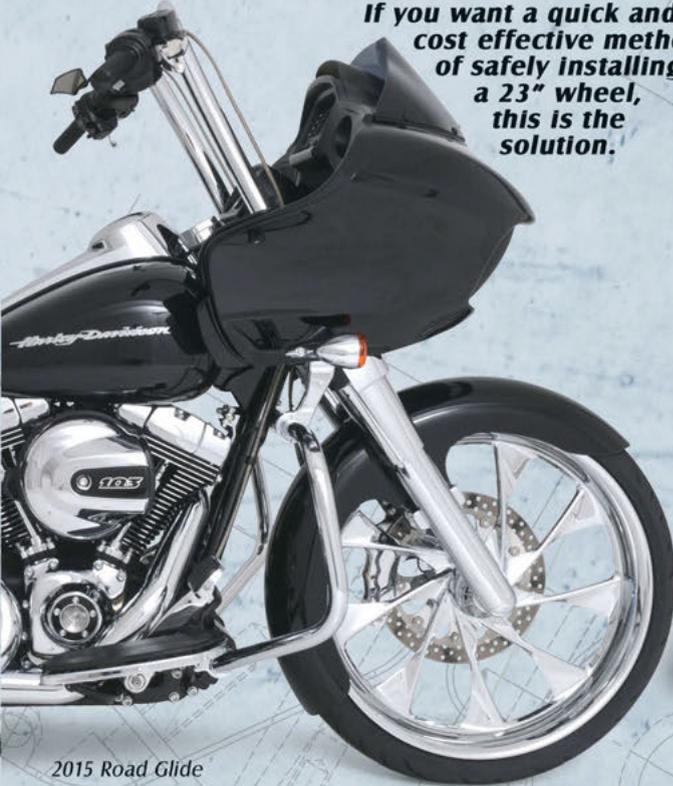
HHI *Hawg Halters Inc.*

X23 Bolt-On Triple Tree

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.

If you want a quick and easy, cost effective method of safely installing a 23" wheel, this is the solution.

Custom V-Twin Parts, Built Right!

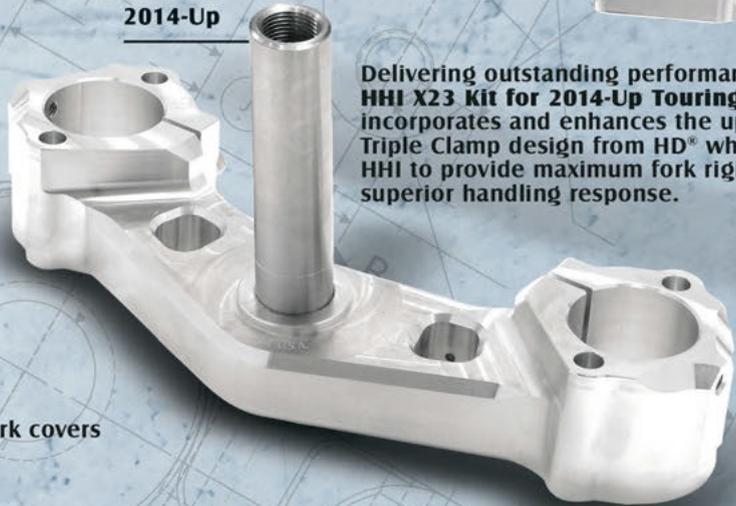


2015 Road Glide

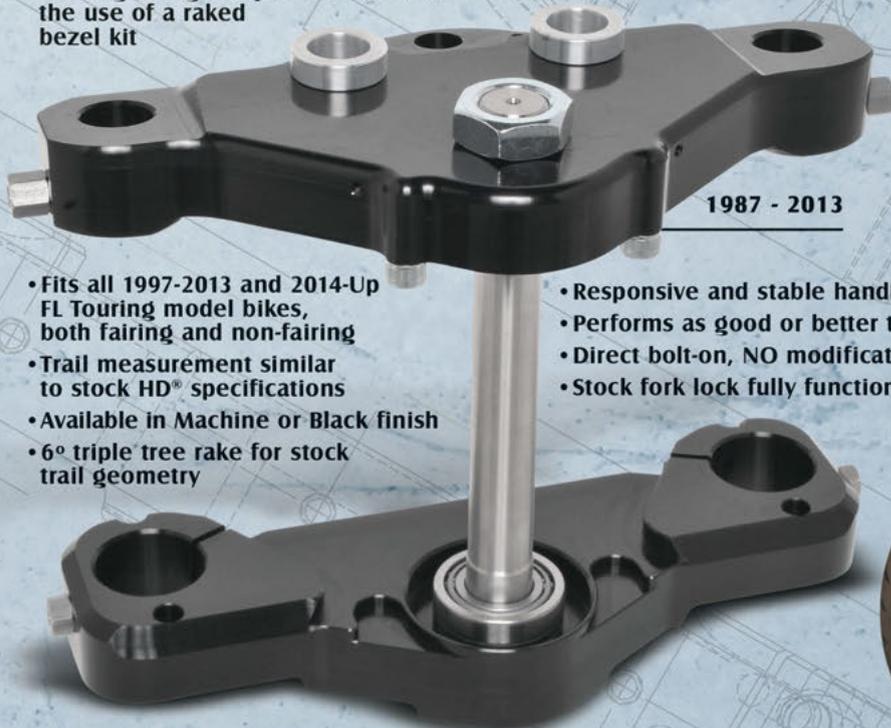
- Works with stock or custom size rear wheels
- Does not require fork extensions, uses stock length fork covers
- Positions front wheel forward approximately 2"
- Headlight angle adjustable without the use of a raked bezel kit



2014-Up



Delivering outstanding performance, the HHI X23 Kit for 2014-Up Touring Bikes incorporates and enhances the updated Triple Clamp design from HD® which allows HHI to provide maximum fork rigidity and superior handling response.



1987 - 2013

- Fits all 1997-2013 and 2014-Up FL Touring model bikes, both fairing and non-fairing
- Trail measurement similar to stock HD® specifications
- Available in Machine or Black finish
- 6° triple tree rake for stock trail geometry

- Responsive and stable handling
- Performs as good or better than stock
- Direct bolt-on, NO modifications necessary
- Stock fork lock fully functional



2013 Road Glide



Visit www.HawgHalters.com or Call 877.442.5837 For More Info

REMOVE
AND SAVE!

