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AIMExpo introduces 'Custom Culture' as new brand to reach millennials – "the new economic power in the powersports industry"

AIMExpo has announced the introduction of "Custom Culture at AIMExpo" as a new brand to give coherent identity to the range of initiatives the show continues to develop as it seeks to extend its reach into the Harley aftermarket and evolve an event platform that speaks to millennial riders.

"Custom Culture at AIMExpo" brings together the 'Championship of the Americas,' the AMD World Championship affiliate custom bike show, and a range of new features such as the Standard Motorcycle Co. Showcase, "millennial artisans, bike builders and more, developing an added focus on what is the most popular segment for younger millennial riders and do-it-yourself enthusiasts."

Larry Little, Vice President and General Manager of MIC Events, said that "the Custom Culture movement is one of the most progressive segments in the powersports industry today, being driven by a younger demographic who are often new riders, and is a segment we want to welcome and embrace. "Custom Culture at AIMExpo

recognizes the increasing influence of Generation Y millennial riders and is an important element of AIMExpo's evolution to engage with and generate enthusiasm among these new riders."

The inaugural Championship of the Americas builder's competition in 2015 was a "resounding success for participants and attendees,"



according to MIC Events." With its distinction as a qualifying round for the AMD World Championships at INTERMOT in Germany, it is the destination event of choice for any competitive builder. The 2016 competition will once again consist of four classes – Performance Custom,

Street Custom, Retro Custom and Freestyle Custom, from which the winner will join Team America at the 2018 AMD World Championship."

The 'Standard Motorcycle Co. Showcase' is being presented by "one of the leading custom bike builders and industry icons, Jason Paul Michaels. JPM will construct a replica of his new Standard Motorcycle Co-op—Orlando's first motorcycle-inspired third-space – and will feature some of his own custom builds alongside those of fellow builders, all based around the cafe and bobber styling so popular today.

"The Showcase will also serve as a gathering point for the 'Championship of the Americas' builders, making it a great place to get answers to those project questions, take advantage of unique photo opportunities, and be immersed in all things custom."

AIMExpo will also host "Our Changing Industry, A Millennial Roundtable," a trade attendee forum on understanding the needs of and relating to this important demographic segment. Hear from leaders in the Custom Culture movement describe their approaches to this new

Continued on page 6 >>>

JULY 2016
ISSUE #204

CUSTOM BIKE SHOW TWIN CLUB, NORRTÄLJE



VICTORY MOTORCYCLES AND S&S CYCLE IN POWER PARTNERSHIP



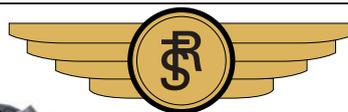
NEW 'TWIN POWER' WEBSITE



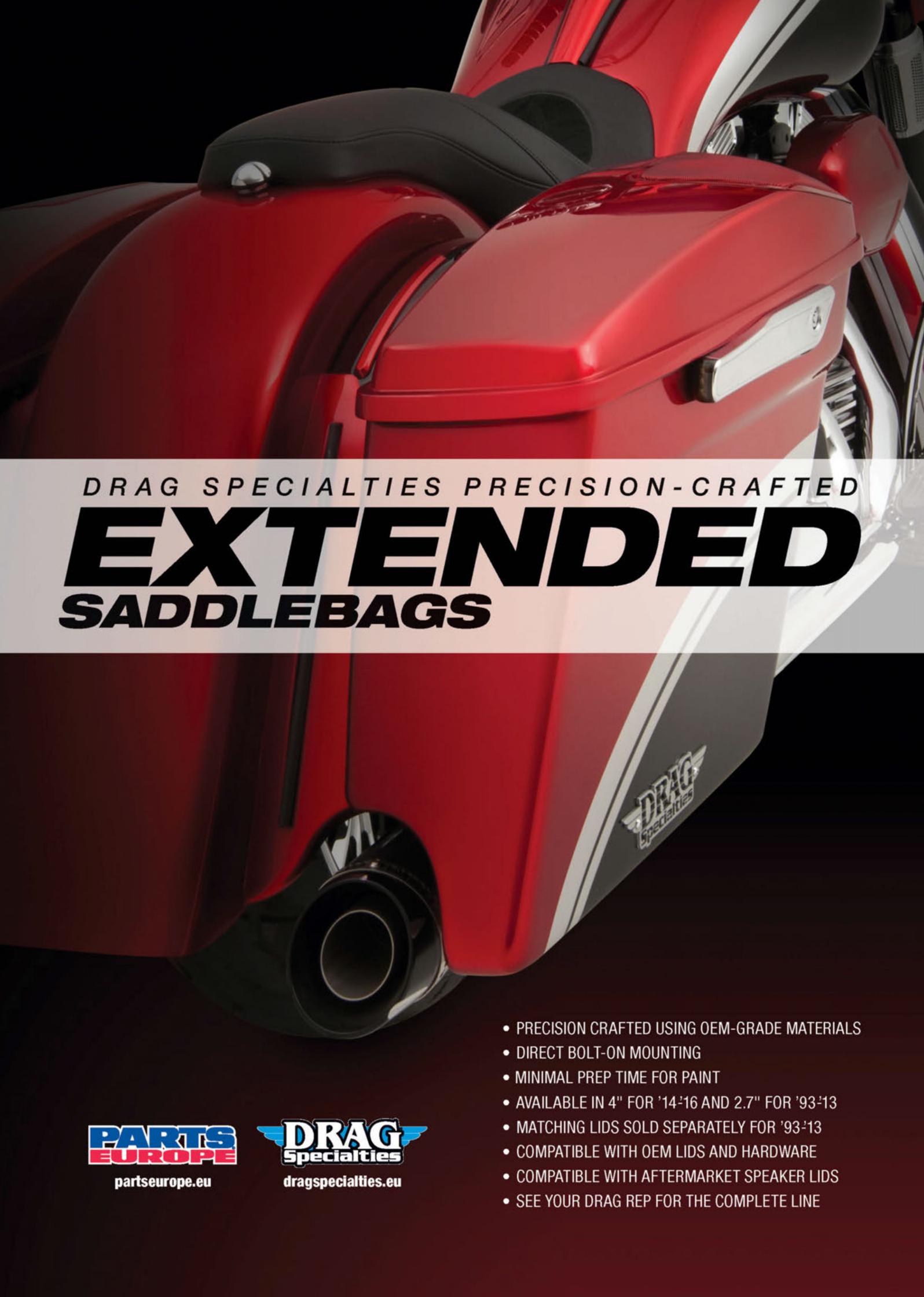
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"Not your average parts maker"



German parts and accessories manufacturer RST offers one of the largest ranges of European made aftermarket products in the industry – see pages 21-22



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EDITOR-IN-CHIEF

ROBIN BRADLEY
robin@dealer-world.com

PUBLISHER

SONJA WALLACE
sonja@dealer-world.com

DESIGN & PRODUCTION MANAGER

BEN OAG
ben@dealer-world.com

PROJECT MANAGER

SARA VINEY
sara@dealer-world.com

TOLL FREE... FROM USA/ CANADA:

TEL:
1-866 849 5704
FAX:
1-866 521 0099

If for any reason you can't connect via our toll free numbers then dial
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5, Rendlesham Mews,
Rendlesham,
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Suffolk
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United Kingdom

TEL: 0044 (0)1892 511516
FAX: 0044 (0)1892 511517

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Custom Bike Show, Twin Club, Norrtälje 14-16

Neil 'ShowMaster' Blaber reports on the 42nd annual Custom Bike Show staged by Twin Club MC at Norrtälje, Sweden - this is the 12th year the show has been an AMD World Championship of Custom Bike Building official affiliate event



Industry Extra - RST Performance Parts 21-22

RST Performance and owner Michael Zupritt's Mizu parts manufacturing in Germany were among the first European companies to start offering volume made parts as 'Euro Style' emerged in the 1990s and still offers one of the largest ranges made in Europe

PROGUIDE: The new, the best and the must-haves 22-55

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OT
FORMSPECIALPARTS
MILLET SPECIAL PARTS
p.25



MORPHING, MILLENNIALS AND PLATFORMS

Congratulations to AIMExpo for their latest custom market initiative – “Custom Culture.” Without wanting to get directly into the debate here about V-Twin Expo Vs. AIMExpo (except say that I don’t see it as ‘Vs.’ at all – there is room and need for both and they are polar opposites of each other in all the most important respects – timing, venue, formula etc), seeking to embrace the emerging new “Millennial Beards” is smart, and necessary.

As the slew of new shows, shops and sites that have opened up in recent years shows, there is a new “space” there, but thinking that this represents some kind of economic powerhouse is wide of the mark - at this stage.

It is too early to think that the “new scene” will want to embrace “the man” - yet! Indeed, thinking it will, this soon, misses the lesson of history and misses a critical variable that this new generation of riders actually shares in common with the original Boomers - platforms. They are “platform diverse”.

The Boomer- Boom that fuelled the emergence of the custom parts and accessories parts aftermarket for the past thirty or more years started out as a reaction against crated riding solutions costing more than any young rider could possibly afford and only became, itself, an economic powerhouse once the waistlines and wallet books had fattened.

The good news is that the Millennials will, no doubt, no question about it, do the same as the Boomers in time – put on weight and bank balance! But while they will currently visit events that are cheap to attend, buy the cheap Tees, buy cheap bikes, build cheap bikes, and customize bikes, cheaply, we are still a decade or two away from them being able to buy expensive bikes, build expensive bikes or customize expensively.

Leaving aside the issue of market renewal, it has always been a paradox to me that many in the industry have bemoaned that our median demographic hovers in the mid forty year range because that means that over 90 percent of the market’s business activity is dependent on consumers in the range 30 to 60 ... peak buying power territory.

In terms of market renewal, the good news is that the Millennials are filling the void that appeared to have followed the Boomers – all generations react against what has gone before, so it was no surprise that ‘Gen-X’ showed much less inclination for riding than their father’s generation(s).

Motorcycling staged a comeback with the so-called ‘Gen-Y’ cohort, manifesting many characteristics that riding met in spades. They and the ‘Millennials’ are the consumers of tomorrow, but first of all they need to do things their own way – but don’t worry, their spending habits will mature like a fine wine.

At present this new generation needs and seeks to eliminate as many mark-up levels from their modest budgets as they can in order to be able to ride at all. They need the shortest possible supply chain and the cheapest possible spend options.

The move up the spending graph will come in time, and, just as it did with the Boomers,

it will do so for a variety of reasons – not least because as people acquire wealth they, mostly, like to spend it; and the greater their wealth the greater their desire to allow their spending options to reflect their affluence.

So history teaches us that what looked cool when they had the beards, will ultimately be “so yesterday” by the time they’ve shaved the beards off. The ‘Millennials’ may even follow the Boomers by becoming “brand tribal,” but at present there is a long way to go before we see one of their principal defining characteristics, namely being brand diverse, morph into the kind of homogeneity that was necessary to create air-cooled v-twin parts and accessory critical mass.

At present the internet and cheap platforms are their best friends, but it won’t always be thus. Eventually these riders, in busy and affluent middle age with wife, home, yard, children and punishing work/life imbalance will come to value the services of their local shop, and start to be sensitive about what the platform parked on the drive says about them - wealth and all.

One of the reasons Harley recovered so strongly from near oblivion in 1984 was that they eventually learned not be afraid of price; indeed, some have argued that until the Lehman Apocalypse cancelled all bets - the more expensive they became, the more successful they became, in both balance sheet and volume terms.

Does this render the initiative that AIMExpo and others are taking (including Harley, to be fair) to start reaching out to these proto-consumers pointless? No, far from it. It isn’t as simple as inventing the brand or concept and the people will come, but the sooner a business starts the process of learning how to bring new customers in, the sooner it will start to understand what works for them and what doesn’t

Therefore, the stronger that business’s position will be when those consumers are ready to take the bait. It is only from trying and maybe failing sometimes that you learn how to succeed, and while I am not suggesting that AIMExpo is about to fall on its ass with its “Custom Culture” (quite the reverse), its endeavours cannot exploit what is not yet there – but it can help to kick-start a process that the whole of the industry needs to embrace – learning how to sell to ‘Millennials’, learning what they’ll buy, why they’ll buy it and being ready to ring up the sale when the sands of time determine their readiness.

One final thought – kudos to BMW (and other OEMs for their initiatives too) for the upcoming price-point entry level R nineT and ‘Legacy’ line of custom platforms they’ll be unveiling alongside the AMD World Championship of Custom Bike Building at ‘INTERMOT Customizing’ in Cologne, Germany, in October. Check out the news on pages 32 and 33 of this edition.

