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## 'INTERMOT Customized' sets new benchmark for custom industry presentation

NOV 2016  
ISSUE #208

### INTERMOT SPECIAL ISSUE

**I**NTERMOT Customized', the all-new 'show-within-show' concept unveiled to the riding public at the INTERMOT Expo at Cologne, Germany, October 6th 2016, is being widely acclaimed as a major breakthrough for the way the custom motorcycle industry is presented to the wider riding public and potential new consumers.

With the AMD World Championship center stage as the primary feature in the Cologne Exhibition Center's atmospheric Hall 10, more than 100 custom market exhibitors drove an increase of some 17 percent in overall exhibitor numbers as INTERMOT saw record visitor numbers and over 40 new motorcycle model launches from the world's leading motorcycle manufacturers.

Now permanently hosted as the anchor event at 'INTERMOT

Customized', the 12th AMD World Championship featured 82 bikes in total this year, entered by 67 builders from 23 countries, with the win taken by 'Rumble Racer' by Suicide Customs – the third time a Japanese customizer has scooped the coveted World Championship winner's gold and diamond ring.

The debut of 'INTERMOT Customized'



featured over 100 exhibitors and has been widely praised by exhibitors, custom bike builders, dealers and visitors alike as delivering an inspirational and aspirational show environment that is set to champion the professionalism of the international custom market for years to come.

In addition to the AMD World Championship bikes, the 220,000 plus

high-mileage riders and industry professionals who visited INTERMOT this year (some 80 percent plus of whom are estimated to have visited 'INTERMOT Customized') saw presentations of custom excellence from a wide range of exhibitors that included several of the leading OEMs – including Harley-Davidson, BMW, Triumph, Yamaha and Kawasaki, all of which took additional INTERMOT booths specifically to showcase their custom buying option credentials; plus Ural from Russia and German V-8 specialist Boss Hoss.

Additional 'INTERMOT Customized' features included displays from the OEM/aftermarket-backed 1/8 mile Essenza Spirit of Custom and Sultans of Sprint custom bike race series, a Garage Area featuring live customizing, technical and workshop displays, photography by legendary motorcycle industry lensman Michael

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CUSTOMIZED**  
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**INTERMOT  
EXPO  
REVIEWED**  
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Suicide Customs (center) became the third Japanese winner of the AMD World Championship of Custom Bike Building at 'INTERMOT Customized', Cologne, Germany, in October - full story pages 25-37

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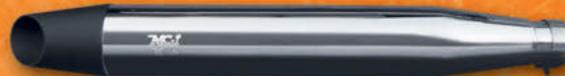
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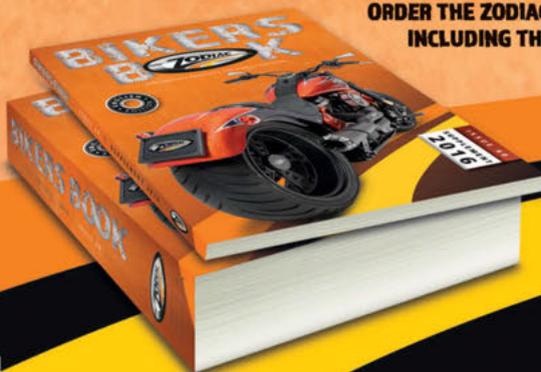
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**Comment** ..... 4



Robin Bradley discusses 'INTERMOT Customized' in the context of what it means for the 'mainstream' international motorcycle market, and what access to the 'mainstream' means for customizing ...

**INTERMOT Customized** ..... 15-20



Look what Cologne has done for us! At last, a show worthy of its market's price-points, creativity, craftsmanship and innovation - why wasn't it always thus?



**AMD 2016 World Championship** ..... 25-37



What do you get when you bring more than 60 bike builders and 80 of their bikes together from more than 20 countries? The 12th AMD World Championship of Custom Bike Building!



**INTERMOT expo** ..... 41-57



More than 1,000 exhibitors from nearly 50 different countries gave some 220,000 international motorcycle industry trade visitors and high-mileage riders from Germany and surrounding markets much to admire - including over 40 new model launches



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# 'INTERMOT Customized' nailed it!

**W**elcome to a very special edition of AMD Magazine – one almost entirely turned over to showcasing this year's AMD World Championship, the INTERMOT Expo in Germany, and the successful launch of the all-new 'INTERMOT Customized' show-within-show concept.

The vision I always had for the AMD World Championship of Custom Bike Building was one of using it as an anchor for an event that could both preach to the choir and speak to new business opportunities. Yes, I have been on a mission – one based on the inevitability that boom would turn to bust; that attitudes to the custom motorcycle ownership and riding experience were outmoded, and that the references that informed the existing custom culture would be irrelevant to new generations of riders.

From my point of view, although the years I spent hosting the AMD World Championship at Sturgis were fun (mostly), and not without their rewards and opportunities to further the mission, ultimately we just could not find the staging solution we needed in the United States.

Maybe if the AIMExpo project had been underway at that stage, who knows, perhaps that would have therefore given us a platform to keep the AMD World Championship in the United States. I guess we have been paying the price for being a few years ahead of the curve in our thinking throughout this odyssey.

Our own Big Bike Europe Expo at Essen in Germany in 2013 showcased the mission splendidly – in terms of show design, venue atmospherics and (I remain proud to say) in terms of user-friendly organization, where competitors and exhibitors are the honoured guests.

Having created the formula in a European context at Essen, the decision to move the AMD World Championship to INTERMOT in 2014 was all about taking a decade out of the evolution of the attendance. In one giant leap forward we could expose the creativity of the custom market as expressed through the AMD World Championship to the largest custom bike show attendance the world had ever seen.

Boom...a ready-made audience of getting on for 200,000 expo-oriented, motivated, relevant and active high-mileage riders beckoned!

The move to INTERMOT in 2014 was all about starting to learn how to exploit that opportunity and getting the Championship bedded-in to a week-long cycle in a massive, multi-hall, third party owned expo complex in the middle of a major urban conurbation.

This year, however, well, what can I say! Kudos, respect and thanks to the team at Koelnmesse and for the backing of the IVM, the custom motorcycle shops and motorcycle manufacturers and vendors who took booths at 'INTERMOT Customized' and to the AMD World Championship competitor community.

This is their success and their opportunity – if we have been the catalyst, then great, that makes me proud. What has now been accomplished will prove to be exactly the kind of foundation that I was hoping to see emerge somewhere, somehow.

There can be no question that as the international custom industry continues to morph, 'INTERMOT Customized' will now prove to be a platform for its engineering

to be showcased to a massive and massively influential mixed audience just at the time when the old channels, products and styles of bikes finally prove to be unable to sustain the industry it spawned.

What has been interesting in the European context in the past decade or so is that despite the downturn, the actual number of motorcycles registered for the road in Europe has not reduced proportionate to the slump in new model sales.

In 2007 the 'Bike Park' in Europe (EU plus Switzerland and Norway) was a total of 35m, 22m of which were motorcycles. That figure continued to rise through the most severe years of economic downturn, peaking at 37.7m total PTWs in 2011, 25.6m of which were motorcycles.

While that figure softened a little in the following years, motorcycles in use declined less quickly in percentage terms than overall PTW use, and the latest available data puts Europe at some 35.5m total PTWs, of which 25.7m are motorcycles.

This indicates that while there have been (and remain) issues in Europe concerning licensing age, access to the sport and training, in fact it isn't that motorcycling as such has suffered a demographic collapse. Instead, as is the well documented case in Spain, the 'Park' (or fleet) has aged rather than reduced – which also goes to why renewal is being seen among the larger displacement machines rather than at entry-level price points.

Something that has changed in Europe though is the regulatory attitude to riding. Whereas a decade ago the concern was that it was policy to make riding as difficult as possible, fast forward to 2016 and the regulators themselves can't state their personal riding credentials fast enough.

PTWs are now officially endorsed at EU level as a part of the solution to environmental and safety issues, not part of the problem - with all transport and related laws having to pass a motorcycle sanity test.

Even the right to modify is now enshrined in EU law with competency for all regulatory issues, except for those that affect safety and emissions now firmly protected from EU level interference and handed back to national governments.

With motorcycle sales in general growing again now in Europe (see the INTERMOT report elsewhere in this edition), and with large displacement machines leading that growth, and custom styling leading the growth that the manufacturers are enjoying, all current trends point to an international custom motorcycle industry with opportunity stamped all over it.

Now if someone could just light a similar fire under the domestic U.S. market ... Columbus anybody?

a ready-made audience



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- 40002** Filler Panel Light (chrome)
- 40004** Center Brake Light (chrome)
- 40006** Light Accents (chrome)



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- 70304** Master Cylinder Cover (pr) (chrome)
- 70305** Master Cylinder Cover (pr) (black)



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- 72000** Shift Lever Linkage (chrome)
- 70100** Cylinder Base Cover (chrome)



45101

## 40010 Lighted Fairing Vent

- 45100** Bat Blades, '96-'05 Batwing Fairing
- 45101** Bat Blades, '06-'13 Batwing Fairing
- 45102** Bat Blades, '14-Up Batwing Fairing Run, and turn feature.

- 50127** Action Camera Adapter with Stud Mount



## WASP Camera

- 45020** WASP Camera



45201

## L.E.D. Lighted Fang™ Headlight Bezel

- 45200** L.E.D. Fang™ Headlight Bezel (chrome)
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**41001**

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**41001** Shock & Awe™ L.E.D. Lights with Bluetooth Controller

## Fairing Dash Accents

**42100** Lighted Speaker Accent (pr)  
**42200** Lighted Dash Accent (chrome)  
**42305** Switch Accent Cover (chrome)  
**50410** Drink Holder (perch mount)

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Lichter, and history and memorabilia from the Ace Cafe, London. Leading parts and accessory distributors included Motorcycle Storehouse and Custom Chrome Europe, with the Warren Buffet owned German distributor and retailer Detlev Louis debuting their custom industry program. Several "mainstream" parts and accessory vendors followed the lead set by the OEMs by taking an additional booth in INTERMOT Customized – well-known names such as LSL, Nolan Helmets and leading German luggage specialist SW-MOTECH, who showed their new 'Legend' line. Parts and accessories specialists at 'INTERMOT Customized' included Daytona Twin Tec and Cometic Gaskets from the United States, exhaust manufacturers such as Dr Jekyll and Mr Hyde (German) and BSL (Austria), performance specialist Norbert Buesch (Germany) and apparel brands such as OMD (helmets), John Doe (protective casual riding gear), Restless and Rusty Pistons. European custom shops and custom bike builders stepped up their booth presence, with 'INTERMOT Customized' featuring the likes of Fred Kodlin, Ruff Cycles, Mellow Motorcycles, Dr Mechanik, WalzWerk, Independent Choppers, Big Boys Cycles, HBS, Hells Kitchen old school

parts and Holger Schnell's No Limit Custom from Germany, joined by Midland Choppers from Switzerland. Tracing its origins in Cologne back to 1964, INTERMOT is staged every two years. INTERMOT 2016 attracted an increased attendance of some 220,000 visitors from 95 different countries, and saw over 40 worldwide new motorcycle model premiers from the world's leading motorcycle manufacturers. Over 1,330 exhibiting companies (17 percent up from 2014) from 40 different countries occupied some 70,000 sq m of exhibit space. In its opening press conference, show owner IVM, the German motorcycle industry trade association, cited 'INTERMOT Customized' as the primary driver of the increase in exhibitor numbers. In total the show occupied 129,000 sq m (nearly 1.4m sq ft) of gross space in 6 state-of-the-art exhibition halls and an additional 70,000 sq m (approx. 750,000 sq ft) of external activity and feature space that included over 15,000 test rides being taken on Scooters and e-bikes. INTERMOT is also host to 'e-Motion', another show-within-show concept for the fast growing international Urban Mobility and e-bike market. The 13th AMD World Championship will be staged at 'INTERMOT Customized' during INTERMOT 2018 at the Cologne Exhibition Center from October 3rd to Sunday 7th 2018.