HHI *Hawg Halters Inc.*

41mm & 49mm Billet Lower Legs

- Fits 2000-2015 Touring Models
- Bomber or Torpedo Style
- Single or Dual Disc
- Chrome or Black finish
- Hidden axle
- Contoured Axle Spacers
- Integrated 4 bolt Fender/Caliper Mount that provides stronger fender support
- Features an adjustable Fender Mount System that accommodates stock fenders with various wheel sizes.



49mm Black

41mm Chrome

Don't Forget -

HHI is the source for all your accessories -
Custom Fenders and Fender Spacers are in stock to complete your project!

Sizes available:
21", 23", 26", 30",
and 32"

2014
21" Stock Fender
Relocation
Spacer Kit shown



Start With The Best, Build The Best!

HellRazor Handlebars

- Bars feature a massive 1 1/2" diameter size
- Optional Plug N Play - All wiring and cables internal

2012 Street Glide
Screaming Eagle



HHI Delivers Complete Front Kits

HHI has assembled 23", 26", and 30" conversion kits that include everything you need for your build from triple trees, steel wrap fender kits, brake lines, HHI calipers & floating brake rotors in 11.5", 11.8", 13" and 18" sizes, wheels & mounted tires, and even pre-assembled complete front ends with air shocks.

Call HHI
for a
complete
integrated
solution
for your
custom touring
bike build!



Get more
info at HHI's
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The Speed Merchant parts from Drag Specialties



AMONG the many brands distributed by Drag Specialties is The Speed Merchant, a company which makes parts for Harleys and Triumphs.

Included in the Harley parts range from The Speed Merchant are Speed Shifter toe pegs. Designed to fit 5/16in-24 thread Harley shift levers, the pegs match the company's Speed Pegs footpegs. Machined from 6061 aluminum, the extra fine knurled pegs can also be used as a custom fit as brake pegs on some models. They are available in black anodized or raw machined finishes.

A second Harley option from The Speed Merchant is its line of Speed Bars, which are described as having "classic Harley racing style with a modern twist". Made from American mild steel, the handlebars are 27-7/8in wide, 2in high and with a 4.5in pullback and 4.75in center clamping. Offered in chrome

or black finishes, the bars can be ordered in 7/8in diameter without slots for external wiring or in 1in diameter with or without slots for internal wiring.



DRAG SPECIALTIES
 Janesville, Wisconsin, USA
 Tel: 608 758 1111
drag@dragspecialties.com
www.dragspecialties.com
www.thespeedmerchant.net

Free Spirits' headlight mask

FREE Spirits latest part for Harley-Davidsons is a competition style headlight mask for use on Sportsters. The mask includes solid supports, approved projector style lights, and a plexyglass alloy 'number plate' board. The whole package is supplied ready wired to connect to the factory loom. Free Spirits' headlight mask will fit all H-D Sportsters with the exception of the 1200 Custom '11 onward and Forty-Eight models.

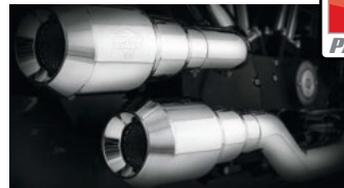


FREE SPIRITS
 Carrè (VI), ITALY
 Tel: +39 0445 390437
info@freespirits.it
www.freespirits.it

Hi-Output Grenades

VANCE & Hines has created a new exhaust option for Sportster with the launch of its 2-into-2 Hi-Output Grenades system.

The company state that the new pipes have an aggressive deep tone thanks to the use of an innovative, three-step muffler design. The Hi-Output Grenades, with CNC machined billet end caps, are available in chrome, chrome with black tip, black with pearl nickel or an all black finish.



VANCE & HINES
 Santa Fe Springs, California, USA
 Tel: 562 921 7461
sales@vanceandhines.com
www.vanceandhines.com



Paughco Special Springers



PAUGHCO is marketing its new Special Springers as a low-cost option for custom bike builders. They feature sandblasted steel components and a welded-only finish, no polishing and solid half round rear legs for a no frills hand crafted appearance. Paughco is offering the Special Springers in lengths including standard 27in and plus 3in for 30in overall. There is also the choice of narrow and wide widths. The front ends are available in gloss black, textured satin black, or red powder paint with tumble finish, chrome springs and rocker studs. Additionally, each unit comes with a standard top clamp and dual brake tabs for single or dual discs. Optional items such as axles, fender mounts and shocks are offered at additional cost.



PAUGHCO
Carson City, Nevada, USA
Tel: 775 246 5738
info@paughco.com
www.paughco.com



New ABS correction module from ThunderMax

THUNDERMAX has reacted to the current trend for fitting larger front wheels to Touring bikes with the introduction of its all new TracMax. The TracMax is an ABS correction module for '14-'15 H-D Touring models with larger front wheels.

As a result of installing larger than stock front wheels, anything 21in or larger, the linked anti-lock braking system (ABS) on '14 and '15 H-D Touring models has been known to lose functionality as a result of ABS codes and incompatible wheel speed signals. To correct this issue, the TracMax has been designed to recalibrate the wheel speed signal sent to the ABS module.



The TracMax ABS correction module requires no cutting or splicing of factory wiring harnesses, and is available to work with 21in, 23in, 26in and 30in wheel sizes.

THUNDERMAX
White House, Tennessee, USA
Tel: 615 616 1127
support@thunder-max.com
www.thunder-max.com



ONYX Series flexible heat shields

DEI Powersports has launched what it describes as "the next generation of heat protection performance using a combination of advanced textiles and a reliable standoff bracket design." The new ONYX Series flexible heat shield is available in a rich black finish and "looks great and out-performs other conventional heat shields currently on the market" according to DEI's v-twin Sales Specialist Brian VanKoeveering. The ONYX Series is made by joining two durable materials together to form a dual layer design for improved thermal performance. The outer layer is made from heat treated glass fiber impregnated with molten aluminum, formed into a tight weave for added durability and strength. The inside material is made of a specially treated high temperature resistant fabric (89 percent silica) which is capable of withstanding extreme exhaust heat of up to 1,350 degrees Fahrenheit. All hardware is stainless steel and the outer



edge features a surge stitch for improved durability. This proprietary textile technology combined with the shield standoff bracket design is said to provide "maximum potential for cooling and heat dissipation." Also shown here, DEI's new Tie Tool is designed to make tightening stainless steel locking ties a lot easier.