Millennials are filling the void

Robin Bradley
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<<< **Continued from cover**
 generation of riders, who possess unique desires and preferences in their riding experience, opening the door for new business opportunities that can carry the industry into the future.”
 Bob Kay, Custom Culture Director at AIMExpo said that “Millennials are the new economic power, and their preferences of an urban lifestyle and collecting experiences, rather than possessions, poses some great opportunities for those willing to connect.
 “Motorcycle customization is an

important part of their lifestyle, but with a more functional approach and an openness to just about any platform, without restriction of brand loyalty. It’s an untapped avenue for traditional custom companies to expand their audience and their product offerings.”
 Complementing the debut of Custom Culture will be the return of the ‘Made in America’ showcase of exhibitors whose products and services are “created by American ingenuity, which includes numerous custom and V-twin exhibitors. Attendees will also enjoy

new product launches from hundreds of exhibitors across the show floor and an expansive demo space at AIMExpo Outdoors!
 “The AIMExpo platform creates the opportunity to connect with others throughout the industry at numerous networking events, while dealer attendees can take advantage of the unparalleled curriculum of the Powersports DEALER Seminars presented by PowerSports Business during the two trade days of AIMExpo, October 13 & 14.”
 This year sees the show move into the

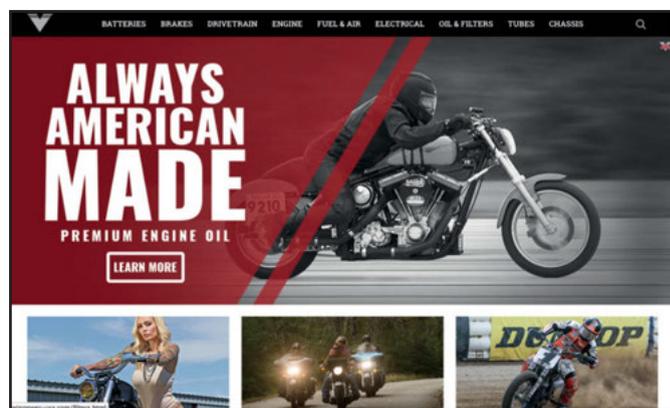
popular North Hall at the Orange County Convention Center (OCCC) at Orlando, Florida, a move that “will provide direct proximity to the popular demo ride component of the AIMExpo platform, ensuring easy access for dealers and consumer attendees.
 “AIMExpo Outdoors! will again feature both street and off-road riding experiences from a wide variety of OEMs.”



New 'Twin Power' website

Founded in 1982 and owned by Tucker Rocky/Biker's Choice since their acquisition of NEMPCO in 1992, 'Twin Power' has come back with a roar this year, with a massive new products blitz, master-minded by experienced and respected V-twin specialist James Simonelli. The latest initiative, a new web presence, is a follow-up to the new catalog unveiled in February.
 “From pistons for Ironhead Sportsters to high-tech lithium ion batteries, we have more performance parts for more applications than ever, tested in

independent labs to ensure that they fit and work like they should,” says James.
 “We are really excited about the site and what it offers our dealers and customers. The new website goes hand-in-hand with the new catalog. It features the entire Twin Power line of products designed for V-twin motorcycles and includes technical information on the products that will help dealers and customers find the right parts for their particular motorcycle.
 “We will be updating the site on a regular basis as we add new



products,” says James. “We will also be adding some interactive features to the site in the future, so we encourage everyone to visit often.”

www.twinpower-usa.com

'Design Your Own' Danny Gray custom seat

High End Seating Systems (HESS) of Santa Ana, California, owner of the Danny Gray custom seats brand (and AirHawk), was, until recently, manufacturer of Harley-Davidson's custom seat program, while manufacturing and distributing their Danny Gray core brand of V-twin seats on an aftermarket basis.
 The company has now announced that it is launching a dealer direct Danny Gray custom seat program for Harley-Davidson motorcycles called 'Design Your Own'.
 John Strahl, VP Marketing & Sales, explains that the concept has been “created to service your customers and you much more quickly by dropshipping individual custom seats directly to your door. All you need to do is accept the order from the customer, who designs his seat with you or online at dannygray.com/designyourown, prints out the order with MSRP and gives it to you. You may phone or e-mail us the order. We will build it and ship it to you in 2-3 weeks. What could be easier?”



In support of their 'Design Your Own' program, Strahl says the company will be launching a digital media campaign to Harley riders through the Bonnier Group's online network and our social media

platforms, asking riders to take their custom seat orders to their nearest Danny Gray dealer for fulfillment, with dealers making a full 40% gross margin on each sale.

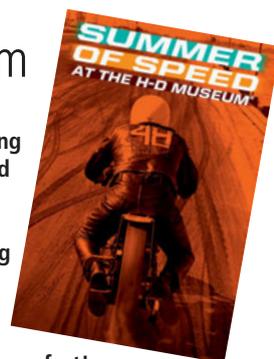
www.dannygray.com



Weekday 2up XL with "Design Your Own" stitching and inlay

"Summer of Speed" at the Harley Museum

AMA Pro Racing has announced that Harley-Davidson's award-winning Museum in Milwaukee is getting fast this summer; very fast!
 Three new exhibits will see it “going full throttle into the world of racing” celebrating dirt tracks, to drag strips and “everything in between.”
 Open already, “Racing Machines” takes the Harley race story from the KR to the XR; open through September 5, “Race Day” is a photo celebration of Flat Track racing, and “Drag Racing – America's Fast Time” will do what it says on its can from June 17 to September 5.
www.h-dmuseum.com



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Victory Motorcycles and S&S Cycle in Power Partnership

Victory Motorcycles has teamed up with performance specialist S&S Cycle to offer 20% more horsepower and 10% more torque in the output of motorcycles powered by the Freedom 106 engine, including the Magnum, Cross Country and Cross Country Tour, as well as the Cross Roads and Hard Ball. The new Made For Victory S&S Stage 2 performance cam kit is designed to significantly increase performance without sacrificing smooth engine response at lower speeds to deliver the full-bore Victory Motorcycles riding experience. Designed to be used in conjunction with the Victory Stage 1 Tri-Oval exhaust or Victory Stage 1 round exhaust (required and sold separately), this combined kit generates 20 percent more horsepower and 10 percent more torque than the already potent stock Freedom 106 engine for the Cross Country and Cross Roads models, which is well known for handling horsepower upgrades. The kit includes front and rear cams, a high-flow air dam



specifically designed to significantly increase airflow to the engine, and a calibration download card for the dealer. Currently available in 49 states (still pending CARB approval for sale in California), the kit features a one-year warranty. A Made For Victory endorsement signifies factory approval in the use of these products on Victory motorcycles, that applicable quality, emissions and safety requirements have been met, and that the motorcycle

warranty will not be impacted with the addition of these aftermarket products. "Made For Victory products allows Victory Motorcycles to partner with some of the top suppliers in the motorcycle industry," says Brandon Kraemer, Product Manager for Victory Motorcycles. "This kit requires no additional dyno tuning or aftermarket assistance and completely removes the normal trade-off of performance versus drivability that is common when installing

different cams. "An additional benefit to the rider is a less costly upgrade versus the aftermarket, with the production fuel system being utilized as it was designed to be without any further components." "Making power is what we do and we're excited to partner with Victory in their efforts to expand their performance product range," says David Zemla, Vice President of Marketing at S&S Cycle. Made For Victory accessories are developed exclusively for Victory Motorcycles through partnership collaborations with leading accessory manufacturers that share our vision to provide the best products to riders. Polaris say that these partnerships reinforce their commitment to offer an extensive selection of custom accessories which deliver on style, performance and enhance the Victory riding experience.

www.VictoryMotorcycles.com
www.sscycle.com

Next generation liquid-cooled Harley-Davidson XG750R Flat Tracker breaks cover at AMA Pro Springfield Mile

Harley-Davidson has announced a new generation flat track motorcycle, their first all-new flat track race bike in 44 years ready to race. The Harley-Davidson Screamin' Eagle Factory Team will be racing the XG750R on dirt ovals across the U.S. this season, with the debut having been at the AMA Pro Flat Track Springfield Mile in Illinois at the end of May. Powered by the fuel-injected, liquid-cooled Harley-Davidson Revolution X V-Twin engine – the engine developed for the Street 750 - the XG750R will be raced by Factory Team rider Davis Fisher on the AMA Pro Harley-Davidson GNC1 presented by Vance & Hines flat track series, and is strictly for race competition and will not be offered for sale at this time. The race-modified Revolution X engine version and a new racing frame were developed by Vance & Hines Motorsports, who are also the partner for the Factory Harley-Davidson Screamin' Eagle/Vance & Hines drag racing program where V-Rods have won eight of the past 12 NHRA Pro Stock Motorcycle drag racing

championships. "After decades of flat track racing success behind the Harley-Davidson XR750 flat track motorcycle, we knew it was time to develop the next generation Harley-Davidson to compete in one of the best spectator racing sports out there today," said Kris Schoonover, Harley-Davidson racing manager. Fisher, in his first season racing with the Harley-Davidson Screamin' Eagle Factory Team and a rookie on the GNC1 series, will be the first racer aboard the XG750R. The 18-year-old racer from Warren, Ore., won the 2015 AMA Pro GNC2 championship. "We wanted a young rider with plenty of raw ability for the XG750R program, and Davis proved himself in the GNC2 class," said Schoonover. "We are excited to have the opportunity to bring an emerging talent like Davis up to the GNC1 series to develop the new bike alongside an experienced champion like Brad Baker." Factory Team rider Brad Baker, 23 years old and the 2013 AMA Pro Grand National Champion, will continue to

race aboard the proven Harley-Davidson XR750 motorcycle while Fisher races the XG750R through its developmental stage. "The XG750R has shown great potential in testing and during the first few races this season," said Schoonover. "But as with any new racing motorcycle, there will be work to do. We're excited to continue testing

the XG750R in real world competition, and as we make our way through the season, we will evaluate the performance of the bike and our factory riders to see if Baker might switch to the new bike."

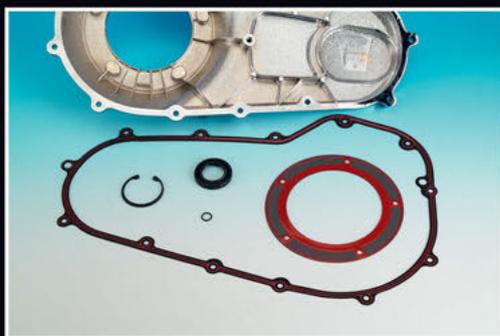


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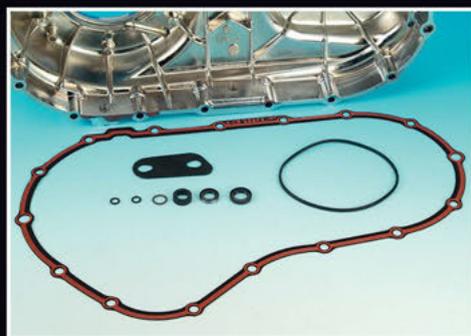
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www.jamesgaskets.com

“TBR Power Tower” dealer display program

Santa Ana, California based exhaust manufacturer TBR (Two Brothers Racing) has launched a new dealer display program for its TBR V-twin cruiser exhausts program.

“We wanted a way to provide our dealers with everything they needed to properly display and sell our exhaust systems,” says Mark Jacobs, the Sales Manager of TBR V-Twin. Mark was a driving force behind starting this program, and with over 10 years in the sales industry he is wise to what works and what is just a gimmick. “We know that consumers are much more comfortable with a purchase when they can touch and feel the actual product and see the quality first hand,” according to Mark.

Standing over five feet tall and featuring bold graphics with a dramatic color scheme, “the concept for this display is for it to serve as a sales tool to show many systems at once,” explains Mark. The TBR Power Tower is constructed with a heavy-duty steel frame with locking caster



wheels for ease of movement. The included rubber coated hanging brackets ensure the exhausts won't get scratched and allow for quick removal should a customer want to give it the trusty “hold it up there” test. The TBR Power Tower allows for up to six different exhaust canisters to be displayed at once, and it's even got an integrated catalog holder. “TBR Power Tower is more than just a cool display,” claims Mark. “We go above and beyond helping your customers to pick the correct pipe. If you have something that isn't moving, we will swap it for something that does - no questions asked,” he adds. With over 25 years in the motorcycle industry, Two Bros is a leading manufacturer of performance exhaust systems and aftermarket components. Inspired by a professional racing heritage, Two Bros makes exhaust systems for everything from sport bikes to V-twin cruisers, using the highest quality materials, all exhaust systems are TIG welded by hand.

www.twobros.com

25th anniversary of EZ-Just mixture screw

Ken Mendelson, owner of CV Performance, is celebrating the 25th anniversary introduction of the original EZ-Just mixture screw. Exclusively available through CV Performance, the original prototype was first developed in the 1980s to eliminate the need for carburetor removal when making adjustments, and was later adapted when the CV carburetor became the standard on Harleys. The new mixture screw quickly grew in popularity and became known as the EZ-Just 25 years ago.

To date the EZ-Just has been sold around the world, and with over 2.5 million carbureted Harley models produced, demand for the EZ-Just continues. Often imitated but never duplicated, CV Performance “is dedicated to continuing our tradition of making the EZ-Just and our other American made products without jeopardizing quality,” says Ken.