# Lonny Spiva buys Heartland USA



**Industry veteran and former Sales and Marketing Director Lonny Spiva has bought the Gardena, California based parts, accessories and styling and custom conversion kits manufacturer Heartland USA from founder Jim Grove. Known for their E-Z rear fender conversions and quality accessories for the American V-Twin marketplace for the last 20 years, in Lonny Spiva, Heartland is now in the hands of an experienced and respected industry professional who numbers Biker's Choice, Custom Chrome, Hard Drive, Custom Cycle Engineering and Renegade Wheels among others in a career that has well equipped him for an ownership role. Speaking of his decision to retire and sell to Spiva, Jim Grove says that "Lonny was the first choice to carry the Heartland USA brand into the future. In the three plus years that Lonny was here at Heartland, his fingerprints can be found all over this brand. For example, he was instrumental in developing our first catalog." "I was excited when Jim called, I have always loved the Heartland brand, and now I have been given the chance to be a part of it in a very big way," Lonny said**

about the future. "I feel I've come home, and I'm looking forward to conservatorship of the Heartland brand." Jim stated: "I know that Heartland will be in good hands with Lonny at the wheel. He has a passion for the business as much or more than I do." Lonny added: "We'll be getting busy straight away, so watch for new and exciting kits coming from Heartland in the upcoming months."

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## Biker's Choice gets new President

Tucker Rocky/Biker's Choice have announced logistics specialist Eric Cagle as its new company President, replacing Dan Courtney, who left the company in February 2016. Coming from a 25+ year career with Caterpillar Inc. and Neovia Logistics, Cagle brings to his role "expertise developed while assisting automotive, construction and industrial equipment and high-tech companies in developing and improving parts logistics operations and sales." Cagle will be based at Tucker Rocky's Fort Worth, Texas headquarters. Cagle is quoted as saying "the opportunity to join a recognized leader in such an exciting industry was very appealing to me. I'm energized by the prospect of putting down roots in a company with such a strong product offering, loyal customer base and



committed leadership team. "The relationship this company has with its 10,000 dealer partners, the expertise of the salesforce, and the leadership position Tucker Rocky has rightfully earned in the marketplace tell me this company has 'good bones' and can respond to the current realities of the motorsports industry. I'm thrilled to get to know this company and this tight-knit industry."

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Davidson 2016 net income was \$645.0 million on consolidated revenue of \$4.89 billion compared to nine-month 2015 net income of \$710.0 million on consolidated revenue of \$4.81 billion. Diluted EPS was \$3.55 compared to diluted EPS of \$3.41 in the year-ago period. Worldwide retail motorcycle sales were down 1.9 percent compared to the same period in 2015. International retail sales were up +3.3 percent, offset by a decline of -4.7 percent in U.S. retail sales.

In the third quarter, the company paid a cash dividend of \$0.35 per share. During the same time-period, on a discretionary basis, the company repurchased 2.1 million shares of Harley-Davidson common stock for \$104.6 million.

Also in the third quarter, there were approximately 179.3 million weighted-average diluted shares outstanding, compared to approximately 204.6 million shares in the year-ago quarter. As of September 25, 2016, a total of 20.9 million shares remained on board-approved share repurchase authorizations.



## Harley-Davidson sales revenue and production data... 3rd quarter 2016

Income statements in \$1,000s (except share)	THREE MONTHS ENDED		NINE MONTHS ENDED	
	SEPT 2016	SEPT 2015	SEPT 2016	SEPT 2015
Net sales revenue	\$1,091,630	\$1,140,321	\$4,338,353	\$4,301,674
Gross profit	\$367,019	\$394,039	\$1,564,857	\$1,631,528
Total operating income	\$178,376	\$215,836	\$979,526	\$1,088,470
Net income	\$114,065	\$140,347	\$644,985	\$710,011
Diluted earnings per common share	\$0.64	\$0.69	\$3.55	\$3.41

### NET SALES REVENUE

Figures are shown in \$1,000s	THREE MONTHS ENDED		NINE MONTHS ENDED	
	SEPT 2016	SEPT 2015	SEPT 2016	SEPT 2015
H-D Motorcycles	\$788,856	\$812,398	\$3,437,066	\$3,376,356
Parts & Accessories	\$231,279	\$252,226	\$673,192	\$692,938
General Merchandise	\$65,289	\$69,008	\$211,664	\$212,954
Other	\$6,206	\$6,689	\$16,431	\$19,426
<b>Total</b>	<b>\$1,091,630</b>	<b>\$1,140,321</b>	<b>\$4,338,353</b>	<b>\$4,301,674</b>

### MOTORCYCLE SHIPMENT DATA

NOTE: H-D MOTORCYCLE SHIPMENT DATA IS NOT THE SAME AS RETAIL REGISTRATIONS

	SEPT 2016	SEPT 2015	SEPT 2016	SEPT 2015
United States	26,269	30,092	141,708	141,884
Exports	22,342	23,380	78,099	76,349
<b>Total H-D</b>	<b>48,611</b>	<b>53,472</b>	<b>219,807</b>	<b>218,233</b>

### PRODUCT MIX

	SEPT 2016	SEPT 2015	SEPT 2016	SEPT 2015
Touring	23,295	21,994	89,467	95,354
Cruiser	13,986	18,405	78,570	71,753
Sportster/Street	11,330	13,073	51,770	51,126
<b>Total</b>	<b>48,611</b>	<b>53,472</b>	<b>219,807</b>	<b>218,233</b>

### RETAIL SALES OF H-D MOTORCYCLES:

	SEPT 2016	SEPT 2015	SEPT 2016	SEPT 2015
United States	45,469	48,918	135,581	142,196
Canada	2,663	2,554	8,946	8,414
EMEA	10,224	10,031	37,947	35,598
Asia Pacific Region	7,994	7,857	24,141	23,471
Latin America Region	2,605	2,818	7,064	8,091
<b>Total</b>	<b>68,955</b>	<b>72,178</b>	<b>213,679</b>	<b>217,770</b>



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NEWS BRIEFS

In the eight months to August 2016 Harley-Davidson had sold 2,565 motorcycles in Switzerland, leaving it in third place in market share terms behind Yamaha and BMW, but ahead of Honda, Kawasaki, KTM, Triumph, Ducati and Suzuki.

**The #001 Limited Edition Jack Daniel's Indian Chief Vintage Motorcycle, #001 of #150 Chief Vintage and Springfield variants built, has been auctioned for \$150,000 at Barrett-Jackson, Las Vegas. All funds from the auction benefit U.S. military personnel and their families through Operation Ride Home. List price for the specials was \$29,999 each.**

Polaris has announced acquisition of Transamerican Auto Parts (TAP), a "vertically integrated, multi-channel market leader in off-road Jeep and truck aftermarket accessories with sales of approximately \$740 million and significant growth potential." Polaris will pay an "aggregate consideration" of \$665 million - implying a multiple of approximately 9.0 times EBITDA. TAP sells and installs an extensive line of accessories for Jeep and truck enthusiasts.

**BMW USA says it "remains on course for growth" and that "we will continue to grow sustainably and profitably and want to increase motorcycle sales to 200,000 units worldwide by 2020". The company says that the American market is an important element in achieving this goal, that they plan to increase from 150 to 200 dealers, and expect to double market share to 10%. The company reported record worldwide sales of 116,044 units to September 30th. It launched its new K 1600 Bagger at INTERMOT, and anticipates its R nineT air-cooled flat-twin Boxer engine R nineT 'Heritage' range growing to six models for the US market.**

# AIMExpo bids farewell to Orlando



**As this edition of AMD Magazine went to press, we were still waiting to hear from the organizer (Motorcycle Industry Council/MIC) just how well the show had done, but early reports suggested that attendance on the trade/dealer and the public days was up on last year.**

Being staged the weekend after INTERMOT in Germany, this was the 4th annual AIMExpo, and the last that will take place at its 2013 launch venue - the Orange County Convention Center, Orlando, Florida, before the event moves to the Midwest for 2017.

It would appear that the Midwest is the spiritual home of the motorcycle industry, in trade expo terms at least - drawn to it like a moth to a naked light bulb.

With the very high number of franchise dealerships and independent retail stores within a 500 mile radius of somewhere like Columbus, Ohio (the new host city), it is no wonder that the MIC has decided to bow to the seemingly inevitable and "go to the people" rather than hoping that the people would find the show, wherever it was staged.

The formula will remain the same for 2017 - with the first two days (Thursday 21st and Friday 22nd September) reserved for dealer, builder and industry attendance; with the doors being opened to the public as well at the weekend (September 23rd and 24th).

What the MIC must hope will change is the endless speculation about whether the event is in the right part of the United States, and how likely it is to pull an audience that is sufficient to deliver the kind of return on investment that the hard-pressed exhibitor community needs.

If the mother lode doesn't yield sufficient attendance for the show to liquidate the industry's investment, then it would be hard to figure out where could.

No doubt the debate about timing will rage until the end of time itself - with many still wedded to the firm view that such shows need to be in the spring.

But that is to miss an important point. It isn't timing as such that makes AIMExpo vulnerable to this speculation - it isn't the calendar that is on trial. It is the overall concept itself - that of bringing a European style mixed aftermarket and OE, trade and consumer style event, which depends on fall timing for MY debuts, to a continental sized national market such as the United States - it is



**According to vendor feedback it looks like the 4th annual AIMExpo (the last to be staged at Orlando, Florida) saw increased dealer and public attendance numbers despite the concerns caused by Hurricane Matthew a week earlier**

that which remains under scrutiny. That is the main square that AIMExpo still needs to circle. However, with the backing of the market's trade association (as is the case with the European Expo models AIMExpo seeks to replicate) and the experience that former Cycle World publisher and MIC Chairman Larry Little is able to leverage (in his role as MIC Events Vice President), then, again, if AIMExpo can't pull it off, then the motorcycle industry would be justified in concluding that it was never meant to be!

Indeed, the results now (finally) being achieved at INTERMOT in Europe in terms of custom and mainstream living in happier harmony than was ever going to be the case at Indy, the portents are favorable, and much of the hard work has already been done - securing the backing of most of the major OEMs gives AIMExpo a solid foundation. The 'Custom Culture' show-within-show concept that Bob Kay is developing for AIMExpo is a mirror of what has been achieved at Cologne with 'INTERMOT Customized'.

At Cologne the anchor is the AMD World Championship of Custom Bike Building, and with the Championship of the Americas as a World Championship affiliate, it is very likely that AIMExpo in September will benefit in V-twin industry exhibitor, builder and attendance terms, not only from being "back in the womb", but also from the plowed ground that Easyrider Magazine has created in the Midwest in February each year - at Columbus, with its own custom show, and, of course, down the road at Cincinnati with the V-Twin Expo.