ONYX Series flexible heat shields



Stainless steel locking Tie Tool

DESIGN ENGINEERING INC
Avon Lake, Ohio, USA
Tel: 440 930 7940
sales@designengineering.com
www.deipowersports.com



New parts added to Drag Specialties range

Single disc ABS and non-ABS '14-'15 XL models can be fitted with Drag Specialties' handlebar control kit



DRAG Specialties continues to constantly expand its product range and among the latest additions are chromed 16in rims for use on spoked wheels. The steel rims feature a drop center dimple design and accept almost all 40-spoke lacing patterns. The rims measure 3 x 16in, for use with 5.00/5.10 tires with either side metal or side rubber valve stem inner tubes.

As the Street model is becoming widely available, Drag Specialties has responded with the introduction of its own brand brake pads for both the 500 and 750 applications. The company is offering OEM-type replacement pads in the choice of sintered or organic Kevlar compounds. The sintered pads are said to provide both noise and dust reduction, while the organic Kevlar pads are designed for use on polished or chromed rotors and billet steel rotors, keeping them clean while delivering OEM stopping power.

Drag Specialties' fairing mount mirrors are designed specifically for H-D batwing fairings. The mirrors mount just inside the inner fairing to provide a wide range of adjustability. Available in a chrome

finish, with glass measuring approximately 4-1/4in x 4in, it is available with or without a blind spot mirror, includes mounting hardware and sold in pairs. Fit options are '14-'15 FLHT, FLHX and FLHTCUTG models.

Adding further options to the front of a bike, Drag Specialties has a handlebar control kit. Made from die-cast aluminum and built to accept OEM switches and wiring, the kits are available in chrome for single disc ABS and non-ABS '14-'15 XL models.

Drag Specialties push-button fuel door latch kit, which is offered in chrome or gloss black, is a direct replacement for the stock part on '92-'15 FLT, FLHT, FLHX, FLTR, and FLHTCUTG models, and includes the door spring hinge pins needed for easy installation.

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



DRAG
Specialties



Sintered or organic kевlar compounds are the choice of OEM replacement brake pads for the Street 500 and 7540 offered by Drag Specialties



Drag Specialties push-button fuel door latch kit is a direct replacement for the stock part on FL models



Drag Specialties' fairing mount mirrors have been designed for use in H-D batwing fairings



Drag Specialties 16in chrome rims support 40-spoke lacing patterns

Shovel specific belt drive

BELT Drives Limited has a new primary belt drive option specifically for use on Shovelhead applications. The BDL SHS-600 is a complete electric start drive kit for '70-'78 machines with ratchet top transmissions only. The conversion requires the use of a '89-'06 style starter motor, which eliminates the old technology starter solenoid. Once in place the kit is said to remove the need for the solenoid battery cable, which means no more slow starter cranking or weak starter kick-backs. Included in the kit is a billet rear plate that covers the trans drive while providing

support for the clutch basket assembly. The rear plate/support is made up of the plate, BDL's mini starter housing, pinion gear and starter ring gear guard. Front and rear pulleys are supplied as is BDL's Kevlar clutch and a 2in, 140-tooth belt.



BELT DRIVES LTD
Anaheim, California, USA
Tel: 714 693 1313
info@belt drives.com
www.belt drives.com



Ness 10-Gauge covers

ARLEN Ness has a range of engine and transmission covers for H-D applications available in the 10-Gauge style.

The 10-Gauge billet cam covers are machined from 6061-T6 forged aluminum and replace the OEM die-cast cam cover. The 10-Gauge covers fit all '01-'15 Twin Cam models and are supplied with all necessary gaskets and chrome hardware. Lifter block covers are also available in the 10-Gauge style. These too replace the stock parts, are machined from 6061-T6 billet aluminum, and fit '01-'15 Twin Cam engines. Pushrod cover kits in the 10-Gauge product line feature lower tubes that allow for easy access for adjustable pushrods. Each kit for use on '01-'15 Twin Cam engines includes lower tubes, spring cups, top clips and all necessary seals. The OEM inner tubes, springs, and washers are required to complete installation.

Completing the 10-Gauge range of engine covers are billet rocker box top covers. Once again designed for use on '01-'15 Twin Cam engines, and machined from 6061-T6 forged billet aluminum, they replace the OEM top rocker box covers. They are supplied with all necessary gaskets and chrome hardware.

To complement the engine cover Ness is also offering 10-Gauge transmission side covers and top covers. The 10-Gauge side covers are offered for both cable and hydraulic clutch options. The cable style replaces the

Pushrod cover



OEM cover on '07-'13 Touring models, '14-up Touring non-fairing models, '07-up Softail models, and '06-up Dyna models, and the hydraulic style cover mounts on top of the OEM hydraulic unit found on '14-up Touring models with fairings. The 10-Gauge transmission top covers are machined from billet aluminum and replace the OEM cast covers on '06-up Dyna, '07-up FLT Touring, and '07-up Softail models. All of 10-Gauge covers, both engine and transmission, are offered in a choice of chrome or black anodized finishes.

ARLEN NESS ENTERPRISES
 Dublin, California, USA
 Tel: 925 479 6350
contact@arlenness.com
www.arlenness.com



Transmission side cover

Rocker box covers



ARLEN NESS



Transmission top cover



Cam cover

Lifter block cover



LED inserts saddlebag supports



KÜRYAKYN has created LED inserts to fill the void left between rear fenders and saddlebags on select Harley-Davidson Touring models. The new inserts have been designed to fill the rear-facing openings in the cast saddlebag support brackets on '14 and later FLHTCU/L, FLHTK/L, FLHR, FLHTKSE and FLTRUSE models (CVO models require removal of factory saddlebag support filler strips).

The injection-molded ABS housings with polycarbonate lenses measure 7.5in long, 2.5in wide, and 1.5in in diameter, and each contains three individual LEDs for additional run-turn-brake lighting. They are available in chrome or gloss black finishes and feature plug-and-play wiring for ease of installation.