“Adding our EZ-Just mixture screw helps quickly make adjustments whenever changing pipes or intakes, often avoiding the need for a complete rejet. The EZ-Just is sold individually with instructions or, for our authorized dealers and shops, in multi-packs.” CV Performance manufactures a full line of carburetor tuning products and replacement parts for Harley v-twin motorcycles, including their premium accelerator pump diaphragm (available for Harley and S&S carbs), idle speed screw, and their Harley carburetor vacuum slide.

CV Performance is a factory-direct distributor and offers various dealer incentives including seasonal sale items and price matching on select items.



www.cv-performance.com





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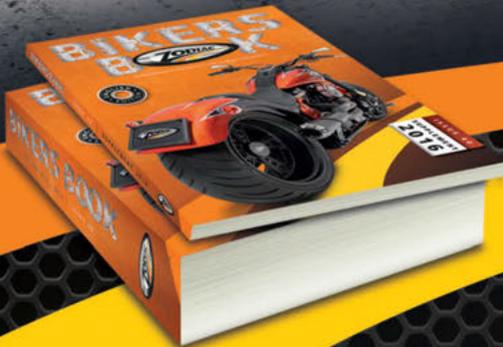
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NEWS BRIEFS

Harley have issued a recall on 8,060 Dyna Lowriders built between January 6 2014 and April 7 2016, citing possible vibration damage to ignition switch internals and resulting shut-off risk.

The Motorcycle Industry Council (MIC) in the United States hosted its annual Capitol Hill 'Fly-In' at the end of May. The event is designed to "connect MIC member company representatives with their Members of Congress to discuss issues affecting the powersports industry" and recognize "key Members of Congress with MIC Chairman's Awards."

BRP says it is to appeal the patent infringement lawsuit decision against it that has left it facing damages of \$46.7m arising from action brought against it in Florida by Canadian rival Arctic Cat, saying that it regards the decision as "unfounded".

BMW North America reported motorcycle sales down by -40 percent in May 2016 (1,221 units) compared to May 2015 (2,034 units). Year-to-date sales are 5,641 units, down by -17.3 percent on the 6,821 units sold in the first five months of 2015.

Mitchell, South Dakota based Klock Werks is mooting a new \$600,000 distribution warehouse investment.

Custom Bike Show, Twin Club, Norrtälje, Sweden, June 4 2016

Custom Bike Show is staged each year in Norrtälje's Societetsparken



The 42nd annual Custom Bike Show held in Sweden at Norrtälje featured over 200 bikes, entered in 8 classes. This was the twelfth year of affiliation for this, the largest established AMD World Championship of Custom Bike Building affiliate event, and over 11,000 visitors and 5,000 bikes from around Europe came to enjoy a weekend that is internationally renowned for the quality of bikes seen there.

Competing builders travelled from across Scandinavia and Europe, with bikes coming from France, Italy, Germany and the Netherlands as well as the regular attendees from Sweden, Denmark, Norway and Finland.

Three separate judging systems are used to determine the winners, with a jury of industry professionals deciding on three World Championship affiliate prizes, with the competitors deciding the class prizes, and a Public Choice winner, who this year received a RevTech transmission courtesy of Custom Chrome Europe.

A new addition this year was a Bagger class, which was well represented and provided the Public Choice winner as well as the Best Paint award.

This year's winning bike, selected by the jury, was local Swedish builder Johnny Martinsson's "Jolly Jumper",



Winning builder Johnny Martinsson's "Jolly Jumper" was built around an S&S 93" Panhead engine



A jury of industry professionals selects the three AMD Affiliate prize winners who receive 2,000 euro towards the expense of competing at the World Championship

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NEWS BRIEFS

Harley CEO Matt Levatich was honoured with Chief Executive's 'Leadership in Manufacturing' award at its 4th annual 'Smart Manufacturing' summit staged in Milwaukee in April.

Leading filter maker K&N Engineering has inked a multi-year agreement to extend its sponsorship of the K&N Horsepower Challenge that it operates as a specialty event at NHRA Drag Races – offering a \$50,000 top prize and total series purse of nearly double that.

The comeback of the Brough Superior SS1000, first mooted at the EICMA Show in Milan in 2013, has been confirmed, with their Boxer Design engineered 997cc/88" engined V-twin now in production for availability later this year at around €50,000

Hard on the heels of Harley's announcement of its new Flat Track racer, Indian Motorcycle has announced that it will return to Flat Track racing as a factory team for the first time since the 1950s. Racing with their all-new Scout FTR 750 liquid-cooled 750cc four valve v-twin competition engine, Jared Mees is testing for them this year in advance of a full series effort in 2017.

built around an S&S 93" Panhead engine, which also won the Custom class. The Custom class runner-up, John Mathisen, also took the runner-up Affiliate prize; third place went to Finland's Juho Roohu's "Hard Soup", which also won the Modified Harley-Davidson class.

The jury prizes earn the winning builders an invitation and 2,000 euro in expenses to compete at the AMD World Championship of Custom Bike Building, taking place at INTERMOT in Cologne, Germany, in October 2016. Our thanks, as always, to Twin Club MC for their meticulous organization, Custom Chrome Europe and Motorcycle Storehouse for their support of the event, and the City of Norrtälje authorities for their biker-friendly attitude and use of the Central park for the event.

www.custombikeshow.se



Runner-up John Mathisen from Stockholm also took the 2nd place trophy in the Custom class



3rd place Juho Roohu's "Hard Soup" also won the Modified Harley-Davidson class

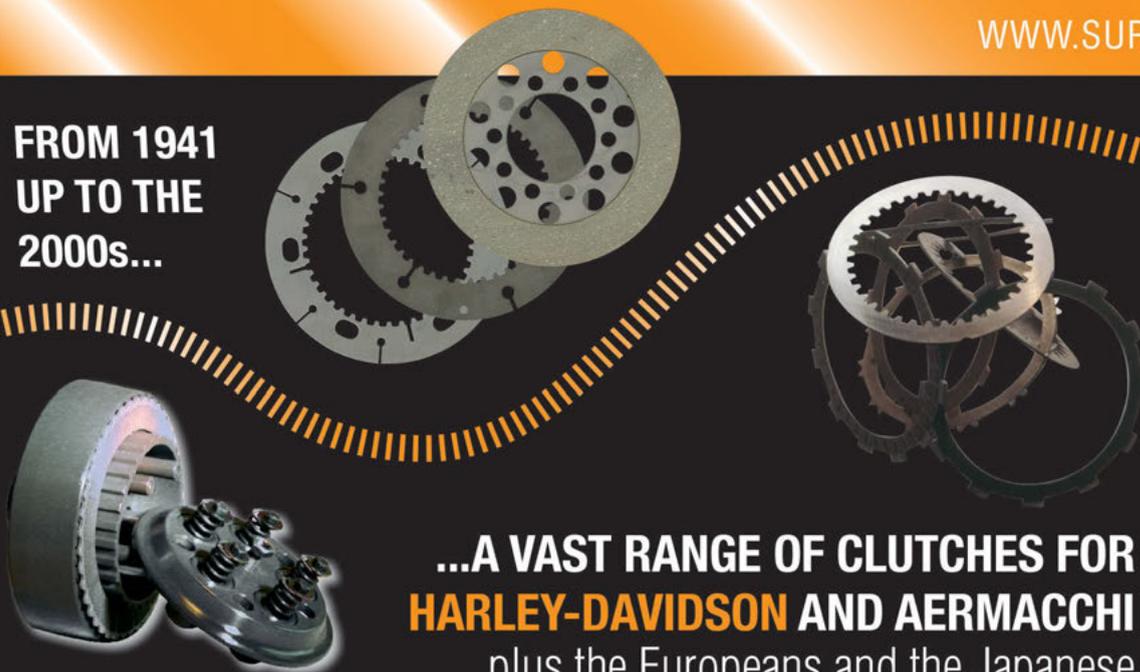


Peder Johansson of Hogtech won the Custom Bike Show in its first year of AMD affiliation in 2005



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It is remarkable to think that the boom in European custom motorcycle parts manufacturing, and the phenomenal growth in Harley sales that fuelled it, is already 20 years behind us.

In truth, it was a phenomenon that had started in the mid 1980s and was associated closely with the then burgeoning European-style and streetfighter style scenes. With the honorable exception of Swedish style long-fork choppers and the British taste for featherbed frames and BSA and Triumph engines, the custom scene in Europe had been largely dominated by either concours/heritage style restorations or imitative west coast low-rider styling up to that point.

European designers had so far struggled to find their own voice where custom v-twins were concerned, and there was next to no demand for locally made volume parts with customizers eager to display their credentials by consuming American made or sourced product.

Distributors such as Custom Chrome, Midwest, Gary Bang and Jammer, and manufacturers such as Arlen Ness, PM, Paughco, V-Twin and S&S were among the first to benefit - along with the growing number of domestic European distributors (Zodiac, W&W, Tom's et al) as the market started to grow and evolve.

By the early 1990s streetfighter styling had started to migrate into Europe's custom Harley market, especially in Germany (and the UK), and when the fat rear-end boom combined streetfighter styling with the west-coast low rider vibe, demand was created for European made off-the-shelf parts that met the specific tastes of the emerging "Euro-Style" - a demand also fuelled by the back then largely unrestricted



Michael Zupritt founded Mizu around 25 years ago, and was a leader in what became known as the "Euro-Style" parts phenomenon of the 1990s, acquiring RST Performance Parts in 2000

export of used and late model Harleys to customize in shops in a Europe in which Harley's own distribution and dealer network was at a positively juvenile stage. Indeed, we are talking about an era in which Harley's total production had bottomed out at around 36,000 bikes a year in the mid-eighties, with promises by the Motor Company to get to 100,000 units a year by the mid-nineties widely regarded as optimistic.

By the mid-1990s many of the European parts businesses that had started in the prior decade were growing as quickly as the market, and one such v-twin specialist was RST in Germany - owned and operated by founders Roland and Elke Stocker. When they decided to sell their company to pursue other motorcycling interests, it was acquired (in 2000) by present owner Michael Zupritt - another pioneer of European custom parts design and manufacturing

whose principal focus up to that time had been in the so-called 'metric' parts market. His MIZU operation (taken from his name Michael ZUpritt) had also started in the 1980s, focussed primarily on street bike and Supermoto parts – another sector that, when he got in to it, was a shadow of the market it was to become.

Zupritt was also an early adopter and pioneer in what became known, a decade later, as the "Stunting" market. He and his MIZU business played a key role in the early stages of the evolution of the Supermotard parts and styling industry - today's Enduro and Adventure tour markets are the progeny of the work done by pioneers such as Zupritt and others in Europe in the 1980s and 1990s. The match between MIZU and RST Performance Parts (as the Harley aftermarket and custom v-twin side of the business became known) was perfect. The two complemented each other well, with MIZU bringing the next stage of investment and manufacturing processes to a product range which he was able to refine and bring substantial development to.

MIZU is itself a remarkable business. Its operations are "diverse" to say the least - from authorized KTM and Suzuki dealerships to race teams, own brand products such as Holeshot exhausts, famous name third party exhaust and suspension distributorships, and a comeback for the legendary L&W exhausts brand; right through to a



performance parts and engine business for the boat industry that the company was able to exploit on Lake Constance and elsewhere near its southern Germany headquarters. That manufacturing experience and capital base has allowed Michael Zupritt to take RST Performance's product range forward to the point where they now offer one of the largest ranges of custom parts made by anyone, anywhere in Europe. From brake calipers and rotors to suspension cartridges and complete front ends; from triple trees and risers to frames and swingarms; from controls and cables to lowering kits, pegs and grips. The company received ISO accreditation around 10 years ago and

designs, makes and tests all its products in-house (except for the Austrian made Sebring custom exhausts they sell), and that testing revolves around a multi-award winning custom bike design and building program that has been a custom-show staple in Europe for many years.

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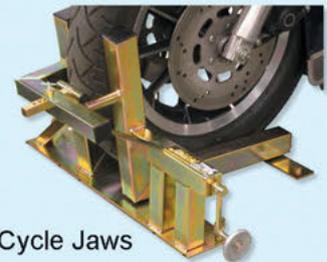


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Synthetic gear oil 'Roma' forks

California based Maxima Racing Oils' 100 percent synthetic gear oil has been specifically formulated for high performance V-twin transmissions and chain cases.

Designed for use in all 1984 and newer Harley models with wet diaphragm spring clutches, this high strength film oil is said to provide excellent protection against shock loads and wear and also offers smooth shifting under peak loads and rpms.

The robust formula resists mechanical shearing and heat breakdown and protects gears from wear and deposits for trouble-free operation.

Maxima's Syn Primary was first introduced around 20 years ago and developed specifically in response to the high heat seen in H-D engines. This made Maxima one of the first oil manufacturers to introduce a 100% synthetic lubricant for Harleys. In 2015 Syn Primary was re-introduced and given a face lift to match the rest of Maxima's newly formed V-twin line of products.