It remains to be seen if the custom market can sustain two competing expo concepts (most in the exhibitor community think not), and with Tucker Rocky/Biker's Choice (Texas) and Parts Unlimited/Drag Specialties (Indy) both announcing dealer events for February 2017, there is clearly trouble ahead in show terms in the next few months.



**RETRO MODIFIED winner Jordan Dickinson, Union Speed Cycle, MN**



**STREET CUSTOM winner Adam Karns, Karns Kustoms, MD**



**PERFORMANCE CUSTOM winner Jesse Spade, Jesse Spade Designs, GA**

As regular readers will know, I have been a firm advocate of both the apparently competing, rival expo formulas ... I think it is important that "the tribe" has its opportunities to "commune unto itself", but important too that custom shops are able to be exposed to best practice and retail opportunities from elsewhere on the powersports industry radar. If the 'INTERMOT Customized' show-within-show concept can be convincingly replicated at AIMExpo in the Midwest, then maybe, at last, the hatchet that split the industry between Indianapolis and Cincinnati in 1997 can finally be buried.

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



Jordan Dickinson (Union Speed Cycle) of Minneapolis took the Freestyle win and with it the Champion of the Americas prize for 2016 that scoops him bike air freight and personal travel expenses to represent USA at the October 2018 AMD World Championship of Custom Bike Building at 'INTERMOT Customized' in Cologne, Germany

<b>FREESTYLE</b>	
1st Place	Jordan Dickinson (Union Speed Cycle), MN
2nd Place	Tim Scates, TX
3rd Place	Bryan Fuller (Fuller Moto), GA
4th Place	Kyle Shorey (Speed Foundry of Texas), TX
5th Place	Jon Shipley (Hoosier Daddy Choppers), IN
<b>RETRO CUSTOM</b>	
1st Place	Jordan Dickinson (Union Speed Cycle), MN
2nd Place	Gary Gifford, FL
3rd Place	Charlie VanValkenburgh, AL
<b>STREET CUSTOM</b>	
1st Place	Adam Karns (Karns Kustoms), MD
2nd Place	Mark Shaffer (Shaffer Customs), FL
3rd Place	Wendell Turner (Turner's Cycle), MI
<b>PERFORMANCE CUSTOM</b>	
1st Place	Jesse Spade (Jesse Spade Designs), GA
2nd Place	Jim Goodrich (Preacher's Hot Rod Cycle Designs), FL
3rd Place	Tony Prust (Analog Motorcycles), IL
<b>PEOPLE'S CHOICE</b>	
1st Place	Bryan Fuller (Fuller Moto), GA
2nd Place	Tim Scates, TX

# Harley adds two to Board

On July 25, 2016, Harley's Board of Directors voted to increase the size of the Board from nine to eleven persons and to elect Brian R. Niccol and Maryrose T. Sylvester as new directors to fill the new vacancies.

Brian R. Niccol was appointed to the Board's Sustainability Committee, Human Resources Committee, and Nominating and Corporate Governance Committee. Since January 2015, Mr. Niccol has served as CEO of Taco Bell, a division of Yum! Brands. Mr. Niccol joined Taco Bell in 2011 and served as President from 2013 to 2014, holding the role of Chief Marketing and Innovation Officer from 2011 – 2013, having previously held various positions at Pizza Hut from 2005 to 2012. Ms. Sylvester was appointed to the Board's Audit Committee and Nominating and Corporate Governance Committee. Since October 2015, Maryrose Sylvester has served as President and CEO of Current, powered by GE, and she has been employed by General Electric Company



since 1988. Prior to her role at Current, Ms. Sylvester served as President and CEO of GE Lighting from 2011 to October 2015. The Company's Director Compensation Policy is applicable to Mr. Niccol and Ms. Sylvester as non-employee directors. Mr. Niccol and Ms. Sylvester will each receive a pro rata portion of the current \$110,000 annual retainer that the Company pays to non-employee directors, with at least 50% of the retainer paid in shares. Ms. Sylvester will receive an additional \$5,000 retainer as a member of the Audit Committee; as outside directors she and Mr. Niccol will each receive a grant of 2,587 share units.

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# “INSPIRATIONAL, MOTIVATIONAL & ASPIRATIONAL”

Robin Bradley  
Publisher  
robin@dealer-world.com



Pictures by Sara Viney  
sara@dealer-world.com

These were among the reactions to the all-new ‘INTERMOT Customized’ show-within-show environment seen at the INTERMOT Expo at Cologne in early October. Set to become THE major new headquarters venue for the international custom motorcycle industry, Robin Bradley says he’s seen the future ...



**T**he intent behind the AMD World Championship of Custom Bike Building and its gypsy-like 14-year world tour has always been to find a place where it could be the catalyst for a showcase that really could do justice to the creative and innovative craftsmanship and design and engineering genius that the custom market has always had.

Finally, in the form of ‘INTERMOT Customized’ and the collaborative partnership that has been forged with the excellent staff at Koelnmesse (the Cologne, Germany, International Expo

Center), it feels like that journey is over and that after so many efforts to “nail it”, the irresistible combination of great bikes and great vendors has finally given the custom market an opportunity to capitalize on its new found popularity as the fastest growing market in the mainstream motorcycle industry.

The massive and atmospheric space that is Hall 10 at Koelnmesse has been

transformed in just four years from archetypal custom sector flea market into the kind of environment worthy of a market whose price point traditionally starts where those of the volume motorcycle manufacturers leaves off.

No longer need the custom market be the red-headed stepchild, marginalized on the fringes of the two-wheel world.

Instead, thanks to what has been achieved at ‘INTERMOT Customized’, it can take its place up-front and center as the poster child for the mainstream of an industry that is falling over itself to speak to the new generation of riders who eschew cookie-cutter for individuality and quality in equal measure.

That may be a bold claim, but I am certain that time will judge INTERMOT October 2016 as a turning point for our industry, and you can judge for yourself from the feedback of others in print and online and from this selection of images from the show.

*Enjoy – we did!*

**INTERMOT  
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**DAYTONA TWIN TEC:** Florida based fuel injection tuning specialist. International Sales Consultant Hector Melendez told AMD that "sales in Europe are strong. There is a very real demand here for products that combine comprehensive features with ease of use"; [www.daytona-twintec.com](http://www.daytona-twintec.com)



**DETLEV LOUIS:** Bought last year by legendary US investor Warren "Sage of Omaha" Buffet's Berkshire Hathaway investment group, Hamburg based Detlev Louis is a well known parts and accessory distributor, mail order specialist and owner of a network of over 70 retail stores in Germany, Austria and Switzerland. The company can trace its origins back to the 1930s and used 'INTERMOT Customized' to launch its new custom parts and accessories program. They also entered their bike "Alouise" into the Cafe Racer class at this year's AMD World Championship of Custom Bike Building; [www.louis.de](http://www.louis.de)



**FRED KODLIN:** The well-known German customizer was one of several prior exhibitors to return to INTERMOT to contribute to the critical mass achieved at the first 'INTERMOT Customized' show-within-show concept that saw exhibitors benefit from the draw of the AMD World Championship; [www.kodlin.com](http://www.kodlin.com)



**INDEPENDENT CHOPPERS:** Independent Choppers of Dusseldorf, Germany, was founded in 2000, and 15 years on have built a strong reputation, garnering awards and international press recognition for their work; [www.independent-choppers.de](http://www.independent-choppers.de)



**ESSENZA:** A collaboration between leading customizers and selected OEs (Harley-Davidson, BMW, Kawasaki, Moto Guzzi, Suzuki, Triumph and Yamaha), "ESSENZA – The Essence of motorcycles" is a 1/8 mile sprint race series for custom bikes (as opposed to dragsters) – 16 bikes in 2016, including a custom R nineT by Winston Yeh of Taiwan, the 2013 AMD World Championship Modified Harley-Davidson World Champion. The concept is limited to twin cylinder machines of no more than 1200cc displacement. Two prizes have been at stake – fastest bike and a design prize sponsored by German parts and accessory specialist Detlev Louis – with both counting 50/50 towards an eventual winner; [www.essenza-the-essence-of-motorcycles.com](http://www.essenza-the-essence-of-motorcycles.com)



**SULTANS OF SPRINT:** One of two new custom bike race series in Europe in 2016, the final rounds of the "Sultans of Sprint" was staged in the outside activity area race track of INTERMOT, and saw Young Guns Speed Shop of Switzerland take the series win. The Sultans of Sprint challenge was a gathering of "motorcycle freaks from all over Europe to race custom sprint bikes - air or oil-cooled 4-stroke twin cylinder engines of up to 1400cc. Not focused only on speed, performance and power, the 'Sultans of Sprint' challenge also rewarded the contenders for their style, creativity and craziness. The participating bikes were 100% custom built by the best custom workshops and enthusiasts. The Sultans of Sprint is a class of its own ... a race for turbocharged flying carpets built and raced by creative gearheads"; [www.sultansofsprint.com](http://www.sultansofsprint.com)



**SW-MOTECH:** Several mainstream exhibitors doubled-up their INTERMOT booth investment – SW-MOTECH showcased their recently introduced 'Legend Gear' modular fit system soft luggage range. They are currently expanding their product range of soft luggage for Harley-Davidson, look out for details in upcoming editions of AMD; [www.sw-motech.com](http://www.sw-motech.com)



**STANDARD MOTORCYCLE PRODUCTS:** Tracing their history back to 1919, Long Island, NY based SMP is best known in the motorcycle industry for their huge range of Harley OE replacement components such as cam position sensor plate assemblies, EFI parts, switches, points sets, condensers, relays and their 'Blue Streak' brand "Super Fast" ignition coils that feature a quick rise time for easier starts. A standalone product that will enhance the performance of the motorcycle's ignition system it delivers more spark energy than the OEM Harley coil under full load and can deliver 45,000+ volts for maximum performance. Fully encapsulated for long life, it will withstand extreme conditions and is compatible with stock and aftermarket ignitions; [www.standardmotorcycle.com](http://www.standardmotorcycle.com)



**EHINGER KRAFTRAD:** Uwe Ehinger and Katrin Oeding founded their high-end concept design, custom bike and concept parts and accessory business in 2008 – just as the market headed into recession. Their success shows that the demand for quality and design transcends economics – craftsmanship and innovation will always succeed; [www.ehingerkraftrad.com](http://www.ehingerkraftrad.com)



**KAWASAKI:** Another of the OEs who invested in a second INTERMOT booth to showcase the custom results that can be achieved with their platforms, along with a series of customized specials; [www.khi.co.jp](http://www.khi.co.jp)



**YAMAHA:** Now headed into its third year, Yamaha's 'Yard Built' program has seen dealers and noted guest customizers (such as 2010 and 2014 AMD World Champion Fred "Krugger" Bertrand) reinterpret their 'Sport Heritage' platforms; [www.yamaha-motor.co.jp](http://www.yamaha-motor.co.jp)



**DELTRAN EUROPE:** Headed up by European motorcycle industry veteran Erwin Van Hoof, Deltran Europe is a subsidiary of the Deland, Florida based manufacturer of the Battery Tender range of charging and diagnostics products; [www.batterytender.com](http://www.batterytender.com)