KÜRYAKYN
 Somerset,
 Wisconsin, USA
 Tel: 715 247 5008
salesupport@kuryakyn.com
www.kuryakyn.com



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TYRES



SLEIPNER

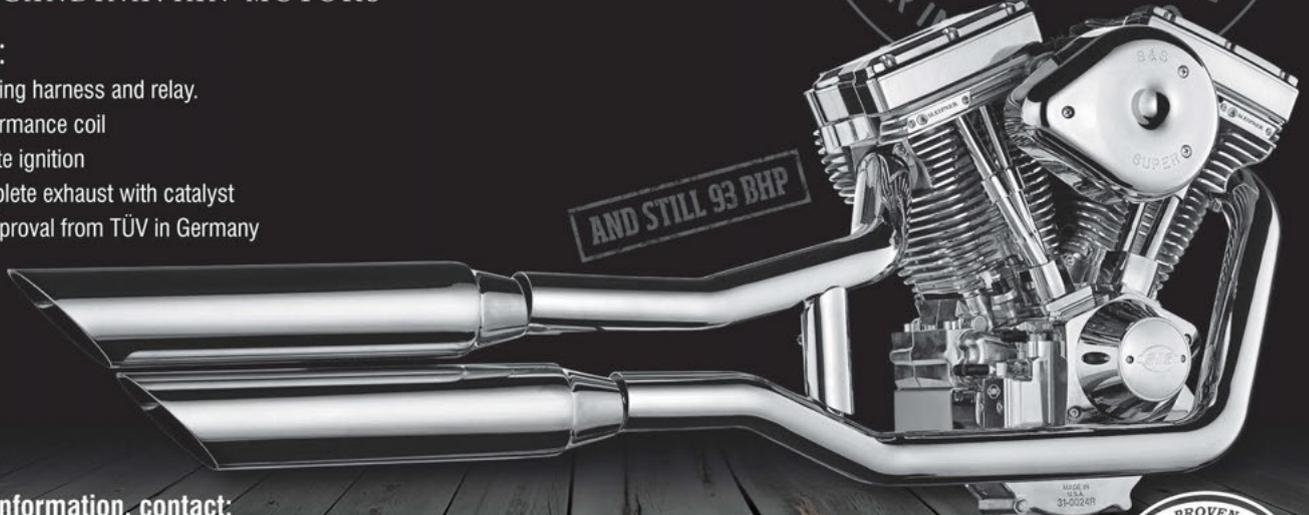
SCANDINAVIAN MOTORS

Including:

- Complete wiring harness and relay.
- High performance coil
- Complete ignition
- Complete exhaust with catalyst
- Approval from TÜV in Germany



AND STILL 93 BHP



For more information, contact:

Uffe Lauge Jensen
Phone: +45 31 57 35 33

E-mail: ulj@sleipnermotors.com
www.sleipnermotors.com

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red dot award 2014
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BL 2000 Dark



As awarded by
The Chicago Athenaeum:
Museum of Architecture and Design.

Antique Style Springers

MID-USA describes its new Antique Springer as combining high-tech components with old school looks, creating a fork capable of running modern brake set-ups.

Features on the Antique Springers include upper and lower Zerk fittings for easy maintenance and long life, and cast trees and rockers for added strength. The 1in O.D. steering stem is designed for Timken type bearings and the forks can be installed on K model and Sportster models '52-'81 with the use of neck cup conversion kit.

Mid-USA is making the Springers available in chrome or black versions, and 18in, 20in (same as vintage FL), 22in, 24in (same as modern FXST



Softail) and 26in lengths. All Springers are fully assembled with in-line top bracket without built-in rake (0 degree rake). Riser mounts are on 4-3/4in centers and threaded 1/2-20. The Springers include a 3/4in axle kit.

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



Sinister Wheel 2015 collection

SINISTER Wheel, a Northern California based company that will be celebrating its 20th anniversary of making CNC Machined Wheels, rotors, pulleys, air cleaners and a variety of Motorcycle parts next year, has released its wheel line-up for 2015. The new range is made up of the MC Supra, Runner, Labyrinth, and Chopper.

All of Sinister's wheels are machined in-house, and are available in 32in, 30in, 26in, 23in, 21in, 18in and 16in diameters with the option of any color combination and edge cut finish. In addition to the wheels designs, Sinister offers matching rotors in 11.5in, 11.8in, 13in and 18in sizes and there are also proprietary floating caliper sets available. The product range is completed by a line of pulleys and air cleaners.

SINISTER WHEEL
 Turlock, California, USA
 Tel: 209 664 0207
www.sinisterwheel.com



MC Supra



Labyrinth

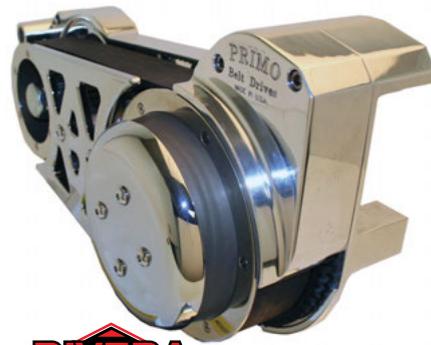


Chopper

New primary options from Rivera Primo

RIVERA Primo's new open belt drive for use on '90-'06 Touring models has been designed as narrow fit to make it a bolt on fit for machines with floorboards.

Included in the package is a Rivera Primo heavy duty 8mm drive belt, forged 6061 aluminum pulleys and a motor plate machined from a solid block of 6061 billet aluminum all machined in-house at the company's Southern California plant. The plate includes a heel / toe shifter shaft support which can be unscrewed for applications with forward controls. The outer guard is machined from billet aluminum, which is finished in either chrome or polished. There is also an option of the cover finished in matt black.



RIVERA PRIMO
Whittier, California, USA
Tel: 562 907 2600
info1@riveraprimoinc.com
www.riveraprimoinc.com



Brooks Leather 511 jacket



BROOKS Leather manufactures its 511 jacket in the USA using a design that dates back to 1959.

The jacket is hand-made using either naked grade A cowhide (511C) or premium cowhide (511N), which is 1.3mm (3.5 oz.) in thickness and drum dried for uniform color. It features a full action back, double snap collar, two outside pockets, one inside pocket, a zip out insulated liner, plus Brooks branded snaps and linings. The seams are double stitched using heavy duty nylon thread and have YKK zippers throughout. Available in black with silver zippers and sizes are 36-56, the 511 jacket comes with a five-year warranty against defects in workmanship and materials.

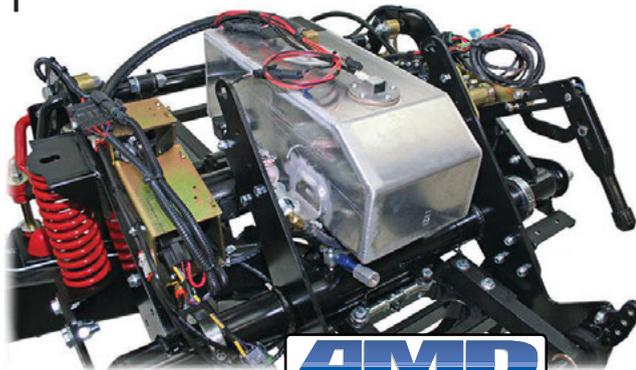
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Roadsmith auxiliary touring trike fuel tank option

ROADSMITH Trikes has unveiled an all new auxiliary fuel tank option, which has been designed to appeal to touring riders on trikes.