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Last month we featured new 'Milano' 4 and 9 degree raked triple tree inverted front forks for tourers, made in-house by Italian designer Otto di Cuori (ODC). Seen here this month, their 'Roma' series inverted front fork assembly is available with stock rake triple trees and a choice of 195mm narrow, 220mm mid-glide and 252mm wide-glide widths for single and dual disc models. The caliper mount is integrated in the fork leg and accepts OEM calipers and the most popular aftermarket custom brands. Entirely CNC-machined in-house at ODC's facility near Milan, Italy, 'Roma' forks are for the stock OEM wheels on Dyna, Softail and Sportster models. Options include black fork tubes and radial caliper bracket. The results of these 100 percent bolt-on, reversible, modification-free installs are described as producing improved response and stopping distances, greater stability and much better feel and confidence.



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DEI Protective Split Sleeve

Avon Lake, Ohio based thermal barrier specialist Design Engineering now offers "a great way to add additional protection to exposed wire looms, hoses and cables. Our Protective Split Sleeve features a clean, classy look and can



preserve sensitive parts from abrasion and the elements." The durable heat and solvent-resistant split sleeve can be installed over existing installations with no splicing needed, and it won't crack or look cheap, like plastic convoluted tubing. The company says that it provides "a great finishing touch for custom bike builders running unconventional wiring or hose set-ups." Available in multiple diameters, made in the USA.



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Dyna Fat Bob accessories

Well known German accessories manufacturer Fehling offers dealers access to one of the largest handlebar, engine guard and protection parts ranges, as well as luggage racks and related parts, in the industry.

We recently showed their new TUV approved 'Z' bars,



Protection Guard

which are made in 1" (25.4 mm) outer diameter steel tubing and available in a choice of heights.

Fehling specialize in anything that involves tube bending, and seen here is a selection of their accessories for Harley's Dyna Fat Bob (FXDF) that are available in chromed or, as seen here, black anodized steel for 2008-2013 and 2014 and up models.

Fehling design and make all their own products in-house at their factory near Dortmund in Germany.



Baggage holder



Codriver sissy bar with pad and carrier

Founded in 1945 as specialist metal-forming and processing engineers, the company specializes in motorcycle parts, currently employs around 25 people and is still in the founder's family ownership.

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River Road adds new luggage options

River Road is releasing a new line of motorcycle saddlebags and accessories "designed for long trips and quick jaunts." Part of the Tucker Rocky/Biker's Choice family of brands, "folks will be seeing a lot more of us in the coming months," says David Komoroski, Brand Manager for River Road.

"The newest stuff is our brown cruiser line. The expansion of the line includes some new colors, gives the customer more selection and makes it even easier for them to personalize their ride. These vintage brown bags will appeal to folks who are into the 'modern classic' look."

The new line features some of the "staples" of River Road's current line in the "same bombproof synthetic material found on their other luggage pieces. Made of durable, synthetic material, they resist water, fading and cracking better than leather, and are available at an affordable price.

The no frills saddlebags are described as "perfect for the rider who needs weekend storage without breaking the bank. They have all the get-it-done function and good looking form of more expensive bags, and come in at a price that allows everyone to add the capacity necessary for a week's long trip," says Komoroski.

Seen here is a new tool bag/compact saddlebag, but River Road has also introduced new swingarm bags designed for Softails, hardtails, and dual rear shock set-ups. The water- and UV-resistant bags are a "perfect way to carry tools and a jacket while retaining the style of your custom and are available in black." Finally, the River Road chrome and black saddlebag guards keep saddlebags secure, in place and away



from moving components. "The guards come in two styles and two sizes. It's a no-brainer that everyone with throw-over bags should have. We're also coming in with a slamming good price that I think is one of the best on the market," says Komoroski.

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Kerker options



K Series Slip-Ons

Available in chrome or black, Kerker Stout 4" slip-ons are massive, non disc-based 4 inchers that use a more traditional core than the SuperTrapp Stouts. The streamlined, tapered end cap with recessed fasteners comes pre-installed. Described as providing a "bold, strong power curve from mid-range on up with a +9.6 (+17%) hp and +9 (+12%) torque gain over stock, at 5 dB over stock, they are louder than SuperTrapp Stouts, providing a classic, deep, throaty rumble."

Also available for '10 - '16 FLH models in a kit which includes SuperTrapp's unfiltered 2-into-1-into-2 head pipe that "substantially outflows the stock unit," it utilizes the stock heat shields for a cleaner and sleeker appearance and it has O2 ports. They are also compatible with chrome or black SuperTrapp True Duals or the SuperTrapp Crossover conversion

adapter kit.

With optional chrome or black end caps available and sold separately as replacements, or to mix and match for a customized look, they fit Baggers, Tri-Glides and Street Glide trikes.

Also seen here, Kerker K Series slip-ons for '16 Night Rods have a 2.5" baffle, are 13 lbs. lighter than stock and are said to provide Night Rods with "that deep, bold, signature Kerker sound." Made with brushed aluminum impact-extruded canisters, the core and packing are rebuildable.

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Stout 4" slip-on

Springer bolt-on riser and Sportster brake kits

New from Italian parts and accessory specialist Free Spirits is this new bolt-on riser for Harley Springers. Available black anodized, it is designed to allow the use of 1 inch handlebars with the standard 3.5 inch bolt center without replacing the original top trees, using the original bolts as dampers.

Also seen here is a new 320mm brake rotor kit for most popular 2014 and up Sportsters.

Said to increase stopping power and fade resistance, the kit includes a CNC-machined black anodized caliper relocation bracket, one of the latest generation of 320mm brake rotors and fixing bolts.

The brake rotors have a high quality, heat-treated, 100 percent depth braking surface and the hub features full floating, high-strength, lightweight aluminum carrier pawls. It uses the OEM master cylinder and brake line, mounts easily onto existing fittings and is

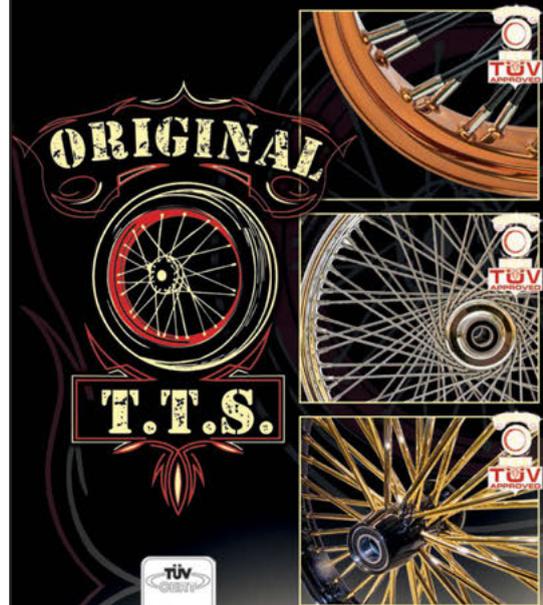


suitable for ABS models.

Free Spirits is also offering a new front brake kit for 11.5 inch/292mm discs on Sportsters up to 2003. It includes a 4-piston Brembo gold caliper and pads, utilizes the OEM master cylinder, brake line and rotor and is said to deliver "improved braking power, modulation and feel."

All Free Spirits parts designs are said to be fast and easy to install, require no modifications and are fully reversible.

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W&W 'old style' replacements and accessories

Scrambler-style side mount headlights



These classic side mount style headlamps with traditional reflector and matching lens design are made by LSL. They are available with billet aluminum mounting brackets for various tube diameters.

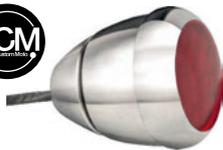


Lucas SS40 headlight



Described as an "excellent reproduction of the Lucas SS40 headlight which was used by various British brands at the end of the 1920s," the nicely executed details include the bajonet lock bezel, Lucas emblem, glass lens with correct stamp and two riveted-on towers for the side mount bolts. Authentic to the early designs, the rear end of the housing holds an amp meter.

BCM TL-44 taillight



This shapely X-mini taillight features a billet stainless steel machined body, screw-on bezel and a detachable, studded rear section by which the TL-44 can sandwich any license plate or taillight bracket for an easy, self-supporting and clean installation. An acrylic lens with 3-wire (running/brake/ground) LED cluster provides full taillight function.

Morris ZEV magneto

In the early days of motorcycling batteries and charging systems were a far cry from what we know today and a constant source of trouble for riders who were stuck in the middle of nowhere with dead batteries. So when Robert Bosch from Germany came out with a compact, lightweight magneto ignition at the beginning of the 20th century, it was quickly and gladly received by most riders for its simplicity and dependability. The only drawback was that you had no power for lighting, which had to be accomplished with an acetylene (carbide) system. 1912 was the first year when you could order your new Harley-Davidson with a Bosch magneto ignition, made under license in the US, and the factory continued to offer this as an option until 1929 for all F-series ioe models.

The magneto offered here is made by the renowned US company Morris and represents an authentic reproduction of the legendary Bosch ZEV type for 45° V-twins.



From the exterior you can hardly tell the difference from its historic counterpart, with cable activated, advance-retard, cotton braided spark plug wires and cast end plates, but inside it features various updates to make it even more reliable than the original, including an improved armature, coil and "modern" points. It is driven by the stock magneto gear, which is also available and mounts with 3/8"-16 bolts to the crankcase.

45" Flathead frame



This reproduction 45" Flathead frame can be used as a stock replacement or as a basis to build a bobber or chopper from scratch. Dimensions and details exactly follow the factory counterpart.

Rick's 48 cowl



This sporty accessory for Sportster 48 front forks/headlamps is designed to achieve that Dirt Track look. Pre-drilled for an easy installation. Made in Germany in GRP, it is primer coated and measures 165mm wide by 150mm wide.

Rick's 48 Bobber front fender



This front fender looks cut on both ends, for authentic original bobber styling. Pre-drilled for easy installation to the stock fender mounts. Made in Germany in GRP, it is primer coated for 16" tires and 3" rim width.

Rick's 48 Street front fender



Short and sporty front fender for race styling. Pre-drilled for easy installation to the stock fender mounts. Made in GRP in Germany, it is primer coated for 16" tires and 3" rim width.

Marlin gas tank



These steel gas tanks are precision TIG-welded. The side indents give them a unique custom look. They have a 14.4 l capacity and require a 1983 and up screw-in style gas cap with a 22mm petcock thread. Weld-on brackets are supplied with the necessary rubber grommets and small parts.

'Pig Snout' style kicker cover



Authentic cast aluminum, cast finish reproduction of the 1952-1966 'Pig Snout' style kicker cover. It will fit all 1936-1984 4-speed Big Twins.

1940-1951 style kicker cover



Authentic cast aluminum, cast finish reproduction of the 1940-1951 kicker cover for Knuckleheads, Flatheads and Panheads, it will fit all 1936-1984 4-speed Big Twins.



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BMW to launch new R nineT base

BMW Motorrad are among the slew of motorcycle manufacturers to take a second booth at INTERMOT this year, in Hall 10, the 'INTERMOT Customized' themed hall in which AMD Magazine is again staging its World Championship of Custom Bike Building.

In BMW's case they will be showcasing modified examples of the very successful parallel twin-engined R nineT and using INTERMOT to introduce new models as further variants to the existing platform. These 'Heritage' models will include an entry-level base model shorn of most of its accessories as a customizer's platform – with a price-point believed to be substantially lower than the existing R nineT.

The R nineT was initially designed to celebrate the 90th anniversary of the legendary R32, BMW's first complete motorcycle launched in 1923, and was a "toe in the waters" for a "Roadster" concept first shown at EICMA in 2007 by then head of design David Robb. However, even BMW have been taken by surprise with the popularity of the platform, so much so that at one stage last year a three or four month wait list had built up before the company was able to re-purpose additional production capacity to meet demand.

BMW has now set up a new department within BMW Motorrad at Munich – BMW Heritage – specifically to create three new models and further develop their custom offer moving forward. The emphasis will be on mining the company's rich heritage in such a way that contemporary custom enthusiasts have a platform

from which to work that also slakes their thirst for all things "retro".

Last year BMW Motorrad CEO Stephan Schaller set the company the objective of producing 200,000 motorcycles a year by 2020, and the creation of the 'Heritage' department is a signal that BMW clearly sees the emerging "new style" custom market and the 'Millennials' driving it as a major potential contributor to that objective. The new department will be a stand-alone product center within BMW Motorrad, alongside BMW's "modern" offerings, that will fully oversee everything from design and engineering, through to the parts, accessory, apparel and lifestyle programs for the new range.

In 2015 the company sold 136,963 units in total worldwide, which was a new record for them at the time (+10.9 percent up on 2014), with the R nineT selling nearly 10,000 units in just its second year of

R nineT



R nineT Scrambler



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EXHIBITORS EVENT FOR THE MOTORCYCLE INDUSTRY

... HALL 10 NEWS HALL 10 NEWS HALL 10 NEWS

Customized 'Heritage' line at INTERMOT

production, and now sitting as its fourth best-selling model. Overall demand has continued to grow for all BMW platforms in the first quarter of 2016, including the R nineT, with sales up by +7.7 percent over the first quarter of 2015.