**DR JEKILL & MR HYDE:** German/Dutch exhaust manufacturer Dr Jekyll & Mr Hyde specialize in electronically adjustable exhaust systems. They showcased their new system for the Harley XL Roadster – the first Harley model before the new 2017s to achieve its European homologation after new EU noise measurement rules (ECE R 41-04) came into force in 2016. It is available with choice of end caps, in black or chrome, as a muffler only or as a complete system with a stainless steel manifold; [www.jekillandhyde.de](http://www.jekillandhyde.de)



**BOSS HOSS:** The German V-8 specialist has grown from Monte Warne's Dyersburg, Tennessee workshop where he created the first Chevy V-8 powered motorcycle that maintained cruiser looks in 1990 into a 22,000 sq ft manufacturing facility. In 2006 they became the first V-8 motorcycle manufacturer to receive full vehicle type approval from the European Commission; [www.bosshoss.com](http://www.bosshoss.com)



**HARLEY-DAVIDSON** was one of several motorcycle manufacturers to invest in a second INTERMOT booth – adjacent to the AMD World Championship in 'INTERMOT Customized' as aftermarket vendors and OEMs came together to launch the unique and uniquely powerful new "show-within-show" concept; [www.harley-davidson.com](http://www.harley-davidson.com)



**MOTORCYCLE STOREHOUSE:** With construction of a massive new state-of-the-art warehouse underway in the north of The Netherlands, the Dutch distributor has seen growth throughout the downturn as a result of investments in deep inventories, its pan-European network of sales offices and representatives and diversification of its offer to include a popular apparel program; [www.motorcyclestorehouse.nl](http://www.motorcyclestorehouse.nl)



**COMETIC GASKET:** Ohio based gasket manufacturer and Delkron engine parts manufacturer; sales manager Jason Moses, seen here right with Hector Melendez (left), is no stranger to European trade shows; [www.cometic.com](http://www.cometic.com)



**BMW:** One of several OE motorcycle manufacturers to take a second, additional INTERMOT booth in 'INTERMOT Customized' – to showcase some of the R nineT specials built this year; [www.bmw-motorrad.com](http://www.bmw-motorrad.com)



**WALZWERK:** Noted German customizer Marcus Walz was among those who returned to INTERMOT to be a part of the new show-within-show 'INTERMOT Customized' concept that saw the Hall 10 custom industry presentation elevated to a new level; [www.walzcycles.com](http://www.walzcycles.com)



**BIG BOYS CYCLES:** Cologne based custom shop Big Boys Cycles have been a regular fixture at Europe's custom shows. The company will celebrate its 25th anniversary next year; [www.big-boys-cycles.de](http://www.big-boys-cycles.de)



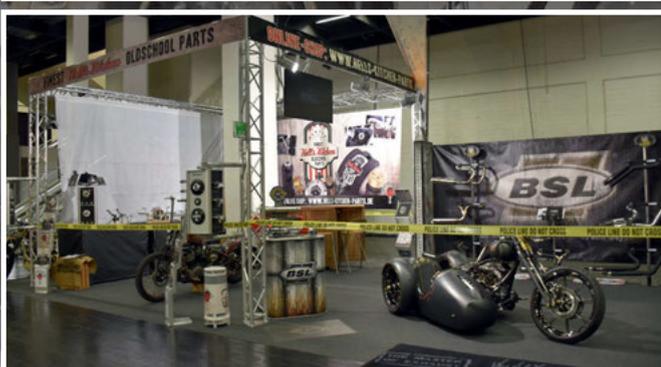
**ACE CAFE:** The Ace Cafe London always brings Cafe Racer legitimacy, credibility and heritage to any event; [www.ace-cafe-london.com](http://www.ace-cafe-london.com)



**MIDLAND CHOPPERS** from Switzerland headed up the "International Brigade" at 'INTERMOT Customized' and entered their bike "El Rey" in the Freestyle class at this year's AMD World Championship; [www.midlandchoppers.ch](http://www.midlandchoppers.ch)



**TRIUMPH:** One of several mainstream motorcycle manufacturers to take an additional booth in 'INTERMOT Customized' to showcase their custom offer; [www.triumph.co.uk](http://www.triumph.co.uk)



**BSL:** Founded in 1996 by Wolfgang Wakolbinger and Klaus Peinbauer, Austrian exhaust manufacturer BSL (Bike Shop Linz) introduced their first exhausts in 2000 and have achieved that rare trick of designing stylish and convincing custom exhausts that meet international type approval standards – check out their 'HOT SHOTS' and touring model systems; [www.bsl.at](http://www.bsl.at)



**NO LIMIT CUSTOM:** A major influence on the fat-rear-end conversion boom that flourished (in Germany in particular) from the mid-1990s, Holger Schnell started NLC in 1993 and customized his first Harley – a V-Rod – in 2004. Since then NLC has become an ISO certified manufacturer (2007 – DIN 9001:2000) and emerged as a worldwide leader in conversion parts such as wide tire kits, single-sided swingarms, 3D custom wheels, chain drive conversions, bodywork and CNC-machined special parts; [www.no-limit-custom.com](http://www.no-limit-custom.com)



**CUSTOM CHROME EUROPE** were among the leading international parts and accessory distributors to have witnessed the huge progress made by INTERMOT since 2014; [www.custom-chrome-europe.com](http://www.custom-chrome-europe.com)



**BUESCH MOTORCYCLE PRODUCTS:** Performance parts and custom accessory specialist Norbert Buesch builds great custom bikes and makes hand-crafted parts, such as spoilers, fenders, gas tanks, fairings and monocoques; [www.bike-watch.de](http://www.bike-watch.de)

INTERMOT

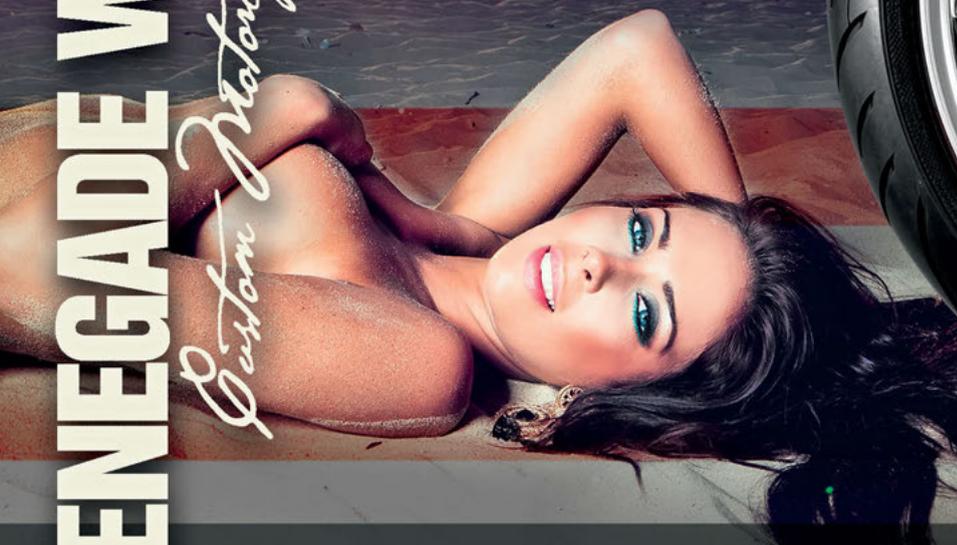
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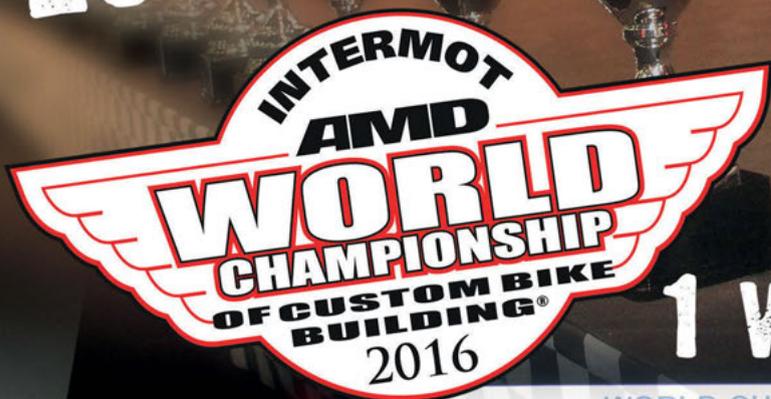
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# 82 BIKES, 67 COMPETITORS, 23 COUNTRIES...



## 1 WORLD CHAMPION



Robin Bradley  
Publisher  
robin@dealer-world.com



PICTURES BY  
Onno Wieringa  
www.madnessphotography.eu  
Frank Sander  
www.thunder-media-service.de



Japanese customizer Suicide Customs scored a convincing first place in the 12th AMD World Championship at 'INTERMOT Customized' at Cologne, Germany, October 10th, to take the coveted title of AMD World Champion of Custom Bike Building.

**V**oted for by the competitors themselves, this is the third time that a customizer from Japan has taken the Championship ring home, and in a close field of Freestyle class entrants, Suicide Customs was the clear choice of his fellow competitors as their Champion for the next two years. Suicide Customs' 1000cc V-twin "Rumble Racer" has quite a

back story. Crated for dry shipping to Europe several weeks before the show, Koh Niwa had tense days and late evenings at the World Championship before managing to get the bike fired up and completing the necessary run test to be able to qualify for prizing – his determination in the face of tough odds won the admiration of the "Class of 2016". In a very broad international





Japan

*Suicide Customs  
'Rumble Racer'*



*First Place*  
**FREESTYLE**  
*World Champion*

spread of top honours, second place, and first reserve champion, went to Michael Naumann of Germany for his Ironhead Sportster-engined "Simple Iron"; with third place, and second reserve champion going to 2010 and reigning 2014 World Champion Fred "Krugger" Bertrand of Krugger Motorcycles in Belgium for his 103" S&S Cycle-engined "LADD".

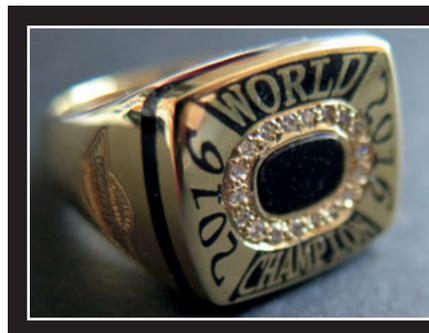
Altogether 42 bikes competed in the Freestyle class, with no less than 14 different countries featuring in the Top 20, with the equally back story-rich TEAM USA's Larry Moore of Wichita, Kansas, taking fourth overall for his bike "Kontrollred Kaos", with Italy's North Coast Custom taking fifth for "Alcatraz 521". The ever-popular Modified Harley-Davidson World Championship was won by German-Motorcycle-Authority (Christoph Madaus) with his 1340cc (S&S heads) "Milwaukee Mile".

In an extremely high quality field, this year's Retro Modified class was taken by PDF Motociclette of Italy with "Big Kahuna", a 1000cc-engined 1927 JD 8-valve.