The auxiliary tank has a three-gallon capacity and separate filler neck. It also features an "on-the-fly" transfer system - with the



push of a button, all three gallons can transfer to the main tank in a matter of minutes. The auxiliary tank is designed for '09 and newer Harley-Davidson based trike conversions for Roadsmith's HDTR model.

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EZ-ON rake kit

MC BAGGERS has developed its EZ-ON rake kit to provide a no weld solution to raking the front of a Touring model to allow either a 26in or 30in wheel to be fitted.

The bolt-on EZ-ON kit means no frame cutting is needed so the bike's warranty should not be effected, and additionally the correct trail will be set for safe handling. The patent pending kit is made up of two sections for the frame's neck and a set of raked triple trees. The sections that clamp around the bike's frame are machined from 6061 T-6 aluminum and are held in place with a lower bracket machined from SAE-4140 high strength steel. The 26in wheel kit rakes the steering head an additional seven degree with a further nine degrees in the triple trees. On the 30in



wheel kit the triple trees have 12 degrees of rake and the frame bracket nine degrees of extra rake. Versions are available for '09-'13 and '14 Touring models.

Also included in the EZ-ON kit is MC Baggers' bearing adjuster nut, which allows for easy adjustment of the bike's head bearings. The nut is placed at the bottom of a lower triple tree for easy access. This means it is easy for a rider to adjust bearing tension to adjust ride characteristics.

MC BAGGERS USA
Rancho Dominguez, California, USA
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sales@mcbaggers.com
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Bitubo H-D suspension options

BITUBO debuted its new line of Harley-Davidson suspension products during the 2015 Motor Bike Expo in Verona, Italy.

The company's new product range begins with three fork tuning options; JBH, JBC and KB1. JBH features pressurized cartridges with adjustable spring preload, compression and rebound. For the JBC package, Bitubo has a pair of 'hybrid' cartridges, consisting of a pressurized cartridge with adjustable spring preload and rebound, cap and a spring with only preload on the other leg. A spring and cap kit with preload adjustment makes up the KB1.

All of the fork upgrade options for H-D offered by Bitubo can be installed without modification. The cartridges used in the packages are supplied with a system of spacers that allows the suspension to be set at stock height or up to 30mm lower. Additionally, the top of each cartridge has a trim ring in red or black, and several aluminum caps are offered as optional flush covers of the fork adjustments. They are available in chrome or black, and can be customized with laser etching as desired.

To complement the fork options, Bitubo is also offering a line of 'All Black' shock absorbers for Harley-Davidson applications.

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800 International battery charger

DELTRAN'S International Battery Tender Waterproof 800 is a compact 800 mA battery charger, which incorporates highly efficient surface mount technology electronic components. The interior of the charger is completely encapsulated, protected from shock, vibration, and moisture by an electrically insulating, thermally conductive, flame retardant, synthetic epoxy resin compound. The small sized charger, which is no larger than a standard computer mouse, is capable of producing 800 millamps of constant current charging power. It features an IC chip that allows it to constantly monitor, charge and maintain a battery. The charger is spark proof, short circuit



and reverse polarity protected. Supplied with a three-year warranty, the International Battery Tender Waterproof 800's universal input voltage will work anywhere in the world; 100-240 AC Volts 50/60 Hz.



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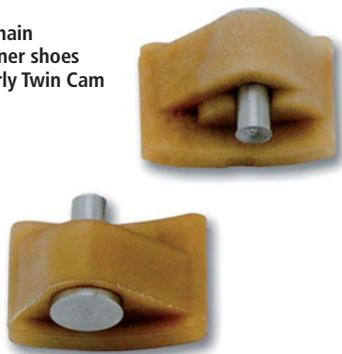
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Latest parts selection from Zodiac

ZODIAC, the Netherlands-based parts manufacturer and distributor continues to expand its comprehensive parts line and the latest additions to its range include **cam chain tensioner shoes** for early Twin Cam applications. They give users the option of only changing the worn shoes rather than complete cam chain tensioners on '99 - '06 Twin Cam

Cam chain tensioner shoes for early Twin Cam



models. The new parts replace the shoes in primary cam chain tensioner OEM 39954-99A and cam-to-cam chain tensioner OEM 39964-99A and come complete with rivets.

The Genuine Zodiac **chrome handlebar switch cap kits** are offered with a one-year warranty that is extended to two years if the product is registered online. The switch caps are easily installed adding a highlight to the handlebar's controls. Unlike the stock black switch caps, they have embossed logos, so the



Genuine Zodiac chrome handlebar switch cap kits highlight a bike's controls

function stays visible even after continuous use. The kits which include caps for all handlebar switches and a special tool for installation are available to fit '96 - '10 Softail, '96 - '11 Dyna, '96 to present V-Rod, '96 - '13 Sportster and FLHR (except those with Cruise Control), '96 - '13 FLHTCU, FLHTCUTG, FLHTK, FLHTK, FLTR and FLTRU, '96 - '13 FLHT, FLHTC, FLHX and FLTRX without Cruise Control, '02 - '13 FLHRC and FLHR with Cruise Control, '96 - '13 FLHT, FLHTC, '06 - '13 FLHX, '13 FLHR with Cruise Control, and all '14 to present Touring models.

The **Double G Bagger's dash covers** for Touring models are made from fiberglass in Holland and are offered in the choice of a white gel coat finish, ready for paint preparation or with a ready-to-install skulls or carbon-look print. The dash covers are available for '93 - '07 Touring models, or in designs that match Double G's Rocca or Pucha rear fenders for '09 to present models.



Double G Bagger's dash covers for Touring models can be ordered printed with skulls

Exclusively available through Zodiac, **Texas Leather V-Rod frame bags** are made from cow hide and strap to the frame on the left side. The bag is 11 in long, 7-7/8 in high and 4 in deep, and provides approximately 4.5 liters of storage space.



Texas Leather V-Rod frame bag

Genuine Zodiac **Lithium-Ion batteries** are said to be a third of the weight, can survive five to six times more load sequences, last up to six times longer and provide up to 50 percent more cranking amps than any lead-acid, AGM, or gel battery. Additionally, the Li-Ion batteries are claimed to keep their load up to twice as long and can withstand up to ten times more amps when charging, resulting in a much shorter charge time. All Genuine Zodiac Li-Ion batteries feature quad poles and are supplied with plastic fillers to make sure they fit in the battery tray. Consequently, Zodiac only has four part numbers to suit almost any 12-volt Harley to present applications.