In addition to the entry-level customizer's base model, the other two will reach back into BMW's heritage with an homage to the R80/GS Dakar model, one of BMW's most famous bikes – the progenitor of today's all-conquering R1200GS/A line; and, something that has been missing from their line-up since the HP2 Sport (and prior to that the R1200S) were taken out of production, a half-faired S model to complement last year's reintroduction of the RS model name in the shape of the sports-touring oriented R1200RS.

The common platform for all the R nineTs will, of course, be the legendary 1100bhp air/oil-cooled 1170cc 'Boxer' parallel twin. Renowned for its consistent torque and smooth, responsive, reliable power throughout the rev range, the 'Boxer' is one of the highest selling large displacement motorcycle engines the industry has ever seen.

The 'Boxer' or 'Flat Twin' concept was invented by Karl Benz in 1896 (his "Contra" engine). BMW adopted the concept when it first entered the motorcycle industry and it remains a cornerstone of their heritage. However, while 'Heritage' will be the hallmark of the R nineT line-up, in all respects the technology will be thoroughly up-to-date. As CEO Stephan Schaller said in a recent interview with MCN, they "will also have leading technology no matter what the [target] segment may be. You may not see it, but the technology will be in the bike."

The influence of the new 'Heritage' department will extend right through into the dealerships, into the public presentation that consumers will be exposed to, with Schaller



Former Modified Harley-Davidson World Champion Winston Yeh, of Rough Crafts, Taiwan fame has produced one of two customized R nineTs that will be on show in Hall 10 along with other bikes that are to compete in the INTERMOT outdoor activity area round of the „Essenza - Essence of Motorcycles“ 1/8 mile Sprint that features on Booth A 70 in Hall 10



Built by Jeff Wright of Des Moines, Iowa ,Church of Choppers' fame and also racing in the „Essenza“ Sprint, along with customized Harley-Davidson, Ducati, Moto Guzzi, Kawasaki, Yamaha, Suzuki and Triumph platforms and independently entered customs from some of Europe's leading builders. The rules? Limited to 1200cc, the rules are simple - go fast or go home!

saying that there is "going to be a change to the way dealerships look to soften the style and make them more accessible for a wider range of people who may not already ride, or be a stereotypical BMW rider."

www.essenza-the-essence-of-motorcycles.com
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EXHIBITORS CONFIRMED SO FAR INCLUDE:

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These are a selection of the exhibitor options available. For North American vendors, further information is available from Rita Dommermuth at our Chicago office. For exhibitors in Europe and elsewhere, contact Matthias Woort at our Cologne, Germany headquarters.



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CONTACT:

Rita Dommermuth

Chicago, IL, USA

Tel: 1 773 326 9929

Email: r.dommermuth@koelnmessenafra.com



FOR EUROPE

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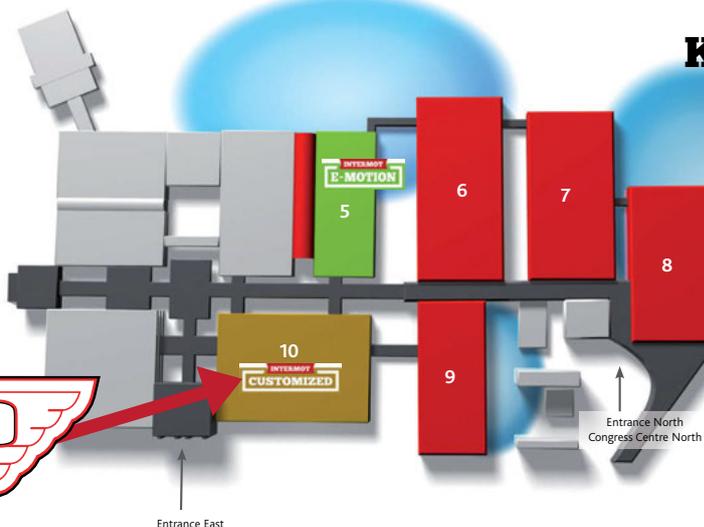
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Comfort for Softails

Mustang say that "there's only one thing that the riders and their passengers of 2016 Heritage and 2015-16 Softail Deluxe models need, our new seats!"

Described as specifically engineered to provide "truly uncompromising comfort for both the riders and their passengers," their new Softail solo seat "allows the rider to sit comfortably back into a 16.5" wide bucket, which provides ample lumbar support. Selecting the fully adjustable and easily removable Mustang driver backrest option will provide all-day back support. Mustang's solo seat fits perfectly with the Deluxe's stock chrome trim bar."

The company says that their new matching passenger seat "is an improvement that will be greatly appreciated by every Deluxe passenger for every mile. Unlike the narrow, cramped stock passenger seat that the factory squeezed in between the rider's seat and the luggage rack, we have created a recessed passenger seat that fits over the top of the luggage rack.

"This innovative design provides the passenger with a generous 10" wide

bucket that is properly contoured for comfort - absolutely the solution to passenger complaints." Available with or without studs and conchos, the seats feature a marine-grade fiberglass baseplate, proprietary comfort foam and individually sewn covers that are hand-crafted and assembled in Mustang's New England facility.

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Raked triple trees for Heritage Softails and Fat Boys



Covingtons Custom Cycles is offering these newly designed 3-degree raked triple trees for Heritage Softail and Fat Boy applications. CNC machined from billet aluminum at their Woodward, Oklahoma facility, and finished in a durable chrome-plated finish, they include all needed mounting hardware and fit all years of FLST, FLSTF and FLSTC with stock tins and nacelle.

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Softail drive with reinforced belt and one-piece motor plate

Designed for 1990-2006 Softail models, BDL's EV-575 "provides riders noteworthy advantages over other aftermarket and stock systems. First, BDL's reinforced 2 belt was developed specifically to handle the high torque and horsepower numbers being produced by today's big inch V-twin engines." Additionally, the system incorporates a one-piece billet motor plate, unique side guard and rear pulley cover, along with the traditional BDL starter housing. Every EV-575 kit includes the very latest in clutch technology with BDL's own patented ball bearing clutch. "The state of the art design offers up to 30% more contact surface,

reduced lever pull, smoother transition, super quiet operation and flawless clutch engagement." Available polished, black and clear anodized.

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ECE-compliant air cleaner kits

Kuryakyn and their sister brands Crusher and Bahn are offering four styles of what the company claims are the industry's first ECE-compliant air cleaners.

Available for all '07-'15 XL1200 Sportster models, all the kits include a baffle plate designed and certified to meet ECE requirements while "providing ideal airflow" to the included washable and reusable lifetime-warranty backed K&N full perimeter and end-breathing filter element.

Available styles include the Kuryakyn Mach 2 (seen here) and Mach 2 Co-Ax in chrome or gloss black, the forged aluminum Crusher Maverick in chrome or satin black, and the forged aluminum Bahn high-flow air cleaner in chrome or black anodized "Tuxedo" finish.



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New from Motorcycle Storehouse

Wall dispenser for bulbs



PHILIPS

This robust, lockable metal light bulb wall dispenser offers easy storage and fast location of the desired bulb, featuring two practical drawers for signalling lamps and one external drawer for tools (370 x 176 x 595mm).

Bulb counter display



This small counter display comes with a series of headlamp bulbs especially designed by Philips for motorcycle use that feature improved vibration resistance. The display includes: 3x H7 X-Treme Vision Moto, 3x H7 Blue Vision Moto, 4x H4 X-Treme Vision Moto, 4x H4 Blue Vision Moto.

Biltwell Atlas seat

Consisting of a vacuum formed ABS plastic pan with injection molded closed-cell polyurethane foam padding, this Atlas seat for Dyna models from Biltwell features a hand-sewn, heavy-duty black vinyl cover with polyester thread and a



chrome-plated tail mounting bracket. It will fit FXDWG models when a longer rear seat mounting bracket is fabricated, otherwise an extra hole must be drilled in the fender. It is available with a choice of Diamond, Tuck n' Roll, Smooth or Raw (no upholstery) finishes.

Lowbrow grips



These beer barrel design grips are available with a Flying Monkey style race stripe or as classic grips in a semi-translucent natural or metalflake design. They are manufactured from injection molded Krayton synthetic rubber for the right mix in quality, durability and feel; available for both 1" and 7/8" (22mm) diameter handlebars in a choice of colorways.

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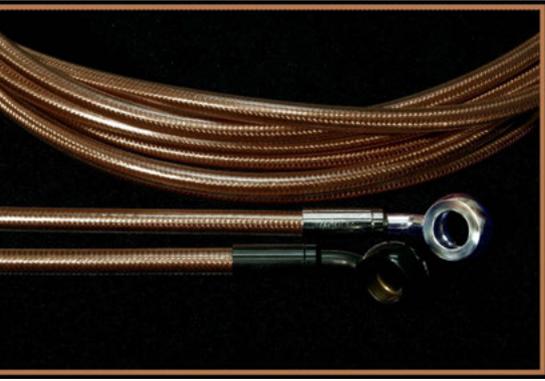
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Premium 'Copper Canyon' braid



Magnum Shielding has introduced the industry's latest premium braid choice - Copper Canyon, a distinctive copper braid that's "not too bright, but slightly aged with a rugged, reflective look that goes great with many color schemes." The color is locked in so it won't fade or dull in use. Copper Canyon control cables and brake lines are available for most Harley-Davidson models, with polished chrome or black plated fittings. Magnum's quality control systems and manufacturing processes mean that the braid color and weave match on all Magnum Copper Canyon products.



MAGNUM SHIELDING
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Bad Boy 'Regal' wheel



Originator of "The Bad Boy Wheel," Sinister Wheel is celebrating its 20th anniversary this year with a major new wheel design program.

Designed and CNC-machined in-house at their Turlock, northern California facility from rotary forged 6061-T6 aluminum, their 'Regal' wheel is an 8-spoke directional design with 3D detailed machined cuts all the way to the outer edge. It is available in 16 thru 32" in chrome, black and machined, black and polished, or any color with machined cuts or chrome two-tones. They are sold with or without matching rotors (in 11.5in, 11.8in, 13in and 18in sizes - with optional proprietary floating caliper set), pulley and performance air cleaner. ABS friendly/compatible configurations are also available for most of Sinister's wheel designs, some with a choice of cush or non-cush drive hubs.

The company offers over 20 billet wheel designs (plus 3D styles) in its 'Bad Boy' line, including the 'Billet Daddy' - a design that references Sinister's 'Big Daddy' steel step-lip outer and 'Big Phat Daddy' billet aluminum soft-lip outer 3/8" 304 stainless steel spoke wheels - a program that Sinister founder Ali Afzal acquired from Road Wing Design in 2002.

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Handlebar control options

Hazelwood (St. Louis), Missouri based distributor MID-USA is offering these stylish, fully adjustable CNC-machined aluminum 'Wicked' and 'Holeshot' style forward controls.

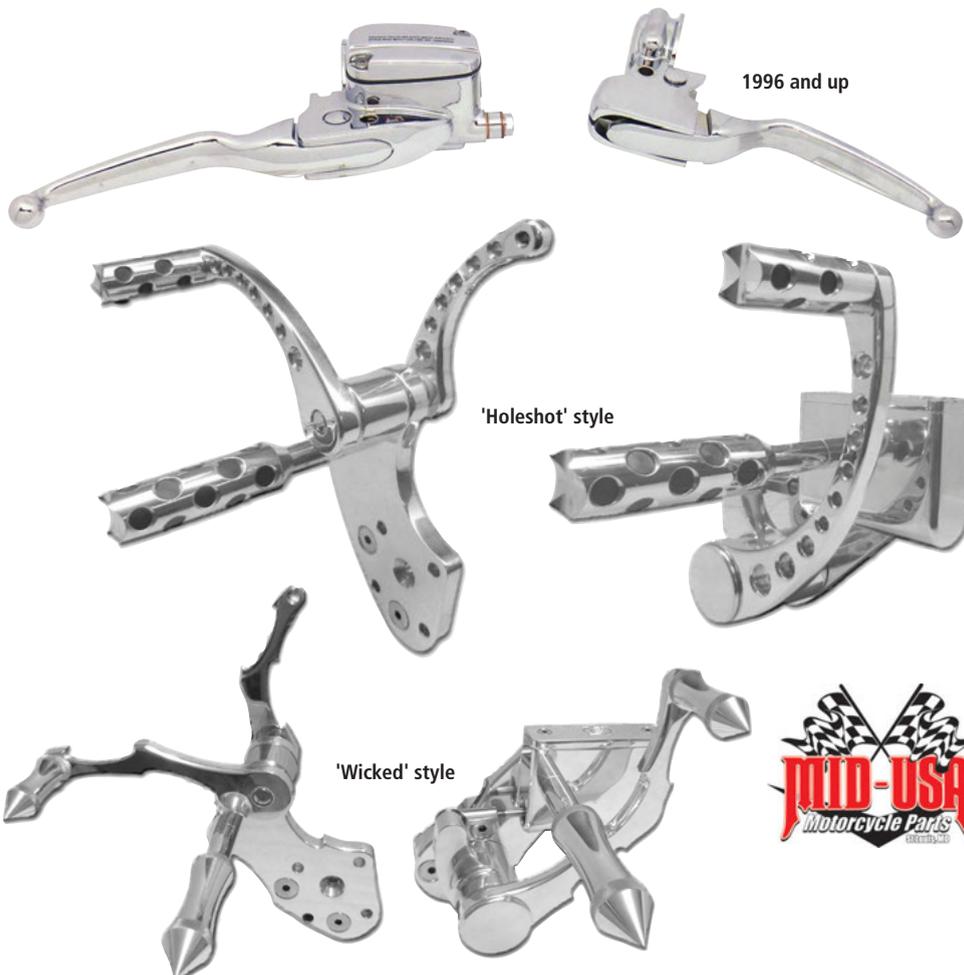
Available for 5/8" and 3/4" bore master cylinders (for four and six piston calipers respectively) for selected Softail (including 1958 and later 4-speeds) FXR models from 1982 to 1994, Dyna and Sportster models, each piece is chrome plated or polished and uses hidden high-grade polished stainless steel fasteners.