Flying the flag for Eastern Europe, the Cafe Racer class was won by Iron Custom Motorcycles (ICM) from troubled Kharkiv, Ukraine with



The top three in the 12th AMD World Championship ... center, winner Suicide Customs from Japan with Rumble Racer, this year's best bike as voted for by the competitors themselves; left, Naumann & Co (Germany) in second place for the bike Simple Iron; on the right, Krugger Motorcycles of Belgium followed up 2010 and 2014 AMD World Championship wins with third place this year for Ladd



This year's Championship ring was handcrafted in England by Alabaster & Wilson in 18ct gold, diamonds and black onyx. Founded in 1887, Alabaster & Wilson are one of the founders of the internationally reputed artisan jewellery quarter of Birmingham, England and have been award winning makers of fine jewellery, medals, awards and ceremonial items to the British Royal family, Houses of Parliament, and many other famous British and international institutions for over 125 years. This is the highest grade Championship Ring yet awarded to the AMD World Champion of Custom Bike Building and a true one-off piece of art.

*Naumann & Co 'Simple Iron'*

*Germany*



*Second Place*  
**FREESTYLE**



"Beckman", featuring a hand-made 56bhp, 555cc 3-cylinder 2-stroke engine. In another success for the small but fast-growing and innovative Irish custom scene, 2013 World Champions Mick O'Shea and Don Cronin (Medaza Cycles) took the demanding Street Performance class with "Road Fever", a 1978 Ducati 750. Staged as the lead feature at the first ever 'INTERMOT Customized' (October 5th to 9th), the show-within-show concept in Hall 10 at the INTERMOT Expo in Cologne, Germany, was created to showcase international custom industry excellence, and the

concept has been widely praised by exhibitors and visitors alike as delivering an inspirational and aspirational show environment that is set to champion the professionalism of the international custom market for years to come. In addition to the AMD World Championship bikes, 'INTERMOT Customized' drew over 100 exhibitors, including several of the leading OEMs such as Harley-Davidson, BMW, Triumph, Yamaha and Kawasaki; Ural from Russia and German V-8 specialist Boss Hoss. Exhibiting distributors included Custom Chrome Europe and Motorcycle Storehouse, with



*Krugger Motorcycles 'Ladd'*

*Belgium*



*Third Place*  
**FREESTYLE**

*Moore Customs 'Kontrolled Kaos'**USA*

*Fourth Place*  
**FREESTYLE**

Warren Buffet owned mail order and retail store specialist Detlev Louis giving a debut to their new Custom program. Additional 'INTERMOT Customized' features in the atmospheric Hall 10 of the Koelnmesse complex included displays from the OEM/aftermarket-backed Essenza 'Spirit of Custom' and 'Sultans of Sprint' race series, a Garage Area featuring live customizing, technical and workshop displays, photography by legendary motorcycle industry photographer Michael Lichter, and history and memorabilia from the Ace Cafe, London.

The 13th AMD World Championship will be staged in two years' time at 'INTERMOT Customized' at the Cologne Exhibition Center (Koelnmesse) in October 2018. Keep up-to-date with AMD World Championship news by signing up for 'Custom World', the Championship program's official newsletter by e-mailing [sara@dealer-world.com](mailto:sara@dealer-world.com) [www.amdchampionship.com](http://www.amdchampionship.com)

*North Coast Custom 'Alcatraz 521'**Italy*

*Fifth Place*  
**FREESTYLE**



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# FULL FREESTYLE RESULTS

RESULT	BIKE #	COMPANY	BIKE NAME	COUNTRY	POINTS
1	022	Suicide Customs	Rumble Racer	Japan	668
2	027	Naumann & Co	Simple Iron	Germany	482
3	016	Kruger Motorcycles	Ladd	Belgium	473
4	037	Moore Customs	Kontrolled Kaos	USA	405
5	006	North Coast Custom	Alcatraz 521	Italy	363
6	085	Anarchy-Custom	El Lunes	Romania	321
7	048	Fine Custom Mechanics	Bonny	Russia	313
8	073	Inglourious Basterds Cycles	PanUral	Italy	289
9	093	KuBig Custom	KuBig Custom Flathead	Czech Republic	282
10	043	Yuri Shif Custom	Ducky	Belarus	233
11	036	Flame Art Design	Strom	Ireland	227
12	068	Christopher Marschka	Patriot Special	Germany	224
13	028	Chaos Cycle	Thugnificent	USA	196
14	088	Lamb Engineering	Circus of Speed	UK	187
15	106	Sapka Muvek	Black Brass	Hungary	175
16	080	VanderHeide Motorcycles	VanDerHeide	Netherlands	173
17	087	Valtorón Motorcycles	La Guindilla	Spain	166
18	089	Lamb Engineering	Roadrunner	UK	140
19	046	Lari Motori	Robin	Italy	116
20	063	Revatu Customs	Black Pearl	Netherlands	115

## FREESTYLE CLASS OTHER ENTRANTS (in alphabetical order by company name)

BIKE #	COMPANY	BIKE NAME	COUNTRY
082	Boss 69	Brike	Italy
083	Boss 69	Illegal	Italy
108	BTS	Heike Jesse	Germany
019	Crazy Racers	Espace K	France
084	Emporium Garage	Scooter	Italy
101	Engels Schmiede	Unique Thirty	Germany
072	FCS Choppers	TOHA Bike	Germany
071	FCS Choppers	Radical Classic	Germany
014	Harley Factory Frankfurt	Jekyll & Hyde	Germany
029	HD Würzburg Village	Würzburg Village LSD Hypno	Germany
047	Jordy's Chopper Shop	Harley Davidson Breakout	Netherlands
069	Lonehog	Jolly Jumper	Sweden
104	MC Cycles	Avalon	Italy
059	Midland Choppers	El Rey	Switzerland
053	Morten Lund	Redneck Rocket	Norway
057	Pål Steenersen	Mike	Norway
070	Rno Cycles	Inked	Netherlands
079	Spok Motor	Hard Soup	Finland
050	Stile Custom		Italy
045	Team Ermi	Streetboardtracker	Hungary
096	Tomas Pitlik	Kettenrad	Czech Republic



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*Koh Niwa  
of Suicide Customs*



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*'Rumble Racer'  
by Suicide Customs*



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*German-Motorcycle-Authority  
'Milwaukee Mile'*

*Germany*



*First Place*

**MODIFIED HARLEY**

*World Champion*

POS	BIKE #	COMPANY	BIKE NAME	COUNTRY	POINTS
1	075	German-Motorcycle-Authority	Milwaukee Mile	Germany	97
2	004	One Way Machine	Iron Riot	Germany	92
3	094	Nine Hills Motorcycles	Rapid	Poland	83
4	042	Yuri Shif Custom	Yuri Gagarin	Belarus	80
5	076	Lord Drake Kustoms	Envy	Spain	41

**MODIFIED HARLEY CLASS OTHER ENTRANTS** (in alphabetical order by company name)

BIKE #	COMPANY	BIKE NAME	COUNTRY
110	Boss-Performance-Motorcycles	Slim	Germany
090	Ferry Clot	Tora	Spain
018	Ferry Custom Bikes	Inked Naked Bike	Hungary
030	Fitul-DMC	Jampster	Russia
012	Simply Road Mekhanika	The Smoked	Ukraine



*Second Place*  
**MODIFIED HARLEY**



*Third Place*  
**MODIFIED HARLEY**



*Medaza Cycles 'Road Fever'*

*Ireland*



*First Place*

**STREET PERFORMANCE**

*World Champion*

POS	BIKE #	COMPANY	BIKE NAME	COUNTRY	POINTS
1	033	Medaza Cycles	Road Fever	Ireland	142
2	052	Crazy Racers	CR1100	France	81
3	074	Tondo Garage / IBC	Biplane	Italy	72
4	095	Nine Hills Motorcycles	Huracan	Poland	62
5	077	Pan Speed Shop	Meka	Spain	31

**STREET PERFORMANCE CLASS OTHER ENTRANTS** (in alphabetical order by company name)

BIKE #	COMPANY	BIKE NAME	COUNTRY
026	AMS-Chopper		Germany
035	Simply Road Mekhanika	M1200C	Ukraine
109	Team Hester Motorsport	Hester Aer1000	Germany
086	Valtorón Motorcycles	La Bulla	Spain

*Crazy Racers 'CR1100' France*



*Second Place*

**STREET PERFORMANCE**

*Tondo Garage / IBC 'Biplane' Italy*



*Third Place*

**STREET PERFORMANCE**



*PDF Motociclette 'Big Kahuna'*

*Italy*



*First Place*  
**RETRO MODIFIED**  
*World Champion*

RESULT	BIKE #	COMPANY	BIKE NAME	COUNTRY	POINTS
1	062	PDF Motociclette	Big Kahuna	Italy	108
2	025	Thunderbike	30th Anniversary Pan	Germany	93*
3	099	Jean-Claude Barrois	Alan Special	France	93*
4	049	Fine Custom Mechanics	Rook	Russia	48
5	002	Bobber Garage	Gentleman Racer	Liechtenstein	33

\* In the event of a tie on points for any award, the entry having gained the most 1st place votes of the tied entries will be deemed the winner.

**RETRO MODIFIED CLASS OTHER ENTRANTS** (in alphabetical order by company name)

BIKE #	COMPANY	BIKE NAME	COUNTRY
100	BG Garage	Watchbreaker	Belgium
031	Fital-DMC	Boxter	Russia
041	Müller Motorcycle	Deep Throat	Germany
058	Pål Steenersen	Lefty	Norway
111	Sapka Muvék	BSA 42	Hungary
039	Stuff From Hell	Schwarze Sonne	Germany
078	Team Ermi	Team Ermi SHVLHD	Hungary



*Second Place*  
**RETRO MODIFIED**



*Third Place*  
**RETRO MODIFIED**



*Iron Custom Motorcycles 'Beckman'*



*Ukraine*

*First Place*  
**CAFE RACER**  
*World Champion*

POS	BIKE #	COMPANY	BIKE NAME	COUNTRY	POINTS
1	010	Iron Custom Motorcycles	Beckman	Ukraine	134
2	024	Kingston Custom	BMW White Phantom	Germany	122
3	060	Sur Les Chapeaux De Roues	The Z Project	France	50
4	097	Game Over Cycles	Hard Rock Café Bike	Poland	40
5	061	V-Twin Garage	Tomahawk	France	38

**CAFE RACER CLASS OTHER ENTRANTS** (in alphabetical order by company name)

BIKE #	COMPANY	BIKE NAME	COUNTRY
105	Blacktrack Motors	BT-01	Luxembourg
023	Kingston Custom	Honda CX 500 C	Germany
044	Louis	Alouise	Germany
107	Sapka Muvek	BMW	Hungary
034	Wena Customs	Twister	Poland



*Kingston Custom Germany*  
*'BMW White Phantom'*

*Second Place*  
**CAFE RACER**

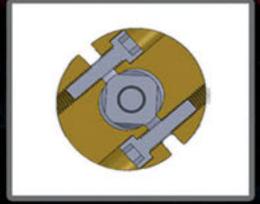
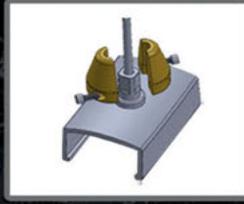