Genuine Zodiac lithium-ion batteries are available in four sizes to cover a wide range of applications



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Chris Rivas Signature Series chain drive Rocket Cams

CHRIS Rivas has made his Rocket Signature Series chain drive Rocket Cams available through Drag Specialties. The cams, designed by Chris himself, are finished in black oxide and are available with or without 'Easy Start' centrifugal compression release system for easy starting even with large



displacement, high compression motors. The Easy Start system is licensed from S&S Cycle by Rivas.

The Rocket 574 cams for all '07-'15 Twin Cam and '06 Dyna models are designed to be used with stock valve springs, and are said to make best power, with peak performance at 1,500 to 5,800rpm, when used in combination with a free-flowing air cleaner and performance exhaust.

Created for use in '07-'15 Twin Cam and '06 Dyna models, Rocket 584 cams are claimed to deliver constant power while reducing detonation. Once again they are recommended for use with a free-flowing air cleaner and performance exhaust and additionally with ported

heads and a minimum 10.0:1 compression ratio. The high lift cams are best suited to upgraded engines of 103ci or 107ci displacement.

Completing the Rocket cams range from Chris Rivas are the Rocker 634, again for use with '07-'15 Twin Cam and '06 Dyna models, they are said to provide peak performance at 2,200 to 6,200rpm. These cams have been designed for modified engines 107ci or larger with compression ratios 11.25:1 and higher, .650in valve springs, and a free-flow air cleaner and a high-performance exhaust.



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Classic Solo saddle for 2015 Indian Scout

CORBIN has joined the growing number of aftermarket businesses that are now catering for the new 2015 Indian Scout following the launch of its Classic Solo seat.

The new seat from Corbin is offered with a range of custom options and also accepts a Corbin removable backrest. The seat is said to offer an easier reach to the ground and a more ergonomic position on the bike.

Corbin's removable rider backrest slides into the

internal hardware of the Classic Solo and locks in place with a single bolt. The position can then be set using the easily accessible adjustment screw without having to remove the saddle.

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Miracle Child range



V-Rod motor cover



V-Rod clutch cover

WUNDERKIND-Custom's latest range of parts is a series of covers and accessories given the title of Miracle Child. The entire line of parts is machined in Germany, and finished with the company's in-house Black Pearl anodizing surface treatment.

Speaking about the Miracle Child range, WUNDERKIND designer, Christian Mehlhorn, said: "A fitting cover is a small investment with a big impact. We always strive for a harmonious overall appearance, and to achieve that all the details should match."

The Miracle Child parts range is available for Dyna, Softail, Sportster, Touring and V-Rod applications.

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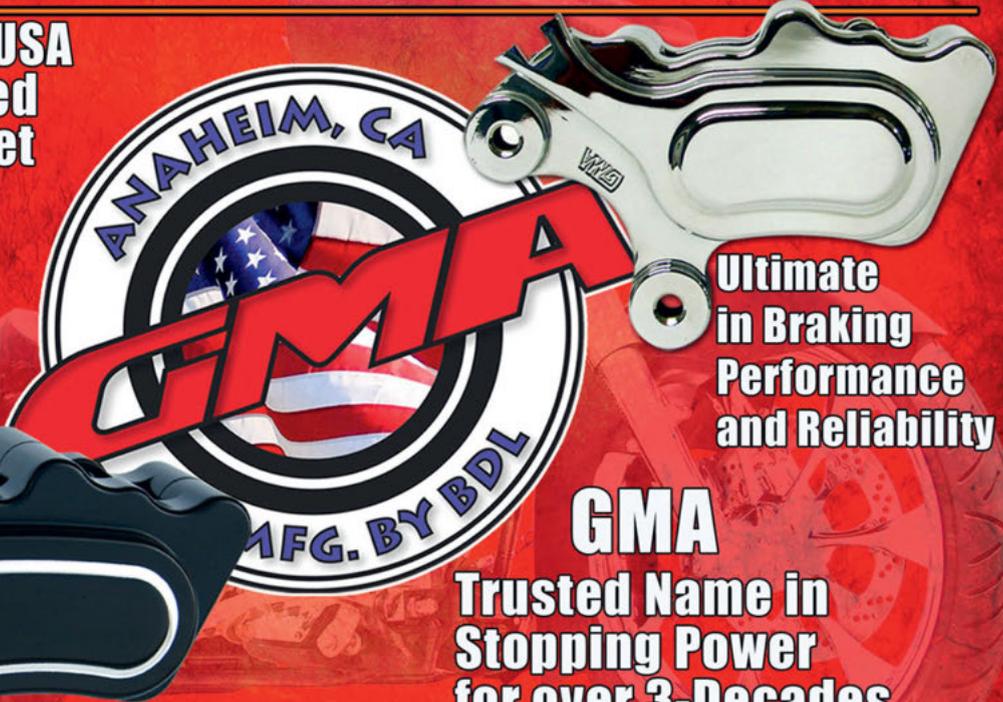
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Ultima T-VO Rubber Mount Twin Cam is an 'A' Series Bolt-in Stock Replacement

It has been a quiet market in terms of new aftermarket engine projects, and no surprises as to why. But having waited years, all of a sudden two have come along at once ... Robin Bradley got the Ultima T-VO story from Mike Garrison at this year's V-Twin Expo.

From there being some 15 or so aftermarket engine options at the height of the market in the spring of 2006, the industry is now down to a handful at best.

The irony of waiting so long and then seeing two come in quick succession was not lost on anyone at this year's V-Twin Expo - where Ultima Motorcycle Products unveiled their new T-VO, a patent pending design that is said to be a replacement for Harley's Twin Cam 'A' series rubber mount engines.

Ultima is the own-brand products-in-house design and engineering division of distributor Midwest Motorcycle Supply and is headquartered alongside them at the new Pevely, Missouri facility they built and moved into around 10 years ago. Of the 15 or so engine makers that were around (in varying volumes) back in 2006, Ultima is a survivor.

Despite the timing of Midwest's property investment and the impact that the downturn has had on all distribution and engineering businesses, especially those leveraged in the engine game, the engineering leadership of veteran aftermarket engine designer Mike Garrison (remember his Enginuity 147 incher?) has seen the company "stay the course" with the Ultima program, and with the T-VO concept.