The matching footpegs, shift peg and shifter rods are available separately.

Also seen here, these new chrome plated handlebar

controls for 1996 and later models with dual disc brakes feature integrated handlebar master cylinder and clutch lever assembly and are just one of a wide selection of handlebar control options available from MID-USA, including their own brand V-Factor designs, featuring a choice of high and low profile reservoirs with wide blade style levers.

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Factory racer inspired gas tanks



Brunswick, Ohio based Lowbrow Customs is offering these new bolt-on 'WX' bobber gas tanks for Harley-Davidson and custom applications. Inspired by factory race bikes of the 1940's, this cut-down, classic style can be appropriated for Knucklehead, Panhead and Shovelhead motorcycles.

Directly influenced by the Harley-Davidson WR, an innovative design that allows them to fit almost a half century's worth of motorcycles. In 1946 Harley-Davidson introduced the WR factory racer, a 45 cubic inch Flathead designed to dominate the flat tracks and road courses in America. The narrowed tanks were part of the slim profile and 'all-business' form that follows function when it comes to a fast and nimble motorcycle.

The beauty and simplicity of Lowbrow Customs' 'WX' gas tanks is that with the included, innovative rear mount they will bolt right up to a stock Harley-Davidson Big Twin frame from 1936 - 1984. "Get a custom, narrowed look with a tight gap between the tanks and no fabrication required. These are the perfect tanks for a custom Shovelhead or Panhead chopper, bobber or custom motorcycle."

They have 2.25 gallon capacity and feature both a vent and fuel crossover, accept a 22mm fuel petcock and standard cam-style Harley-Davidson gas caps. The Panhead pictured has been built by The Gasbox of Cleveland, Ohio (www.thegasbox.com).

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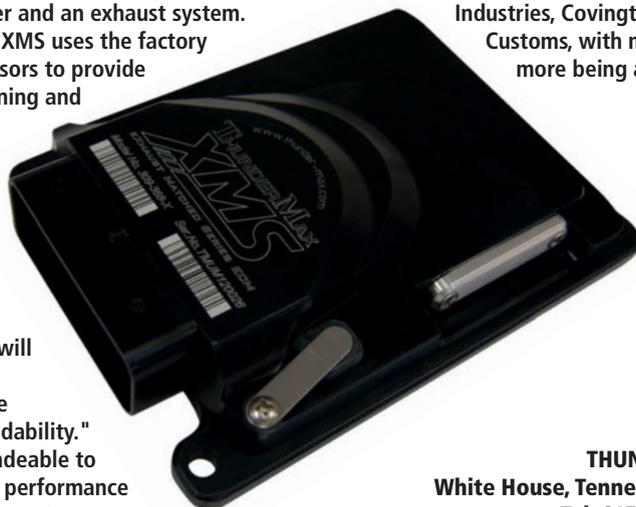


ThunderMax Exhaust Matched Series

The ThunderMax Exhaust Matched Series (XMS) was developed for Touring models with basic, "stage-1" upgrades including a hi-flow air cleaner and an exhaust system. The ThunderMax XMS uses the factory narrow-band sensors to provide constant auto-tuning and optimized performance. ThunderMax say the simple "plug and play" design "makes installation a breeze. The bike will improve from increased throttle response and readability." The XMS is upgradeable to a full, wide-band performance Thundermax system at any time.

The XMS has a huge base map library that includes some of the most popular exhaust

systems on the market today from manufacturers such as Samson, Rinehart Racing, D&D, Bassani, Misfit Industries, Covington's Customs, with many more being added.



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New at Drag Specialties

These **Sportster isolator mount kits** from Drag Specialties replace the OEM isolators on front or rear applications such as the center bolt, isolator mount, screws, isolator, pivot shaft and lock plate. All hardware is included, and the front and rear kits are



sold separately for '04-'16 XL models.

This new **inner clutch** is made in cast aluminum with steel splined insert and accepts all OEM components, making it a perfect replacement for '11-



'16 Big Twin models with a mechanical clutch.

These **slotted, wide blade lever sets** from Drag Specialties "are a great addition to your customer's



'15-'16 Softail." Forged from high quality aluminum for strength, these levers feature CNC-machined slots for added detail. Anti-rattle clip and clutch lever pivot bushings are included. Available in pairs in both chrome and matt black.

Drag Specialties' **12 1/2" black shifter linkage** has a steel construction with a black finish. Available for '86-'16 FXST, FXS and FLST models.



These **docking kits** mean detachable accessories can be mounted wherever required. Available in

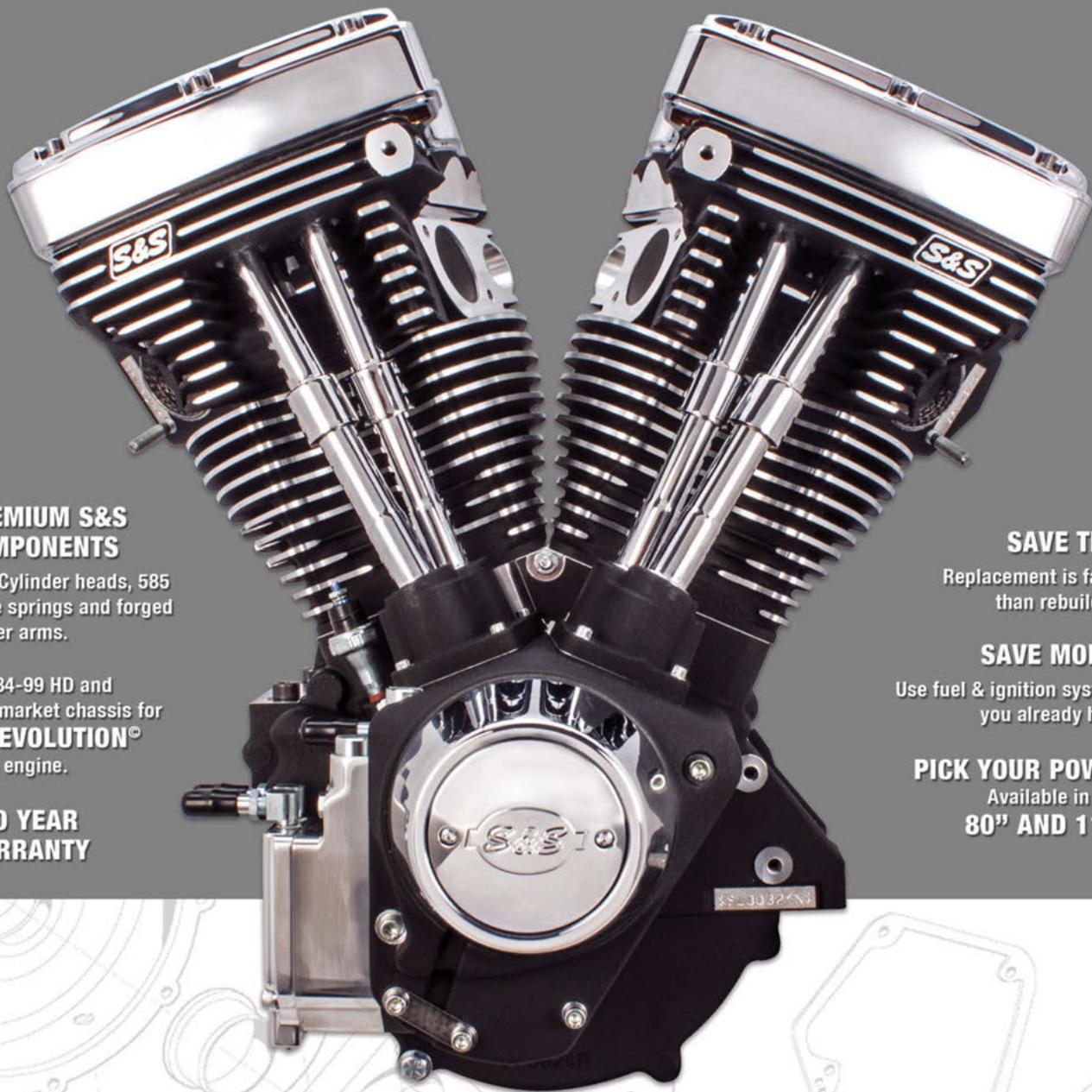


chrome or matt black finishes, the kits attach to OEM sissybars, solo and 2-up luggage racks and Tour-Paks. Sold in pairs with all hardware included for a range of '14-'16 FLHT, FLHR, FLHRC, FLHX, FLTR and FLTRX models.

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For more information visit, arnottcycles.com



E-Series for Dyna models

Fuel Moto is offering these Evolutionary E-Series exhaust systems for 2006 and up Dyna models, developed and updated in collaboration with Kerry Bryant, the original inventor of the E-Series. The elliptical shaped design is said to deliver tunable performance backed by dyno proven results and the "industry leading customer support that dealers have come to expect with all Fuel Moto products."

Said to be easily adjusted for HP/TQ, Sound and Air/Fuel curve, based on the engine's state-of-tune, they are hand-crafted in 304 stainless steel with a hi-output header and fully TIG welded. The company says that the tapered and stepped



primaries have been tested and developed on engines from stock to over 150+ horsepower.

The design includes both 12mm and 18mm bungs, allowing for both OEM and wide band oxygen sensors to be used, and feature an E-Series tunable muffler with 15 E-Series discs.

Available in show quality chrome or black ceramic finishes, they have 2.5" full length heat shields and

fit all 2006-current H-D Dyna models (excluding FLD Switchback).

FUEL MOTO USA
Little Chute, Wisconsin, USA
Tel: 920 423 3309
info@fuelmotousa.com
www.fuelmotousa.com



Vintage bags

These new vintage style side/saddlebags from CRC-Custom-Parts in Germany feature a quick lock mounting system and are made in robust Napalon artificial leather and water-repellent waxed canvas with PU coating. The contents volume is 13.5 (14cm w x 35cm h x 31cm d) or 9.8 litres (14cm w x 26cm h x 31cm d). The bags have a watertight inner bag made from double PU-coated 210D polyamid material. Chrome or black brackets are available for Softails, Dynas and Sportsters.

CRC-CUSTOM-PARTS, GERMANY, www.crc-custom-parts.de

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Patent pending flush-mount spacers

Jon Reed of Ride Nice in California has sent us information about his new patent pending flush-mount spacers for 2009 and later Harley baggers. "The ugly black sensor on the front axle of all ABS equipped Harley-Davidson Touring models has long been an issue for discerning riders. Our wheel spacers provide a perfect solution and showcase the highest quality in fitment and finish!"

Available in chrome, black anodized or a natural machined finish, they are manufactured in the USA and backed by a lifetime warranty. Matching axle covers and other products for Softail, Dyna and Sportster models available.



RIDE NICE, USA
info@ridenice.com
www.ridenice.com



Adjustable foot controls



Made from CNC machined 6061-T6 aluminum, these adjustable foot controls by Cycle Pirates are offered in black anodized or chrome finish. The knurled brake shifter pegs measure 2 3/4" diameter; the kits provide eight adjustment positions between 1 1/8" back to 2" with the plate fully extended. Rear brake and shift lever coverage for 1991-2016 FXD and '84-94, '99 FXR models with mid controls.
DRAG SPECIALTIES, USA,
www.dragspecialties.com

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New JIMS tools for Harley models



Shifter bushing removal tool



Proud recipients of benchmark-of-excellence ISO (International Standards Organization) 9001:2008 certification in recognition of their manufacturing and quality control procedures, Camarillo, California based JIMS USA has several new lifetime warranty backed tools available this year for Harley models. JIMS new late model neck bearing installation tool for FLH and Tri-Glide models is similar to their early model neck bearing installation tool, but with some key improvements when compared to the OEM tool. Designed to make easy work of installing the tapered neck bearing races into the steering stem, this tool aligns the races with their bores and presses them in straight and true to their proper depth. The popular and effective bleed technology that has made JIMS brake bleeding tool almost ubiquitous has now been applied to hydraulic lifters. A special jar, designed for vacuum, holds up to four hydraulic lifters in a convenient tray. Once vacuum is applied, bubbles can be seen escaping from the lifters until they are completely bled and ready to install. No more abuse of the starting system to pump up the lifters, and no risk of damage to the valve train by running the engine, even at low rpm, when lifters have not been fully bled. For use on Twin Cam and Evo tappets (though it can also be used for many other tappets of similar size and diameter). This shifter mechanism sleeve remover and installer is a real time-saver for removing and installing the

shifter mechanism sleeve in cruise drive Big Twin transmissions. With this new tool, the sleeve (bushing) can be removed and installed correctly without disassembling the transmission, saving hours of labor, paying for itself in one use. For use on 2006 Dyna and all 2007-present Big Twins with 6-speed cruise drive transmission.