*Sur Les Chapeaux De Roues France*  
*The Z Project*

*Third Place*  
**CAFE RACER**

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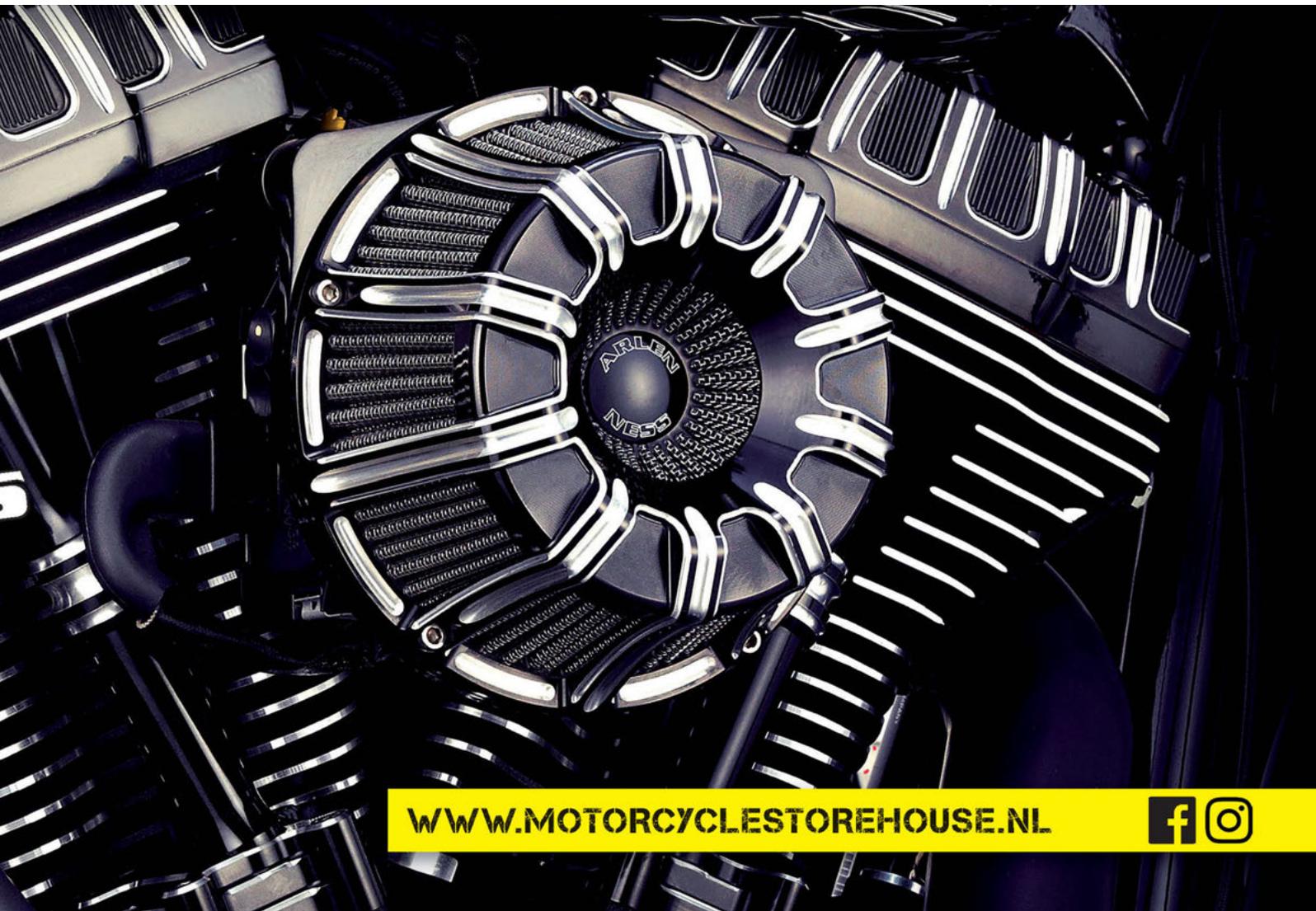
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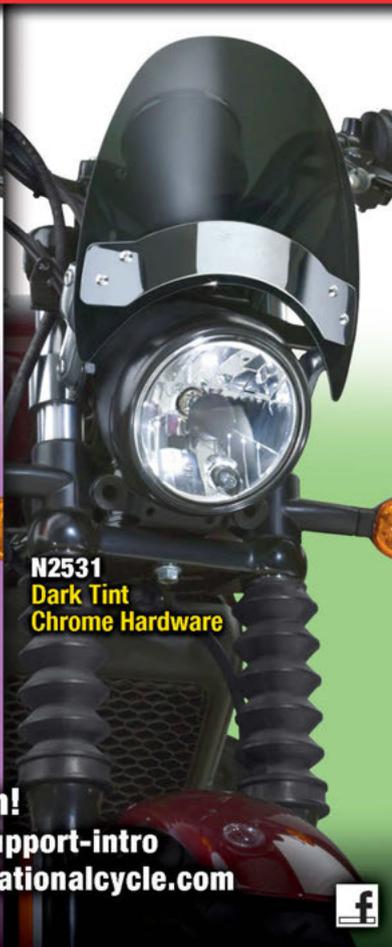
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Always regarded as the most "international" of the major motorcycle industry shows, INTERMOT had plenty for the custom market trade visitor in the 'main' halls, in addition to the exhibitors in the all-new 'INTERMOT Customized' show-within-show concept in the atmospheric Hall 10. Here we present a selection of "mainstream" vendors with product lines for the custom market ...

Robin Bradley  
Publisher

[robin@dealer-world.com](mailto:robin@dealer-world.com)



**O**ur involvement with INTERMOT through AMD's sister 'Metric' publication International Dealer News, including the popular International Night networking reception we stage with the support of Koelnmesse and the IVM (the German motorcycle industry trade association), has always meant that we have been in a unique position to be able to distil the four additional halls of over 1,100 exhibitors to be able to highlight parts and accessories that are of interest and relevance to custom shops internationally.

I have always believed that there is much in the "mainstream" of the motorcycle industry to interest V-twin market industry professionals, and that while market-specific expo environments are vital to the market's core business, "mainstream" market events such as INTERMOT and AIMExpo in the United States also have a legitimate place in a well-balanced diet of industry trade show activity for even the most hardened of V-twin purists. Held every other year, INTERMOT has always been regarded as THE primary international motorcycle industry nexus, and of Europe's major "mainstream" shows the one that



attracts the higher mileage riders and hard parts, performance and technical component exhibitors in the greatest numbers.

Like all shows of all kinds, worldwide, attendance numbers and exhibitor numbers have reflected the rise and, more recently, dramatic decline in the motorcycle industry, they always do – just as the industry's magazines do.

In Europe that decline started somewhat later than it did in the United States, but has endured for much longer than was the case in North America. While the "recovery" there appears to have stalled, in Europe there is no question that new motorcycle registrations are now gathering pace again, but context is key to appreciating that the

mid-single digit growth numbers being seen in the past 24 months matter.

According to ACEM, the Brussels based motorcycle industry trade association for Europe, from just under 2m units in 2002, the all-markets European motorcycle industry peaked at over 2.5m registrations in 2007, then shrank to less than 1.2m units in 2013.

Within those figures motorcycle registrations rose from 1.1m units in 2002 to peak at just under 1.6m in 2008, but collapse to under 800,000 in 2013. The good news is that by the end of 2015 that number was on the rise again, to 885,453 motorcycles.

The even better news is that while the number of mopeds and small displacement

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machines such as small cc scooters is still in decline, counterintuitively following such a dramatic recession, it is higher value larger displacement motorcycles rather than price point machines that are driving growth. The best news of all though comes in the custom market, where Harley's performance, in market share terms and new unit numbers, in Europe is doing much to soften the impact of the domestic sales numbers, with custom-esque machines of various kinds also being among the strongest growth areas for most of the "mainstream" motorcycle manufacturers. Hence the "double-boothing" that was seen at INTERMOT this year as OEs sought to stake a claim to future exhibit real estate in the new show-within-show 'INTERMOT Customized' Hall 10 this year. With the mid-single digit motorcycle growth being seen now in Europe, and the modest visitor number growth being claimed by INTERMOT (up by around 10,000 from 2014), it has been the advent of 'INTERMOT Customized' that has given the show most of its claimed +17 percent increase in exhibiting company numbers, and in the context of the collapse in numbers since 2007, everyone in the industry in Europe will happily take the present modest and early positive indicators "all day long". With the uncertainty of unfolding change continuing to swirl about us, any kind of growth is good growth. In European terms, the custom market has emerged from under the wing of the street, sports, naked style,

dual-purpose and scooter markets – what was once niche, truly is now starting to define the mainstream.

As long-term market leader, Harley-Davidson always has largely defined the primary business opportunities in the North American motorcycle parts and accessory aftermarket, but increasingly Europe is catching up – albeit with a new definition of what "motorcycles of character" means to the new-generation of Millennial beard wearers and what were hitherto regarded as minority markets.

That definition is already being seen in the U.S. of course, and has been for some years, but in Europe it is also informing OE production capacity priorities – and that is important as a potential game-changer as the Japanese superbike revolution was in the 1970s and 1980s.

In our visits with exhibitors in the "main" halls, our International Dealer News domestic European 'Metric' customers, it was startling how many vendors, now more than ever, are keen to know how they can engage with AMD Magazine as the pathway into custom sales, and I was asked about how European vendors can get sales moving in the domestic U.S. custom market at least a dozen times on four days.

There was palpable disappointment at hearing that the channels are just as complex and the market just as crowded for them as a European vendor trying to sell in the U.S. as it is for American vendors trying to gain traction in the European market - but with a relatively healthy domestic European custom market in which to liquidate development costs, few appeared to be deterred.

A few such companies appear in this selection and in my review of 'INTERMOT Customized' elsewhere in this edition, but for most of the businesses included here, those that already have brands that can sell across the board, have product solutions specified for the V-twin market, and have mature channels already in place, the opportunities may be morphing, but opportunities they certainly are.