Having squared circles to bypass the patent restrictions that Harley placed in the way of the aftermarket when it unveiled the late 1990s developed Twin Cams in 1999 and 2000, and done so with several proprietary tweaks of their own, this latest T-VO iteration is due to have started shipping by the time you are reading this, and with displacement options all the way up from 100 to 127 cubic inches there was a palpable sense of optimism surrounding their booth at Cincinnati this year.

The T-VO series is a single cam replacement for



The Ultima Engineering and Machine Shop Crew: from the left - Mike Garrison, VP Manufacturing; Brian D. Brace, Program Manager; Tim Steinbach, Senior Machinist & Patrick Orick, Machinist



The Ultima T-VO is a direct bolt-in single cam replacement for the stock Twin Cam 'A' and is available in 100, 107, 113, 120, and 127 cubic inch displacements



Mike Garrison - "We really have paid attention to detail, and placed reliability and durability at the top of our production thinking"

Harley's Twin Cam that Garrison says "dramatically improves durability and performance by eliminating a cam, two drive chains, two sprockets and a cam support plate."

Available polished, black or silver, Garrison says that it "will fit all 'A' motor applications from 1999 to 2006 with carburettor or Delphi EFI, but will not fit Magnetti Marelli EFI applications, and neither is it a replacement for the Softail style Twin Cam B motor applications."

However, with what he described as a totally new case design and two extra oil pumps "to provide 60 percent more protection," Garrison says that "it fits

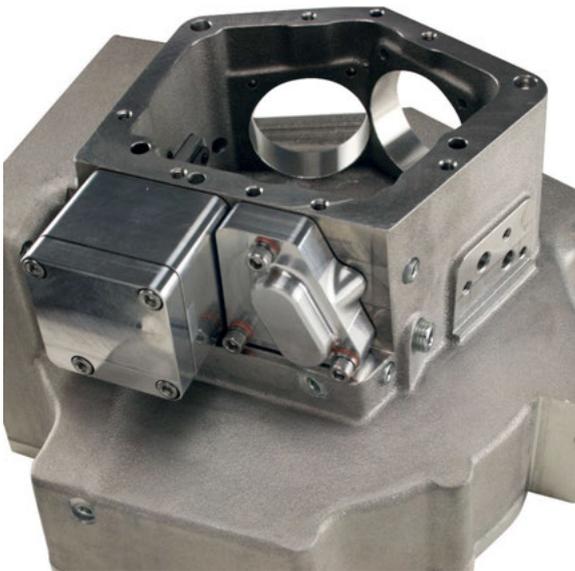
straight in to the stock chassis and there are several design innovations that we have made.

To have approached the project in this way is smart thinking. Quite apart from the patent issues that prevent the aftermarket replicating some of Harley's proprietary design and engineering solutions, some 15 years of use and abuse have inevitably offered up opportunities to tweak - and Mike Garrison's track record as somewhat of a "tweak-master" speaks for itself.

Ultima has not been alone in trying to address the issues that have become apparent as the Twin Cam has been exposed to the hard miles. Many of Harley's



Right-side case view showing the press pinion bearing insert, piston oilers, oil scraper and oil stripper plate; the right-side case view from the transmission shows the transmission reed plate installed in the cam chest wall - shown here without the reed plate cover



This view of the bottom half of the case shows the combined pressure and wheel chest scavenge pump on the left, with the second cam chest scavenge pump on the right



ideas for the engine in the late 1990s were "transitional". It has only been through long-term use that opportunities to refine thinking that took the Evo as the jumping-off point have become apparent.

Harley's patents have meant that performance engineers have had to work hard to find and implement improvements, and Ultima has managed this difficult trick.

Eventually the early Twin Cams in general, and the 'A' series engines in particular, will probably be viewed as representing something of a "last hurrah" for the air-cooled 45 degree v-twin as we've known it, or certainly as the start of the process that will eventually lead to redundancy in compliant production volume terms.

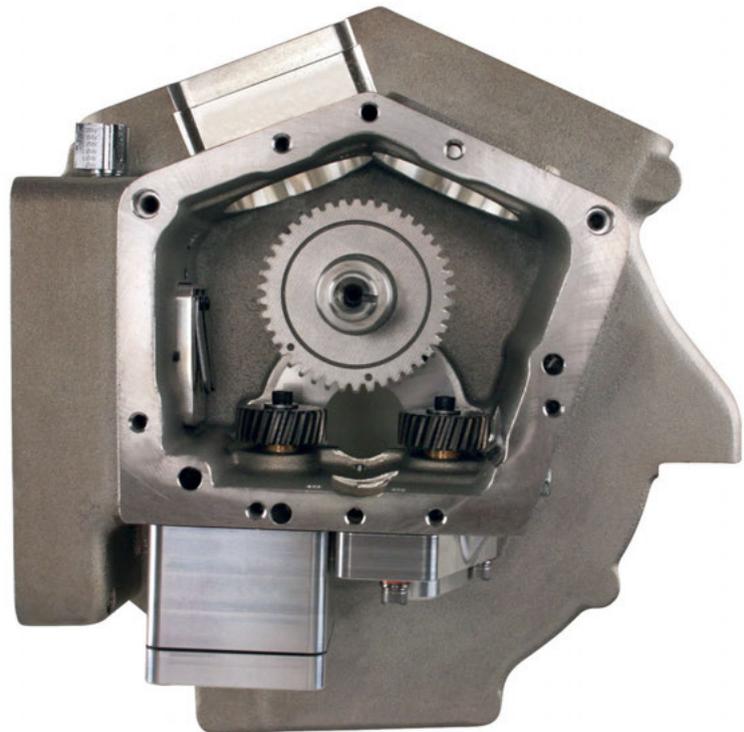
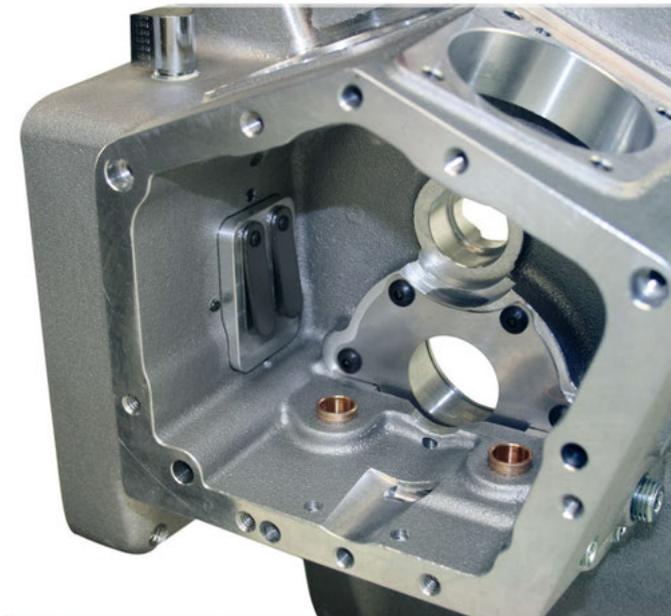
However, with some of Harley's patents due to start lapsing in the near future, it is quite probable that a whole slew of upgrade solutions could start to come to market in the coming years, and with this new T-VO series Ultima certainly appears to have got in early, and to have set the bar high with the incorporation of plenty of creative and proprietary design and engineering solutions of their own.