The gear shift foot lever/pedal bushings on 5 and 6 speed touring models often have a typical service life of 20,000 miles or less. Bushing wear results in an annoying rattle from the loose shifter, the linkage parts, and accelerated wear of all related parts. JIMS has tackled this problem with another one of Hiro's new time-saving tools that easily removes both worn bushings at the same time, and quickly installs the new bushings to the proper location without removing the inner primary. Using this tool you can remove and install the bushings in approximately 20 minutes; for use on all 1985-present FLT rubber mount touring models.

JIMS USA
Camarillo, California, USA
Tel: 805 482 6913
paulplatts@jimsusa.com
www.jimsusa.com



Neck bearing tool



Shifter arm bushing removal tool

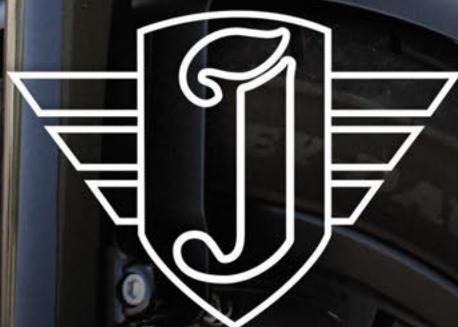
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VEGA

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Joker

MACHINE

Muscle 110 Extreme kit for CVO

Zipper's Performance say their new Muscle 110 Extreme kit "is for the serious performance enthusiast" with horsepower topping 150 at the rear wheel and torque over 100 ft/lbs from 2,750 rpm through redline, peaking at 130.

"Arm-stretching, tire-shredding power is everywhere, reminiscent of a late 60's big block muscle car. Your special CVO will turn heads not just because of its looks, but the raw power sound and the performance to back it up - Grin-Factor Pegged"!



ZIPPER'S PERFORMANCE PRODUCTS
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zippers@zipperperformance.com
www.zipperperformance.com

Pistol grip bagger levers



Made by Havasu City, Arizona based Joker Machine, these new bagger levers bring their classic pistol grip lever design to late model FL Harleys. Finger indents offer a more comfortable grip and easier pull - ideal for riders with smaller hands.

Made from 6061-T6 billet aluminum, they are lightweight but strong enough to withstand almost anything. Available in raw aluminum, black or chrome plated finishes, levers re-use all the stock mounting hardware for a precision fit and action. Installation is easy, no special tools required. Fits 2014-up FL models.

JOKER MACHINE
 Lake Havasu City, Arizona, USA
 Tel: 909 596 9690
sales@jokermachine.com
www.jokermachine.com

'Complete' Scorpion clutch assemblies



These new Scorpion "Complete" clutch assemblies for 2007-'16 Harley-Davidson Big Twins from Barnett include a choice of a Scorpion low-profile lock-up or non-lock-up clutch and their new 'bolt-on' billet clutch basket. "Superior in quality and durability compared to the stock basket, this basket simply bolts on to your existing ring/primary gear. With the durability of the CNC precision-machined billet basket and the proven performance of the Scorpion high HP/TQ capacity clutch, this is the ultimate clutch assembly for your Big Twin!" These kits come assembled with the bearing included and installed. Hydraulic versions also available.

BARNETT CLUTCHES & CABLES, USA
www.barnettclutches.com

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Jardine quick-detach backrests for V-Twins

SuperTrapp has announced the release of their Jardine quick-detach backrests for various V-Twin models. The patented quick-detach system makes for quick and easy installation or removal within seconds. Universal backrests are available in Tall Billet, Short Billet, Billet Touring, Short Steel and Mini Steel. They fit a variety of Baggers, Softails, Dynas and Sportsters.

JARDINE PERFORMANCE PRODUCTS, USA,
www.jardineproducts.com



Big Radius 2-into-2



Santa Fe, California headquartered manufacturer Vance & Hines has released updated Big Radius 2-into-2 full system options for most popular 1986 to 2016 Softail models.

The company says that the systems represent "custom style matched to quality production" with 12mm/18mm Super Bung technology, radius curved louvered baffles and full coverage heat shields. Described as the "original game changer", the company says that the wide band O2 sensor compatible blue-proof Big Radius 2-into-2 "redefines what an aftermarket exhaust system should be, combining the radical sweeping style of a one-off custom with precision quality features like dyno-tuned baffles."

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

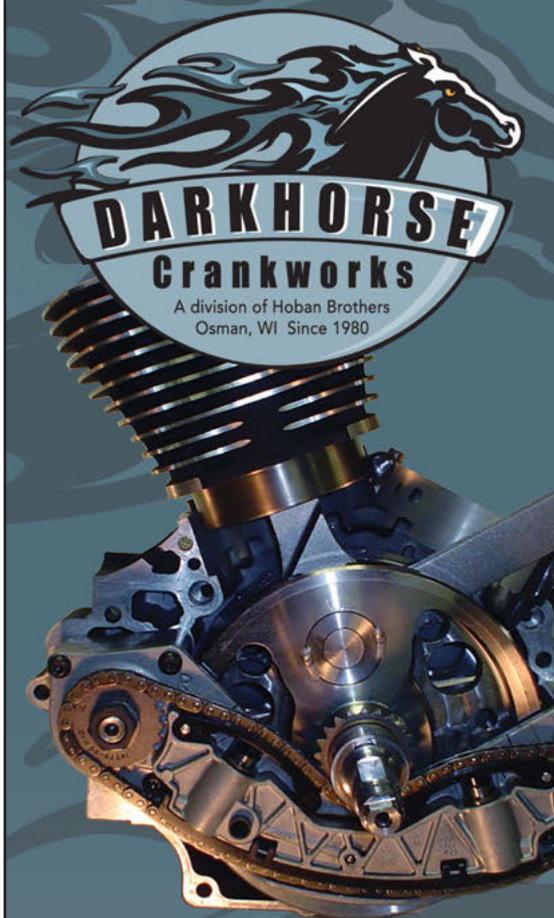


**VANCE
 & HINES**

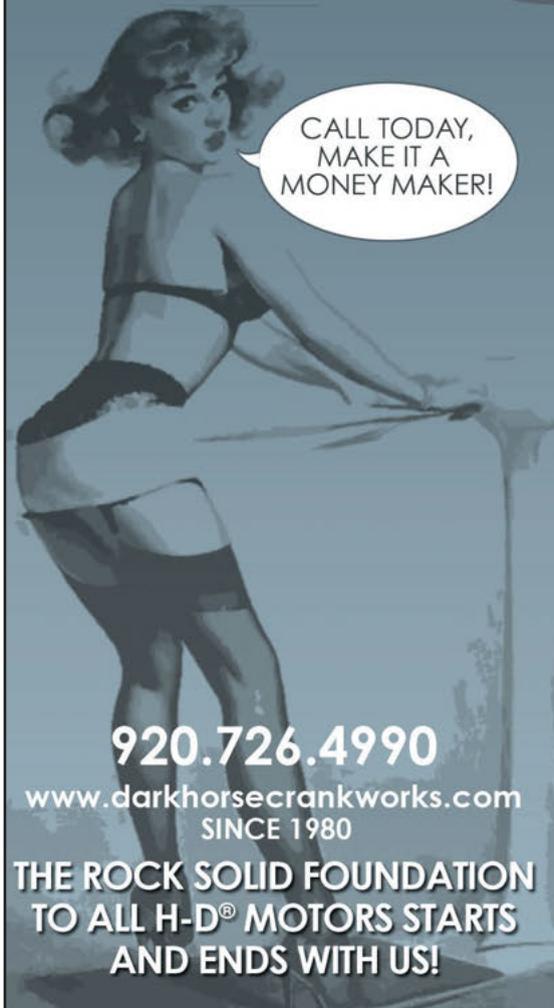
Z-Bars with built-in LED lights



These new bars from Paughco feature a modified Z-Bar design, fitted with super bright 8-bulb LED lights. Each light has a smoked lens with amber bulbs and is pre-fitted with 40" long wires. These non throttle-by-wire compatible bars are pre-slotted for internal wiring and available in 1 inch diameter with choice of 5 or 8" rise and 1 1/4 inch diameter in choice of 5, 8, 12 and 16" rise, in chrome or black finish. PAUGHCO, USA,
www.paughco.com



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Rip-Rod slip-ons

Californian manufacturer Firebrand's new Rip-Rod slip-ons are retro style ripple pipe and old school end caps to "deliver a modern variation on the glory days when guys chopped, channelled and raced whatever they could get their hands on to prove who was coolest."

Rip-Rod slip-ons feature 2 1/4" rippled muffler bodies that match up perfectly to the stock heat shields, and are finished off with hot rod style billet end caps for a "clean, narrow look." Internally, 1 3/4" maintenance-free spiral louver core baffles "deliver that distinct classic sound."



Available as a complete kit for Sportsters, or individually as a universal fitment part in show quality chrome with black ceramic tips or black with gold ceramic tips.

FIREBRAND DESIGN, LLC
Anaheim, California, USA
Tel: 714 632 1300
customerservice@firebrandmotorcycle.com
www.firebrandmotorcycle.com



'Bullet Ringz' LEDs

Available through Drag Specialties, these 'Bullet Ringz' LED turn signal kits from Youngsville, North Carolina based Custom Dynamics include a pair of front LED turn signals, a pair of rears, and a 'Smart Stabilizer', if needed.

Each cluster features seven outer ring Genesis LEDs embedded into an aluminum bezel with 24 inner LEDs. They use existing turn signal buckets, include a smoke lens and fit bullet/deuce-style turn signals.

DRAG SPECIALTIES
Janesville, Wisconsin, USA
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- Made in the USA



2-into-1 'Fatshots'



Cleveland, Ohio based manufacturer SuperTrapp has released a new 'Fatshots' 2-into-1 exhaust system that delivers "huge performance gains," according to Sales Manager Jeff Wells. "The massive power gain we are seeing with these new exhausts is exactly where it needs to be, with masses of usable mid-range torque." The 1.75" primary pipes flow into a "true 2.5" collector - not just a merge system, like most other designs. That flows into an all new tuneable 4" disc based muffler that features a 2.5" core."

"We are talking big torque and an aggressive all-day deep-tone sound that is designed for those who truly ride their motorcycles," says Jeff. Completely rebuildable, they include full chrome heat shields; fitments are available for late model Baggers, Dynas and Softails.

SUPERTRAPP
Cleveland, Ohio, USA
Tel: 216-265-8400
sales@supertrapp.com
www.supertrapp.com

Cruiser R large air cushion

Santa Ana, California based AirHawk has introduced a new Cruiser R large air cushion (14' deep x 14.5" wide) designed to be used on big Cruisers, Sports Touring, metric models and all Harleys.

Its stress relief design features reduced pressure points on the tailbone, scrotum and prostrate areas. This AirHawk cushion equalizes forces over the weight-bearing areas of the body, relieving potentially dangerous pressure points. "Motorcycle riders are at the mercy of engine and road vibrations that can cause significant fatigue, numbness and even health risks such as spinal column compression," the company says. "Our technology has been

used in medical applications to bring health, safety and comfort to some very intense pressure situations and was originally invented for wheelchair users." The AirHawk is actually a motorcycle seat overlay that provides the rider with "unsurpassed comfort" during long rides. It uses scientifically proven air technology to distribute your weight and pressure over the entire motorcycle seat cushion, reducing the "hot spots" that cause pain. AirHawk found that "dry flotation technology has more amazing properties than just pressure equalization. The air cells also work as mini shock absorbers, reducing vibration" The ergonomically form-fitting design is said to allow better conformity to a multitude of seat shapes and sizes. Covered in breathable Space Mesh material it features a non-skid bottom, so it stays in place and it's fully customizable and portable.

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VICTORY & INDIAN PRO GUIDE

'Black Hill' series high-tech shocks for the Indian Scout

Suspension Technologies, a Yelvington company, has announced their 'Black Hill' series shocks for the Indian Scout and Scout Sixty.

Said to deliver a "tuned, responsive and comfortable unit, delivering serious high performance suspension damping", each shock utilizes aircraft quality 6061 T6 billet aluminum components, which are powder-coated for long-term durability and good looks. Shocks are available in midnight black or show-quality chrome.