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**PARTS EUROPE:** Fred Fox's European operation continues to gain momentum, with near-market Drag Specialties inventory increasing at their massive state-of-the-art warehouse near Trier in Germany each year. The custom parts and accessories market in Europe is a "crowded and competitive space" in distributor terms. However, with European parts and accessory sales not seeing the softening that has been widely reported in the domestic U.S. market so far this year, Drag Specialties' vendors should be able to capitalize on the international growth opportunities; [www.partseurope.eu](http://www.partseurope.eu)



**MAROLO TEST:** The French workshop equipment manufacturer continues to deepen its relationship with Harley-Davidson dealers, with their worldwide approved modular workshop lifts being officially endorsed by Milwaukee for use in authorized dealer workshops; [www.marolotest.com](http://www.marolotest.com)



**REMUS:** New products from the Austrian exhaust manufacturer include EU compliant replacement 2-into-1 systems for forward or mid-control applications on most Sportster models from 2014 and up. Weighing in at 6.5kg (compared to the 10.4kg of the stock system) and available for use with or without the removable plug-in catalytic converter, it features Remus' mechanical noise control valve and choice of optional billet end caps. Tests on an otherwise stock Sportster 48 showed horsepower and torque gains throughout the rev range; [www.remus.eu](http://www.remus.eu)



**TECMATE:** The well-known manufacturer of the OptiMate range of battery chargers, diagnostics and maintenance products has been on a new accessory product blitz recently with cables, plugs and chargers for most of the portable devices that now define life on the road - from smart GPS and cell phone chargers that protect the motorcycle battery from their energy demands, to plugs and applications for most popular makes and models, including Harley tourers; [www.tecmate.com](http://www.tecmate.com)



**MAG EUROPE:** It is already getting on for three years since the Motorsports Aftermarket Group merged with Tucker Rocky/Biker's Choice. At INTERMOT the group showcased their Vance & Hines, Kuryakyn, Crusher, Mustang seats, Burly and Progressive Suspension brands; [www.mageurope.eu](http://www.mageurope.eu)



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**VEE RUBBER:** Big in the custom scene in Europe as well as the United States, with "new gen" design technology, Vee Rubber remains the "go-to" for white walls and fat rear tires [www.veerubber.co.th](http://www.veerubber.co.th)



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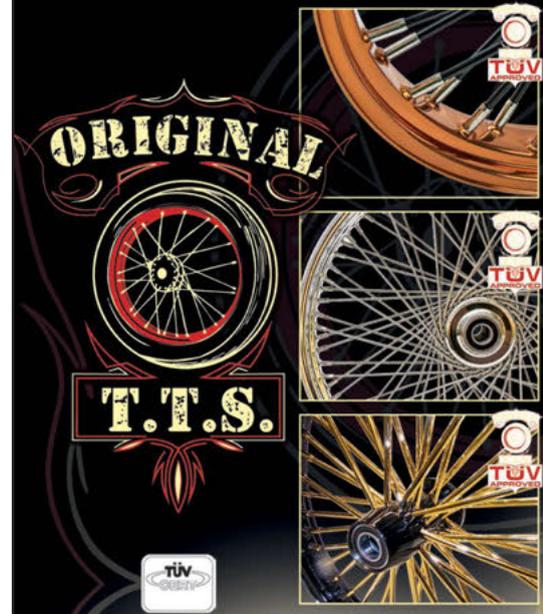
**RIZOMA:** The Italian parts, accessory and make-over kit specialist is best known for their 'metric' product line, but recently stepped-up their Harley offer with new Sportster and Night Rod parts designs to add to their universal fit cruiser mirror, forward control, grips, pegs and lever options. [www.rizoma.com](http://www.rizoma.com)



**K&N ENGINEERING:** Recent new products from the Riverside, California based cotton gauze performance air filter specialist include simple bolt-on cast aluminum Aircharger intake system kits for all 2008-2016 Touring models and 2001-2015 Dynas and Softails. Said to add up to 6hp, both kits include a cast aluminum intake tube and come in a textured black finish with a raised, brushed aluminum K&N logo. They feature an oversized, oiled cotton, clamp-on air filter that feeds air directly into a wide air tube with an integrated velocity stack. An integrated breather system ensures these kits are a direct replacement for the stock intake. Dyno tests have shown an estimated 6 hp and 6.5 lb-ft of torque gain on a 2016 H-D Street Glide, and an estimated 5 horsepower and 8 lb-ft of torque on a 2016 Harley Switchback; [www.knfilters.com](http://www.knfilters.com)



**WUNDERKIND:** Launched two years ago, the Wunderkind program is a new line of custom parts designed and manufactured in Germany by noted sportsbike parts maker ABM. Products include performance custom air cleaners with washable K&N air filters; forward controls, brake discs, callipers and levers; fork stabilizers and triple clamps; pegs and grips, covers and adjustable 'Multi-Clip' clip-on handlebars, all in a choice of finishes with ABE certification where required – the highest level of design and materials quality approval available in the tough regulatory environment of the German market; [www.wunderkind-custom.com](http://www.wunderkind-custom.com)



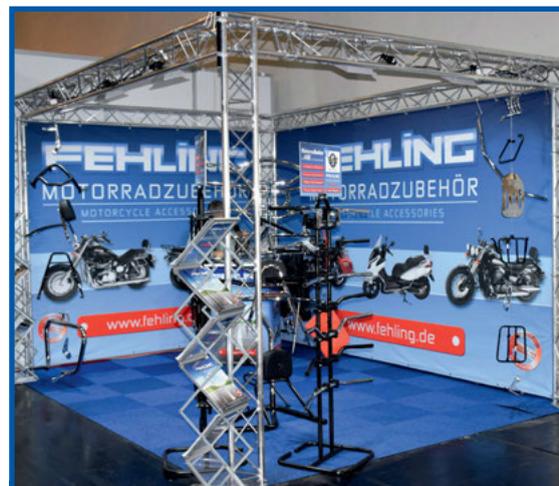
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**GALFER:** Originators of the popular 'Wave' style brake rotors, the Spanish manufacturer (with U.S. subsidiary at Oxnard, California) distributes through Zodiac International in Europe. Recent new products include their 'Skulled' disc brake rotors - said to combine race-proven brake technology and a "stellar design into the ultimate stopping power" - available as full floating or rigid mount for most applications. The discs come in 10" (254mm), 11.5" (292mm) and 11.8" (300mm) diameter, are TÜV/KBA approved and available for most 2000 to present Harley models, and most 1984 thru' 1999 Harleys when used with a retrofit disc adapter; [www.galfer.eu](http://www.galfer.eu)



**FEHLING:** The noted German accessories manufacturer offers dealers access to one of the largest handlebar, engine guard and protection parts ranges (plus luggage racks and related parts) in the industry. Recently new products for V-twins include new 1" (25.4 mm) outer diameter steel tube TÜV approved 'Z' bars in a choice of heights, and accessories for Harley's Dyna Fat Bob (FXDF) in chromed or black anodized steel for 2008-2013 and 2014 and up models. Fehling specialize in anything that involves tube bending and design and make all their own products in-house at their factory near Dortmund in Germany. 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; [www.fehling.de](http://www.fehling.de)



**DAYTONA INTERNATIONAL TRADING:** Founded in the early 1970s by Henry Abe, there can't be many parts and accessory distributors or custom shops in the V-twin industry that hasn't bought, sold or used products from this Japanese 'major'. Recent new products include the addition of the 'Asura' multi-function trip computer to their extensive line of digital and analogue gauges and instruments, and a reverse gear kit for Harley Touring models; [www.daytona-global.com](http://www.daytona-global.com)



**SBS:** The Danish brake pad manufacturer says it "has raised the bar" in brake pad friction material terms with a new high-end disc brake pad compound – the SBS EVO Sinter. Described as being manufactured with conductive sintering (direct hot pressing), the material is heated up by electrical current, resulting in an "excellent and homogeneous brake pad material". SBS says it also features advanced friction material bonding technology - the NRS system, which is a mechanical bonding method based on a matrix of steel hooks raised on the backing plate that mould into the friction material, creating an "indestructible and corrosion safe mechanical bond without any use of adhesives". The initial launch range includes almost 30 part numbers for modern Adventure, Roadster, Sport and touring bikes – look for cruiser fitments to be announced in 2017; [www.sbs-friction.dk](http://www.sbs-friction.dk)



**ÖHLINS:** After the success of their Harley-Davidson targeted 'Blackline' shocks, the Swedish suspension specialist introduced a new Road & Track NIX22 (22mm) front fork cartridge kit for Dyna and Sportster models earlier this year. Using their proven "NIX" design, the fork internals feature compression damping in the left leg and rebound damping in the right, a configuration that is said to give a more precise function. The system is an easy install in the stock front forks; [www.ohlins.com](http://www.ohlins.com)

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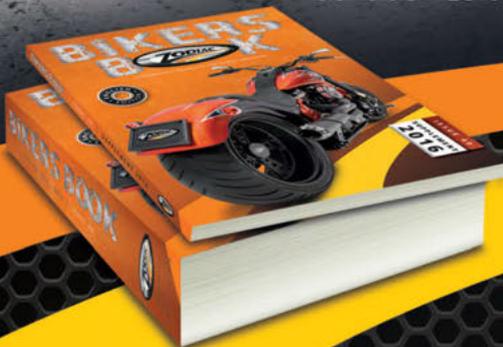
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**NATIONAL CYCLE:** Recent new products from the award-winning Maywood, Illinois manufacturer include updated universal fit Deflector Screens and Street Shields in Quantum hardcoated polycarbonate, three new VStream windscreens for the FLTR Road Glide, and multiple screen, windshield and cruiseliner hard saddlebag options for the Indian Scout; [www.nationalcycle.com](http://www.nationalcycle.com)



**DYNOJET RESEARCH:** Latest new products from the Las Vegas based manufacturer include the Power Commander V-PTI for the very specific tuning demands and opportunities offered by turbo and supercharged engines. It uses the same features as the Power Commander V and allows modification of the fuel curve based on a pressure (boost) table and/or temperature table on '07-'09 XL 1200s. The pressure table provides 3D mapping capability based on boost vs. rpm; the temperature table provides 2D mapping capability with up to 50 points of adjustments. It comes with a Bosch 3 bar map/temp sensor; [www.dynojet.com](http://www.dynojet.com)



**HOT LEATHERS:** A major player in the domestic U.S. custom apparel market and famed for their presence at the Sturgis Motorcycle Rally, their range includes premium U.S. made jackets, vests and riding pants; [www.hotleathers.com](http://www.hotleathers.com)

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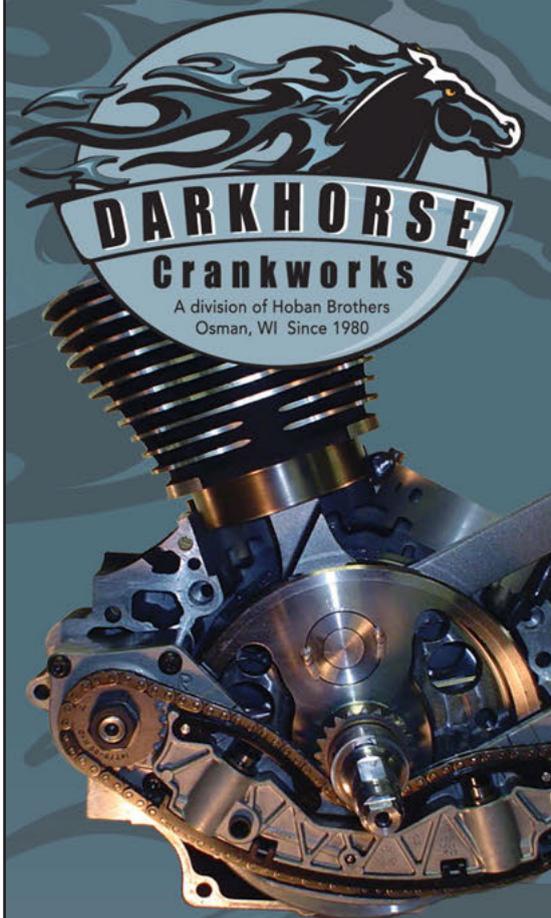
**RST:** New products from the well-known German parts and accessory manufacturer include Motorcycle Storehouse distributed, ABE approved brake and clutch levers designed with 6-way adjustability, enabling all riders to set their levers to the right grip to lever distance for virtually any given hand size. CNC-machined from billet aluminum with stainless hardware, they are available in a polished or black anodized finish for most tourers, Softails, Dynas and Sportsters; [www.rst-performance.de](http://www.rst-performance.de)