Garrison went on to say that "the case, for example, features reed valve breathing and we have used a crank trigger that is based on an established Ultima three-piece design. There are elements throughout the design that are aimed at making all displacements as easy to install as a bolt-in stock replacement as possible - for example, the intake flange distance has been carefully maintained so it is spaced to accept stock width Twin Cam EFI and carburetor manifolds.

"We really have paid attention to detail, and placed reliability and durability at the top of our production thinking."

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The interior of the cam chest showing the reed plate and oil control plate installed



This view of the front of the case shows the oil pumps and drive gears installed in case

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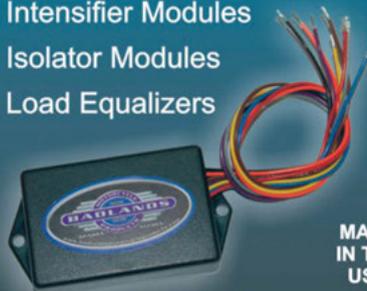
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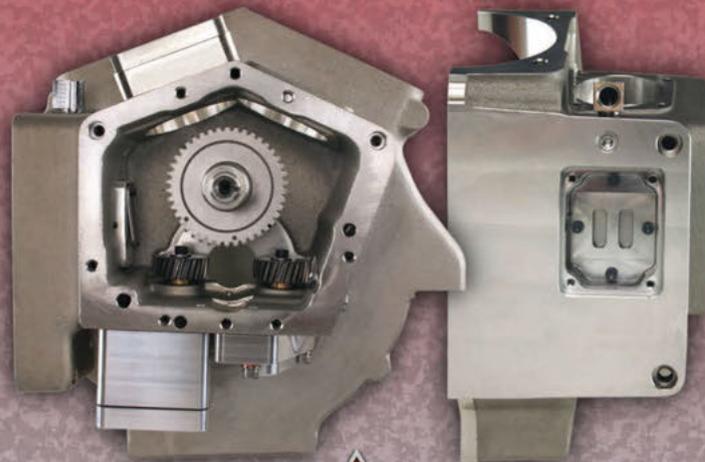


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NEWS BRIEFS

Scorpion USA, the helmet manufacturer, has hired Frank Esposito as VP of Sales and Marketing from his role as President of the recently bought-out Kendon Industries (Trailers). Esposito's prior roles have included serving as President and COO of Tucker Rocky/Biker's Choice, and as President and Vice-Chairman of the then Custom Chrome owner, Global Motorsport Group.

According to data released by the MIC, the US motorcycle market was up by +3.8 percent in 2014 at 483,526 units. Offroad was up 10.9 percent with on-highway sales up 3 percent at 334,488 units.

The "Sage of Omaha" Warren Buffet has made a rare foray into Europe with the acquisition of respected German motorcycle retail multiple and mail order pioneer Detlev Louis for some €400m/\$450m. Founded in 1946, Louis has 71 stores in Germany and Austria, gross revenues of €270m annually and employs around 1,600 people.

Polaris has filed the name 'Victory Charger' with the US Patent and Trademark office under the "electric motorcycles and structural parts" category, suggesting at least one plan for the Brammo technology they acquired in January.

The team behind the Las Vegas BikeFest (ConvExx) has signed a contract to produce the 2015 Hollister Motorcycle Rally.

S&S Cycle appoints Paul Langley as new President



S&S Cycle has announced industry veteran Paul Langley as its new President.

Having held senior positions at Dynojet, SuperTrapp, Vance & Hines Motorsports and Vance & Hines Inc, Langley moves to S&S from the Motorsport Aftermarket Group (MAG) where he most recently has been serving as Vice President of International Strategy and OEM Relations.

"It is truly an honor to be welcomed into the S&S family, and it is my pledge to work each day to live up to the responsibility I have been entrusted with," said Langley.

"S&S stands as one of the great icons of the v-twin industry. Among all of its tremendous resources, it is the passion of the S&S team that is the company's single greatest resource,

and I look forward to working with this incredible group of people to develop exciting new products and partnerships for the future."

Commenting on the appointment, S&S Board of Directors Chairman John McGinnis said that "we feel very fortunate to have someone of Paul's caliber and breadth of experience to head up our company. His business acumen and knowledge of this industry, combined with his vision and proven leadership ability will make our team an unstoppable force in the market place."

Former President, CEO and Chairman Emeritus, George B. Smith put it into a historical perspective. "Back in 1958, my father started S&S



Cycle with his racing buddy Stanley Stankos. The v-twin aftermarket was in its infancy and it was a pretty simple place to do business. Today our product line, and the v-twin market as a whole, is anything but simple. We need someone who can steer this company through a complex maze of challenges and opportunities, and come out a winner. I have no doubt that we've picked the right guy!"

Langley takes up the reins at S&S Cycle's corporate headquarters in Viola, Wisconsin immediately.

www.sscycle.com

New CEO at MAG

MOTORSPORT Aftermarket Group (MAG) has announced the appointment of former Brunswick Boat Group President Andrew Graves as its new Chief Executive Officer. His hiring by MAG follows the Tucker Rocky/Biker's Choice (Lacy Diversified Industries) take-over of MAG last year. "We conducted an extensive national search to find the right CEO for MAG," said J.A. Lacy, MAG's Chairman. "Andy understands building enthusiast-oriented brands and supporting a strong



independent dealer network, and has proven he can successfully manage diverse, complex and decentralized product-based companies,



exactly what MAG's portfolio of market-leading powersports brands is comprised of. He also understands developing distributor networks through a strong focus on customer satisfaction, which is right in the 'wheelhouse' for Tucker Rocky and Biker's Choice. "Graves' diverse, 30 plus years of commercial experience includes industrial sales and manufacturing, international, financial services and brand management experience. www.magggroup.com

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