The company says that "each one of our 'Black Hill'

series shocks are manufactured to a strict military standard to deliver the optimum damping for the bike. To ensure consistency, each shock is hand-assembled, dyno tested and matched to 2% of dampening force. The preload is adjustable and requires no special tools."

Using his racing connections, Mike Alex, Suspension Technologies' shock specialist, says he "sourced the best American shock components including rods, bushings and seals and applied it to the tried and true racing-oriented performance designs that he had



been working on for over the last twenty years.

"Yelvington's mission-driven engineering operation, combined with my knowledge base from running NASCAR and NHRA suspension programs, assisted the team in developing the shock program specifically for the motorcycle industry," explained Alex. "We now balance the valving between the piston and the base valve, and this allows the piston to not work as hard and get more dampening out of the base valve and deliver a more plush or comfortable ride."

Another technique born of racing is the utilization of low pressure nitrogen gas in a monotube shock. This is said to deliver a comfortable ride because it provides a more linear transition from compression to rebound. Alex says that "conversely, utilizing high gas pressure can become a de facto gas spring, which can be difficult to tune.

The shocks use a **Spectro** blended high-tech shock oil that has been designed with specific additives which reduce fading.

YELVINGTON TRIKES
Seminole, Florida, USA
Tel: 727 233 3610
www.ytrikes.com



Corbin Gunfighter saddle for Octane

Hollister, California based Corbin Saddles has released a model-specific design of its popular Gunfighter saddle for the new Victory Octane.

Said to be "comfortable on a long trip while looking great cruising the boulevard," Corbin's high density Comfort Cell foam is said to allow a sleek profile while providing a firm, supportive ride. The seat is ergonomically sculpted to fit the curve of the body and provides better weight distribution. This also helps to eliminate the centralized pressure felt from the stock seat; the nose area is sculpted to allow for ground reach.

The finish is in a choice of genuine leather seating panels in a wide range of colors and textures. Corbin say they use genuine leather seating in all of their saddle designs "because it breathes with the body and will conform along with the foam shape during break-in. This provides an

added bit of luxury on those long rides. In the side panels, we use a coordinating vinyl material that will support the foam shape and keep the saddle looking sharp longer."

Easily installed, with all required brackets mounted on the saddle,

the rider seating area measures 12.5" wide x 13" long x 5" deep for an approximate seat height of 28.5".

CORBIN SADDLES
Hollister, California, USA
Tel: 831 634 1100
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Heel shift lever for Victory Octane

Charlotte, North Carolina based Aeromach USA is now shipping its heel shifter for 2017 Victory Octane motorcycles. "We took delivery of our Octane a few weeks ago and have been working to develop some new accessories for it," says Paul Aiken, owner of Aeromach. Machined from T6-6061 aircraft quality billet aluminum and finished in gloss black powder-coating, the lever replaces the factory toe-only shift lever. Comfort shift pegs and a matching comfort peg for the brake lever included.

AEROMACH USA, www.aeromach.net

Growing selection for Indian models

Pine Bush, New York based Victory parts and performance specialist Lloydz Motorworkz also have a growing range of parts and accessories available for Indian Motorcycle models.

"We're always working hard to deliver the latest and greatest in performance parts to all of our customers, and riders of Indian motorcycles are no exception," says owner Lloyd Greer.

"Our high-flow replacement filters for all 111ci Indian models are unmatched in performance, offering up to 170% additional airflow over the stock items. Our filters can utilize the stock airbox, however, we also have a replacement airbox available in either chrome or black.



"We also have a selection of exhaust options for riders of Chief, Chieftain, Roadmaster and Vintage models, as well as new fuel management options for Scout riders."

LLOYDZ MOTORWORKZ
Pine Bush, NY, USA
Tel: 845 744 4889
parts@lloydz.com
www.lloydz.com

Oil filters for Indian models



Drag Specialties' spin-on oil filters are now available for 2014-2016 Indian Chief, Chieftain and Roadmaster models. Available in chrome or black, they are described as a dependable replacement for the OEM filter. **DRAG SPECIALTIES, USA, www.dragspecialties.com**

Cool-Master for Indians



Hammerhead Engineering has announced that its patented Love Jugs Cool-Master is now available for Indian motorcycle models as well as Harleys. The company claims "unmatched cooling benefits for the rider and their passenger" because of their unique design, cooling both the engine and the oil. The stainless steel design is said to be easy to install in under 15 minutes. Steve West, Love Jugs CEO, says that "our testing proves that Love Jugs for the Indian equals the effectiveness of Love Jugs for the Harley."

HAMMERHEAD ENGINEERING, USA,
www.love-jugs.com

the Bullet 1000 series

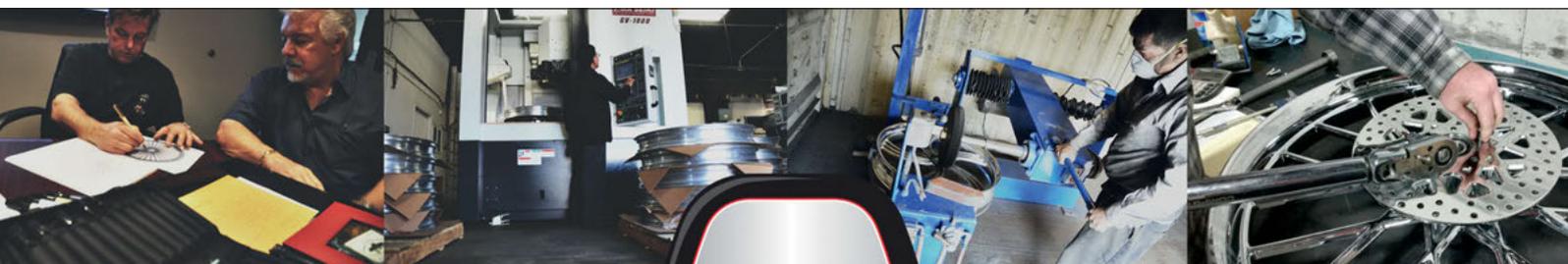
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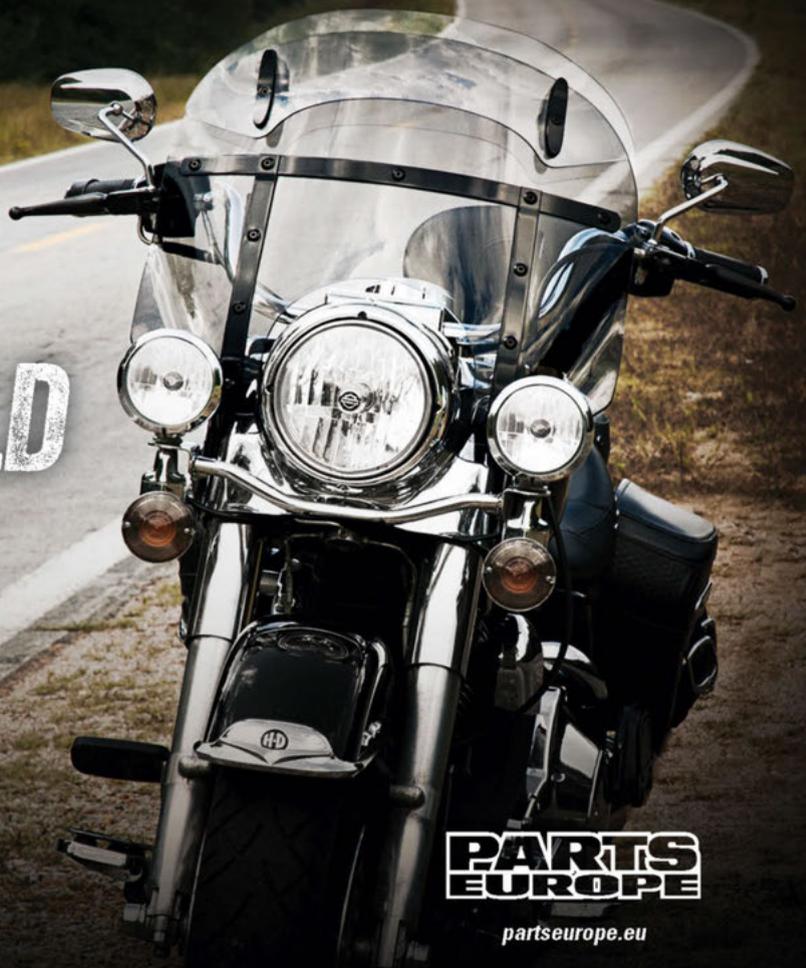
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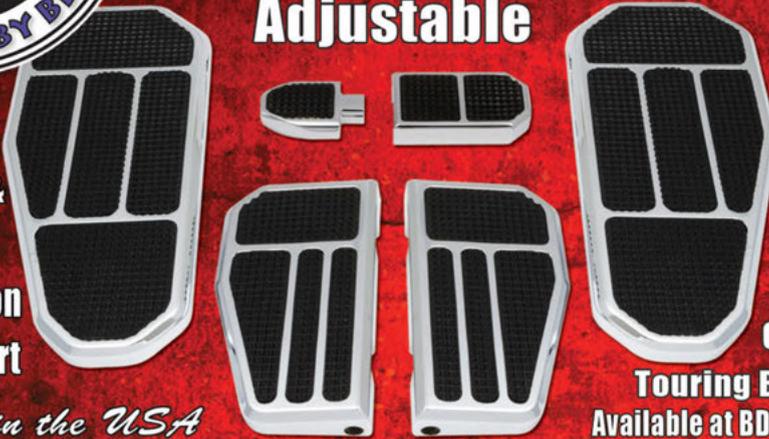
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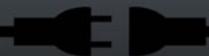
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NEWS BRIEFS

As this edition of AMD Magazine went to press, AIMExpo said that over 335 vendors had already confirmed exhibit space, "anchored by the investment of nine major OEMs" - BMW, Can-Am/BRP, HISUN, Honda, Kawasaki, KYMCO, SSR/Benelli, Suzuki and Yamaha.

Florida based Arnott Motorcycle Air Suspension has a new Limited Lifetime Warranty backed adjustable air suspension system available as 'Value Smooth Ride' and 'Premium Ultimate Ride' series offerings. The company says their model specific set-ups "provide you with the safety and ride comfort that air cylinders, air 'assisted' shocks or shocks made for cars can't offer."

Victory riders Don Canet, riding Victory Racing's electric Empulse RR, and Jeremy Coyle, on the gas-powered Project 156 won their respective classes at the 2016 94th running of the Broadmoor Pikes Peak International Hill Climb (the "Race to the Clouds"), with the Empulse placing second in 10:17.813 with an average speed of 69.9 mph and the Project 156 third overall (in 10:19.777 and average speed of 69.7 mph) behind the Kawasaki Z1000 of winner Bruno Langlois. The 156 turn 12.42 mile course starts at 9,390ft above sea level, finishing at the mountain's summit at 14,115ft.

INTERMOT, 5th October, 18:00 hrs, Dealer Lounge

American Motorcycle Dealer is pleased to announce that in addition to again staging the **AMD World Championship of Custom Bike Building in the new 'INTERMOT CUSTOMIZED'** feature in Hall 10 of the Koelnmesse exhibition complex in Cologne in October this year, we are again collaborating with INTERMOT to present the "International Night" business networking reception at 18:00 hrs on the Trade Day, **Wednesday October 5th.**

An established and popular opportunity for exhibitors to meet with their importer/distributors and key dealers, it will be staged, as usual, at the Dealer Lounge Business Center of the Koelnmesse exhibition centre in the Business District, off the main boulevard between halls 4 and 5. The show is open to the media on Tuesday October 4th, with Wednesday October 5th being the International Trade Day, and open to all visitors Thursday October 6th to Sunday October 9th. Since the move to Cologne from Munich in 2006, this will be the second time that INTERMOT has promoted a

specific International Trade Visitor Day, and with 2014 having been judged a success, this is now set to be a permanent feature of the INTERMOT schedule, with VIP consumers only able to gain access on the Trade Day by a



is expected that the show's international attendance will reach at least 68 international markets and over 55,000 trade visitors in

total (43 percent of them from outside Germany). This is a unique opportunity to meet colleagues from the industry and make new contacts in a relaxed environment when the show closes (at 18:00 hours) on the special Trade Visitor Day. The Business District provides exclusive exhibition space for vendors who only want to meet other professionals in the international motorcycle industry and provides facilities for all kinds for professional visitors, such as being able to make meeting appointments away from the exhibition booths. Additional trade initiatives operated by INTERMOT include the Dealer Card, which provides show access privileges and the online Matchmaking365 service, which is an expo visit experience optimizer – enabling trade visitors to gain an overview of the suppliers of selected product groups in the run-up to the fair, and to establish valuable business contacts and place targeted meeting requests. V-twin and Harley-Davidson aftermarket vendors can choose from a wide range of exhibitor options in Hall 10 to capitalize on the massive footfall the AMD World Championship is proven to generate at INTERMOT (see pages 32 to 34 of this edition of AMD).



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