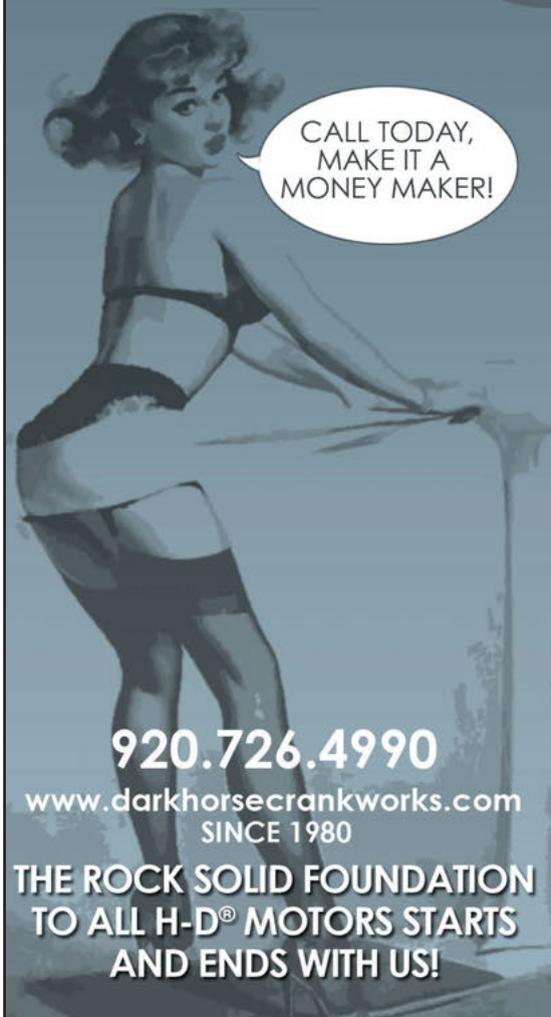
**S&S CYCLE:** Two months ago S&S Cycle launched the first in a series of European approvals for its top sellers with E9 certification for their 'Stealth' air cleaners for cable or throttle by wire throttle body applications on 103 and 110 inch Dyna and Softail models, and well as EFI 883 and 1200cc Sportsters; [www.sscycle.com](http://www.sscycle.com)



**HYPERPRO:** Recent new products from the well-known Dutch specialist include much needed replacement, upgraded fork springs, replacement rear springs for the stock shock absorbers, two grades of complete replacement rear shock absorbers and a complete rear and front "combi-kit" for the suspension challenged Indian Scout. Founded in 1993, Hyperpro specializes in progressive-wound springs that are said to improve stopping distances by 15-20 percent, stabilizers, complete shock absorbers and front fork components and kits. The company employs around 25 people at their 10,000 sq ft headquarters building, sells to 40 countries and at any one time has over 30,000 springs in stock for some 2,500 different models; [www.hyperpro.com](http://www.hyperpro.com)



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**HARLEY-DAVIDSON:** One of two booths that Harley had at INTERMOT this year (the other one was adjacent to the AMD World Championship in the nearby 'INTERMOT Customized' hall), Harley's international sales continue to go a long way towards balancing the balance sheet hit that their softening domestic U.S. demand is creating ... first nine months 2016 domestic U.S. sales were down by -4.7 percent, while international sales were +3.3 percent in their EMEA region (Europe, Middle East and Africa,) +1.9 percent for the third quarter and +6.6 percent year-to-date; [www.harley-davidson.com](http://www.harley-davidson.com)



**INDIAN MOTORCYCLE:** Polaris continues to "plough the road" in terms of opening dealerships as quickly as it can in Europe and feeding new models into the market tactically as production ramps up. The marketing hype in Europe hasn't been as intense as that seen in the United States, but the latent demand created by residual brand legacy popularity should see them able to sell all the new units they can ship to Europe for some time to come; [www.indianmotorcycle.com](http://www.indianmotorcycle.com)



**AVON TYRES:** Ever since Arlen Ness embraced Avon Tyres as his brand of choice "back in the day", Avons have been one of the most popular tire choices among custom aficionados. This was strongly in evidence at this year's AMD World Championship of Custom Bike Building, with the World Champion and more than twenty others choosing the British designed and manufactured brand. As Arlen Ness once said "for me, it all starts with the tire"; [www.avonmotorcycle.com](http://www.avonmotorcycle.com)



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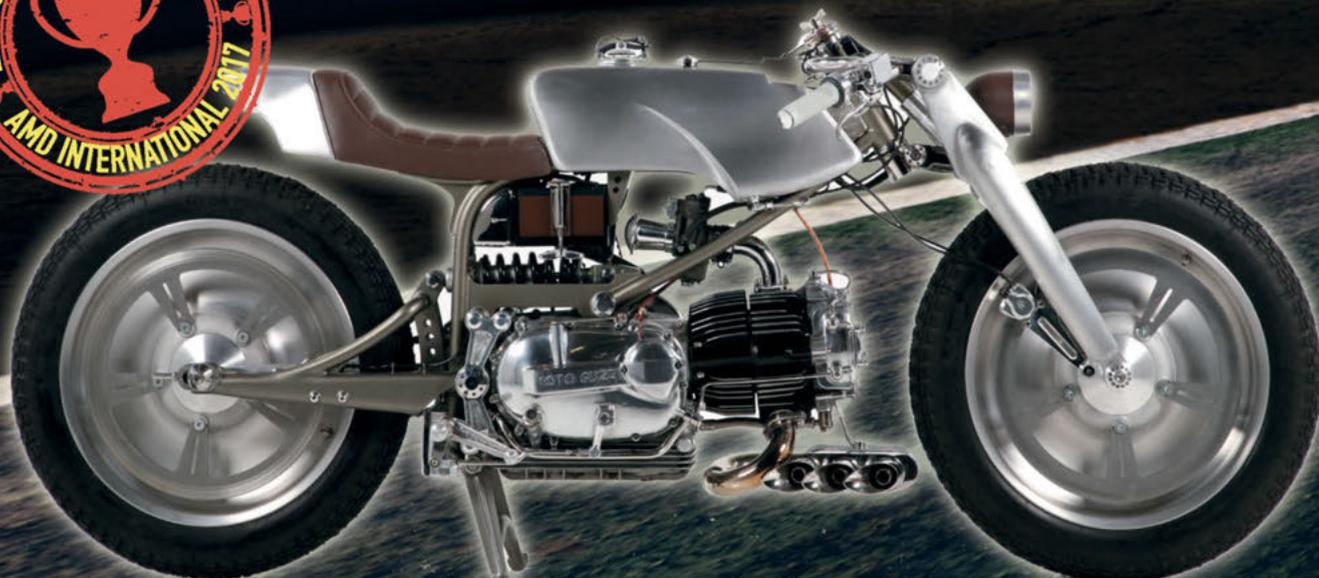
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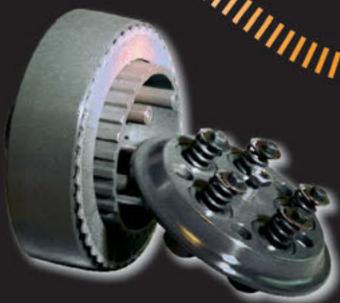
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**NEWS BRIEFS**

In the eight months to August 2016 Harley-Davidson had sold 5,894 motorcycles in France, leaving it in fifth place in market share terms behind Yamaha, Honda, BMW and Kawasaki, but ahead of Suzuki, Piaggio, Triumph, KTM and Ducati.

Held every other year, the 10th Carole Nash Motorbike & Scooter Show will be staged from March 3 – 5, in Dublin, Ireland, next year. Always a massively popular event with the riding public in Ireland, an extra hall has been added for 2017; the show will again play host to the Irish round of the AMD World Championship of Custom Bike Building; [www.irishmotorbikeshow.com](http://www.irishmotorbikeshow.com)

The Better Business Bureau Institute for Marketplace Trust announced the Harley-Davidson Motor Company as one of the four 2016 winners of their International Torch Award for Ethics (ITAE).

The next 'INTERMOT Customized' at Cologne, Germany will be held from October 3 – 7, 2018; [www.intermot-cologne.com](http://www.intermot-cologne.com)

The American team has won the 91st FIM International Six Days Enduro (ISDE) for the first time in the event's history. Staged at Navarra, Spain, on Oct. 11-16, with Taylor Robert taking individual honors. The UK was second. The U.S. Junior Trophy Team finished second in their event, to Sweden.

# Harley unit sales off by -7.1 percent in U.S. in third quarter, international sales up again

Harley-Davidson are reporting that worldwide retail motorcycle sales in the third quarter were down -4.5 percent, primarily on weak U.S. industry trends. Harley-Davidson retail motorcycle sales in the U.S. were down -7.1 percent compared to the year-ago quarter, with the overall domestic U.S. motorcycle industry also down for the same period. Harley-Davidson's U.S. market share for the quarter was 52.3 percent in the 601cc-plus segment, "essentially flat" compared to the third quarter in 2015. Harley-Davidson international retail sales increased by +1.0 percent over the prior year quarter. "We continue to effectively navigate a fiercely competitive environment and an ongoing weak U.S. industry," said Matt Levatich, President and Chief Executive Officer. "We are pleased with the positive results and the enthusiasm we've seen for our Model Year 2017 motorcycles, featuring the new Milwaukee-Eight engine. We are confident that the entire line-up will drive retail sales growth for the remainder of 2016 and position us well heading into the spring riding season next year." Response to the new model year motorcycles is said to have driven increased retail sales in September over the prior year.



Recognizing the continued slower industry growth in the U.S., the company says it will "streamline" its operations in the fourth quarter of 2016. It expects to incur expenses of approximately \$20 million to \$25 million in the fourth quarter, primarily for employee separation and reorganization costs. "Our value as a company and as a brand is the sum of 113 years of commitment to our riders and the freedom seekers we will inspire to ride in the future," said Levatich. "We remain intensely focused on growing the sport and delivering strong business results." Retail sales in EMEA (Europe, Middle East and Africa region) were up +1.9 percent in the third quarter and up +6.6 percent for the first nine months. Asia Pacific retail sales were up +1.7 percent in the quarter and up +2.9 percent for the first nine months compared to 2015, behind strong growth in Australia and Japan. Revenue from motorcycles and related products was down compared to the third quarter in

2015, primarily behind due to decreased motorcycle shipments. Operating margin as a percent of revenue decreased versus the prior year. Operating income from financial services was down -4.6 percent in the third quarter compared to the year ago period. Harley-Davidson continues to expect to ship 264,000 to 269,000 motorcycles in 2016, which is approximately down -1 percent to up +1 percent from 2015. In the fourth quarter of 2016, the company expects to ship 44,200 to 49,200 motorcycles compared to 48,149 motorcycles shipped in the year-ago period. The company continues to expect full-year 2016 operating margin of approximately 15 to 16 percent for the Motorcycles segment. The company continues to expect 2016 capital expenditures for Harley-Davidson, Inc. of \$255 million to \$275 million. Third quarter 2016 diluted earnings per share decreased 7.2 percent to \$0.64 compared to diluted EPS of \$0.69 in the same period in 2015. Net income was \$114.1 million on consolidated revenue of \$1.27 billion compared to net income of \$140.3 million on consolidated revenue of \$1.32 billion in the third quarter of 2015. Through nine months, Harley-

Continues on page 10 >>>

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